



# REPORT

## for

### summarization and analysis of data from a survey conducted in the city of Plovdiv and the region in 2022/2023.

#### 1. General information and conceptual positioning.

*The study of the needs and requirements of young people* is a basic stage and a necessary element in the functioning and development of the activity and the construction of the educational programs in the Municipal Enterprise "Youth Center Plovdiv". The choice of a clear and purposeful strategy of the Center's educational and management team to the interest and opinion of the target group predetermines the leading role of the study. Given the dynamic environment and the rapidly changing preferences, interests and trends, especially among young people, the data is updated periodically in order to have the most up-to-date, adequate and reliable information for the target group with which the team works. The survey is *available* to any respondent wishing to provide their opinion, guaranteeing the anonymity of the answers.

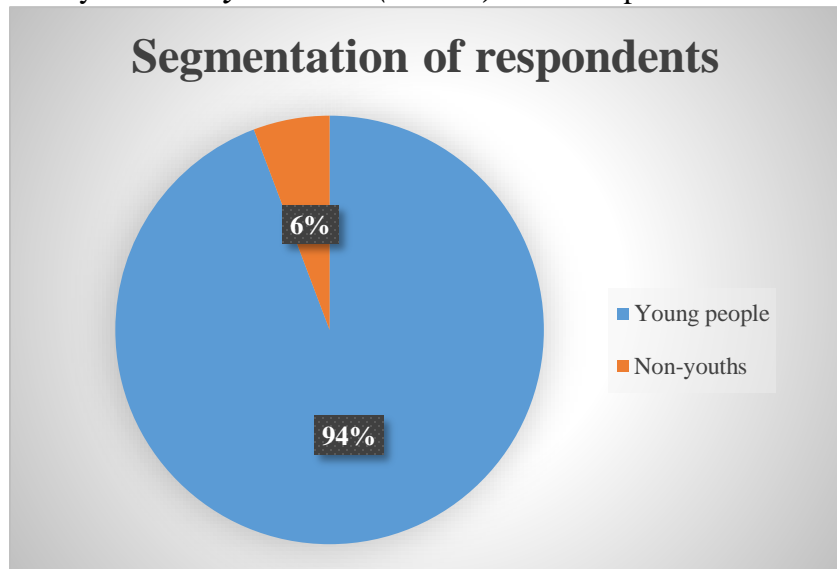
The present survey is conducted within the *6-month period July 2022 – January 2023*. Starts on 22.07.2022 and ends on 22.01.2023. *Aims* to form a database and information to be used for the compilation and implementation of future educational programs, determination of thematic directions for upcoming events and activities, updating the current picture of the consumer segment, determined on the basis of previous research and feedback at the end of each activity. *The forms of dissemination of the survey* are classified into the following categories: 1) *social networks* (including the Center's website); 2) during each of *the present events* ; 3) by sending an *email* to all participants in activities so far; 4) *field studies* by mediators and youth workers at locations in the city of Plovdiv and the region, visited by young people and characterized by a strong concentration of people; 5) trainees, mediators , youth workers, partners and participants in activities spreading through *personal means of communication* .

226 respondents took part in the survey .

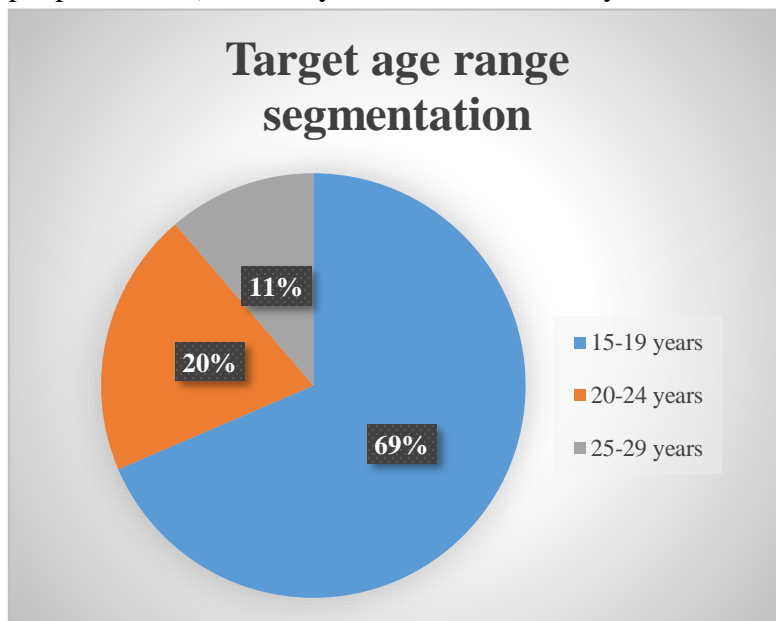


## 2. Demographic and social structure.

*The target age group* of the survey is: **15-29 years** . **213 (or 94%)** of the respondents defined as youth are positioned in the target range, and **13 (or 6%)** – defined as non-youth , outside it (under 15 and over 29), presented in *fig. 1*. Emphasis is placed on *the segmentation of the target age group into 3 subgroups* : **15-19 years** (predominantly defined as students), **20-24 years** (predominantly defined as students) and **25-29 years** (predominantly defined as working) . *Fig. 2* illustrates the distribution of youth in individual subgroups. The age



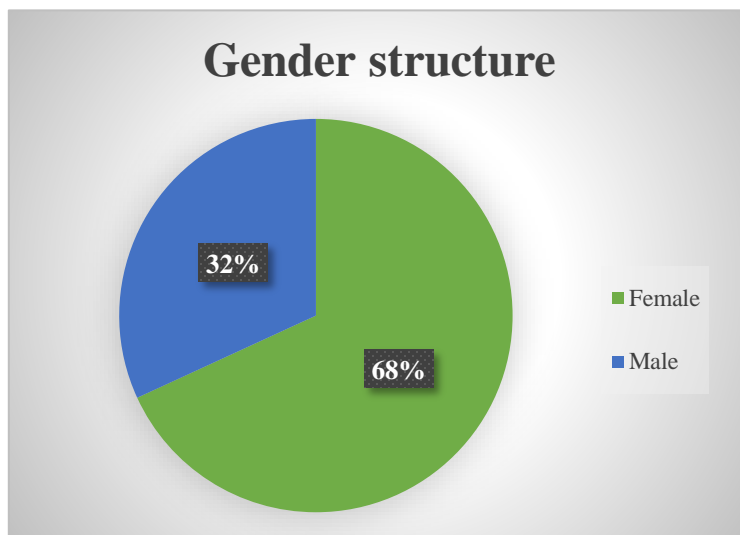
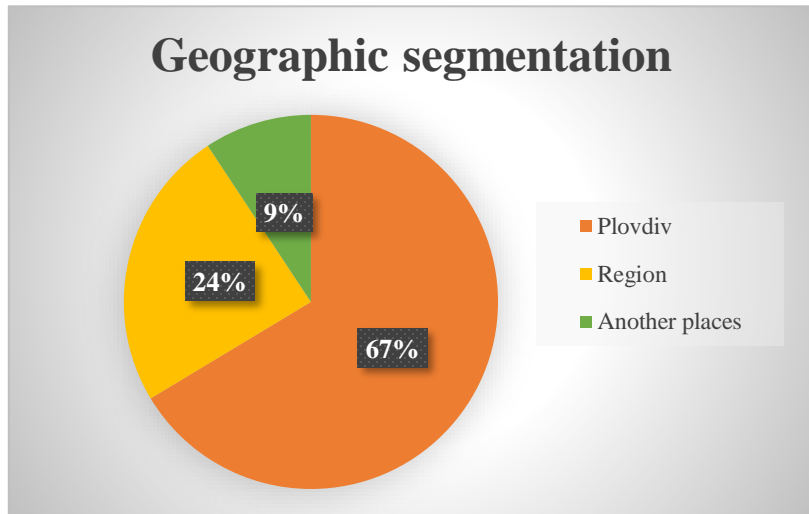
range that is mainly attracted by the Center's activities and up to now - 15-19 years old (146 young people or 69%) is clearly outlined. That is why, in terms of the thematic directions and preferred



formats for conducting the educational programs, special attention should be paid to the answers provided by the other 2 groups, which cannot be reached en masse - 43 young people or 20% in the range of 20-24 years and 24 youth or 11% in the 25-29 age range. The reasons for this would be the subject of another study.



The geographical positioning of the respondents almost completely reaches the target point - the city of Plovdiv and the region. *Fig. 3* shows the results regarding this indicator. 67% of the participants in the study indicate the city of Plovdiv as the place where they live, 24% - the region (incl. the city of Hisarya, the city of Asenovgrad, the city of Perushtitsa, the city of Rakovski, the city of Stamboliyski, the village of Tsalapitsa, with Starosel, the village of Zhitnitsa, the village of Krumovo, the village of Ustina, etc.), and 9% - settlements outside the Plovdiv region.

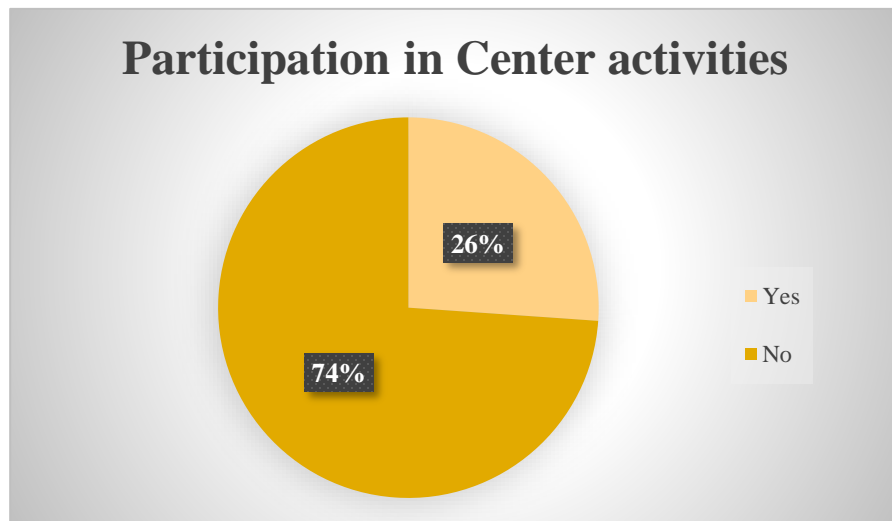


The gender structure of the respondents is presented in *fig. 4* , from which the predominance of women is clearly outlined, with a relative share of 68%. The high proportion of women is also established during the Center's activities. This necessitates a detailed review of the thematic areas indicated by the men.



### 3. Commitment and awareness of the Center's activities.

The survey is also aimed at obtaining information about how well the Youth Center's activities are *known and known* to the respondents, on the one hand, and *what the Center is associated with* for those who participated in individual activities, on the other hand. Almost  $\frac{3}{4}$  of the respondents have not participated in the Center's activities, which contributes to the



generation of opinions and feedback, fully tailored to their needs and requirements without the influence of previous and current educational programs.

Respondents who gave a *positive answer regarding their participation* in the Center's activities indicated the following *activities* as examples: "Young Economist" training program, "Truth or Dare" youth forum, international youth exchanges, charity bazaars, "Young Trainee" training program, Evenings of board games, Sports evenings, training "How to turn an idea into a youth project?", youth initiative "Creative writing", Economist's Club, Book Club, Literary and creative workshop "Aberation", youth initiative "Living Library" <sup>1</sup>.

Respondents (both participants in activities and those who did not attend any of them) single out *3 groups of predominant answers* , aimed at what is *their general idea and association about the Youth Center* <sup>2</sup>:

- **Education and initiation of youth activities** - trainings, forums, international exchanges, seminars, etc., creating and upgrading knowledge and skills of young people;
- **Supporting and motivating role of the Center** - providing a favorable environment, free access to activities, opportunities for personal development;
- **Sports and availability of sports facilities and facilities** .

<sup>1</sup>The listed current and past activities of the Center are ordered by frequency of responses and only those mentioned more than once by the respondents have been selected.

<sup>2</sup>The answers are ordered based on the frequency of the given answers.



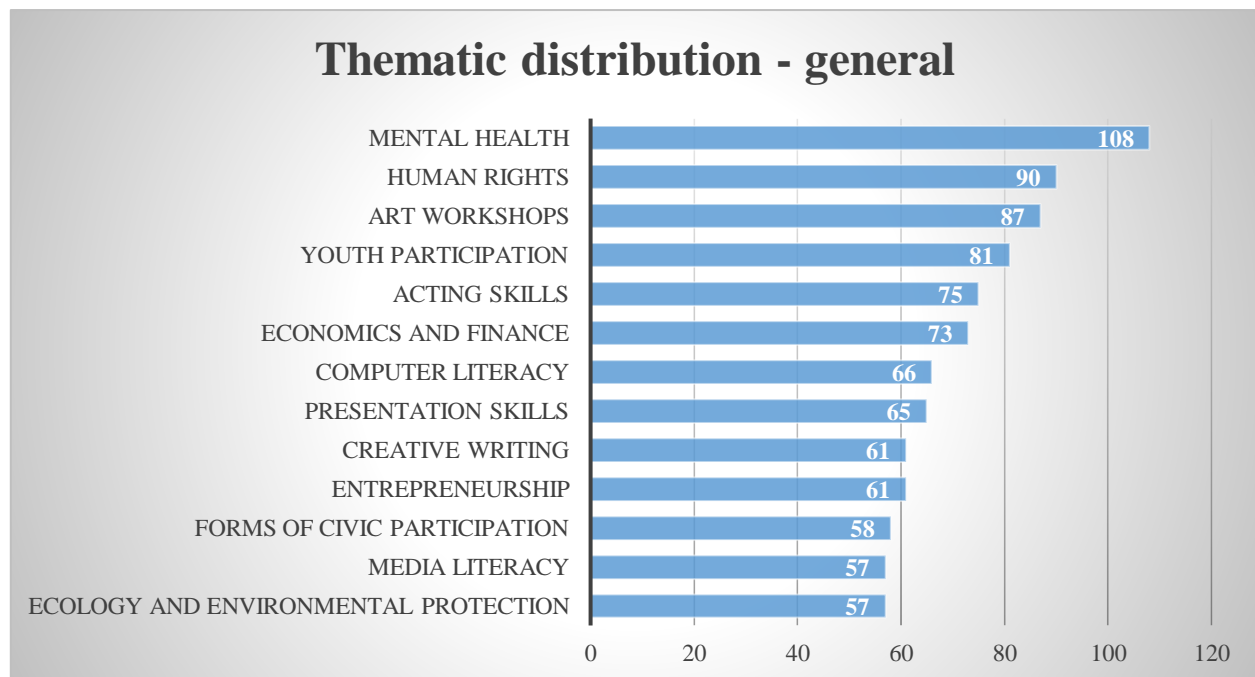
The second group of answers is predominant for the respondents who have already participated in the activities of the Center, while the first and the third are mainly aimed at those who have not or have used the spaces through another youth (mainly sports oriented) organization or event. Highlighting the supporting and motivating role of the Center as a leading response not only among current participants, but also among potential ones, reinforces the expectations of young people identified in previous studies for creating and maintaining a space with the following characteristics: inclusive, social, accessible, free , enriching, safe, motivating.

23.9% (in absolute number – 54) of the respondents provided their e-mail, stating a desire to receive information about future events and activities of the Center.



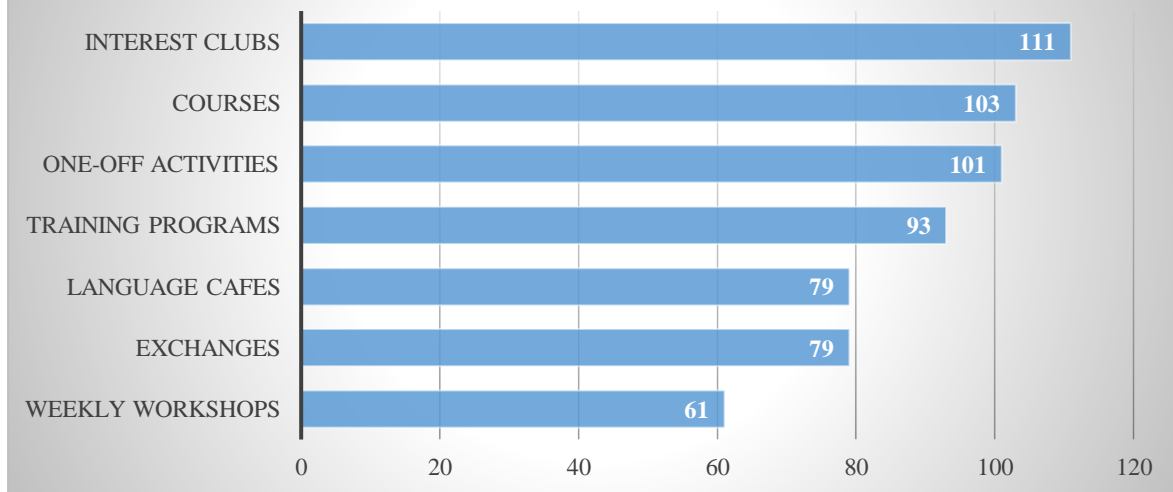
#### 4. Thematic and structural preferences of the participants.

This part examines respondents' preferences regarding topics that are of interest to them and need to enrich their knowledge and skills in the subject area. The main approach in presenting and summarizing the information is *the graphic one* , presenting the specific number of respondents who indicated the given option. *The segmented tracking of the thematic areas* in the individual demographic indicators ( *age, gender and place of residence* ) contributes to the construction of a more in-depth and qualitative analysis, which will help as much as possible to achieve effective educational results. In addition to the thematic distribution , *the preferences regarding a specific format* in which the respective topic could be implemented are also summarized - again segmented for different ages, genders and places of residence.

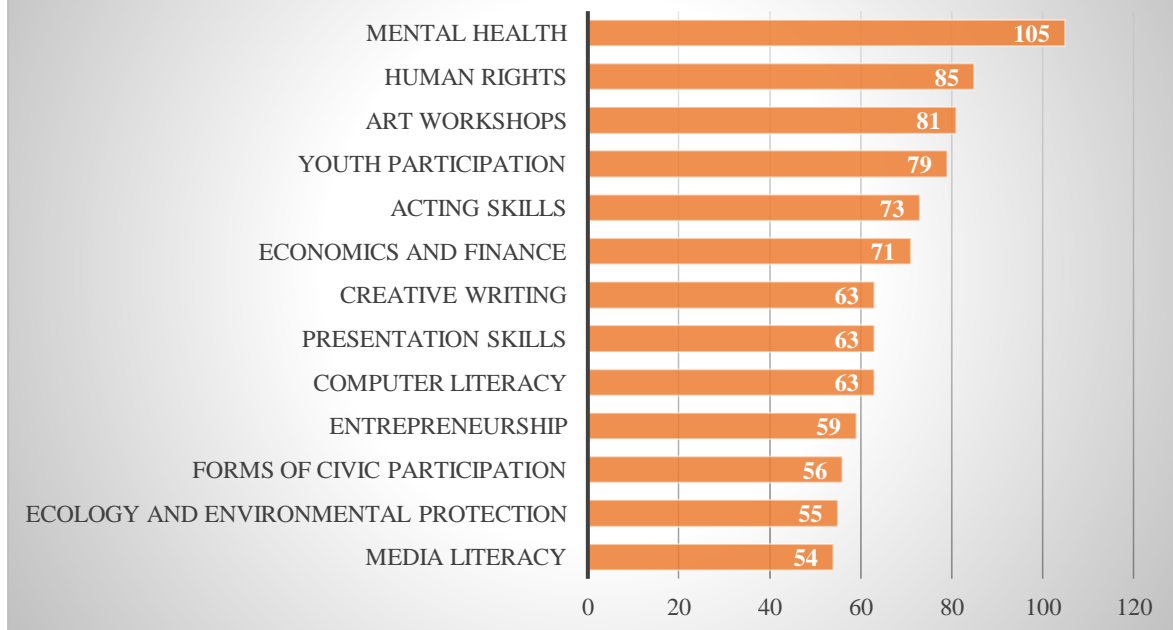




## Forms of activities - general

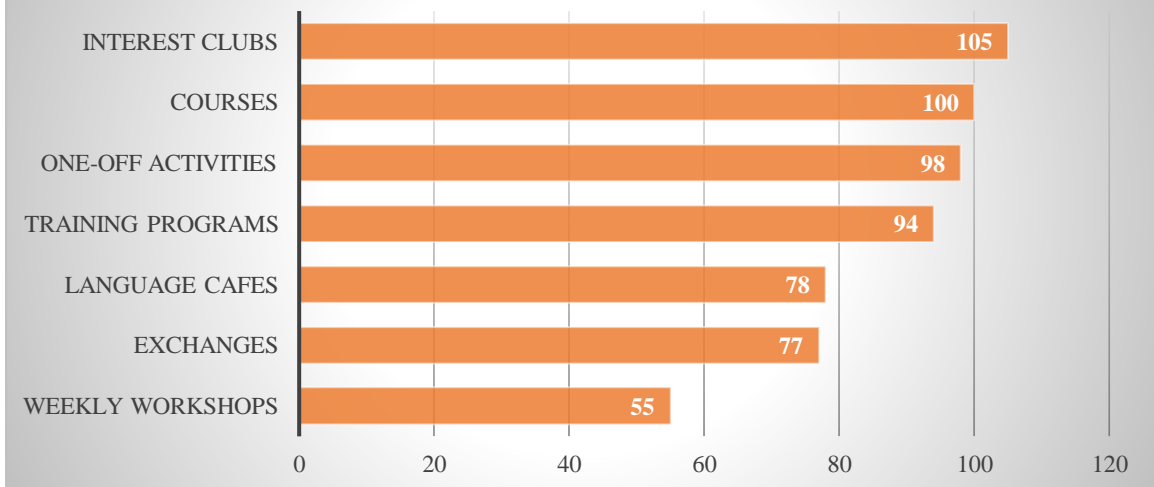


## Thematic distribution - youth

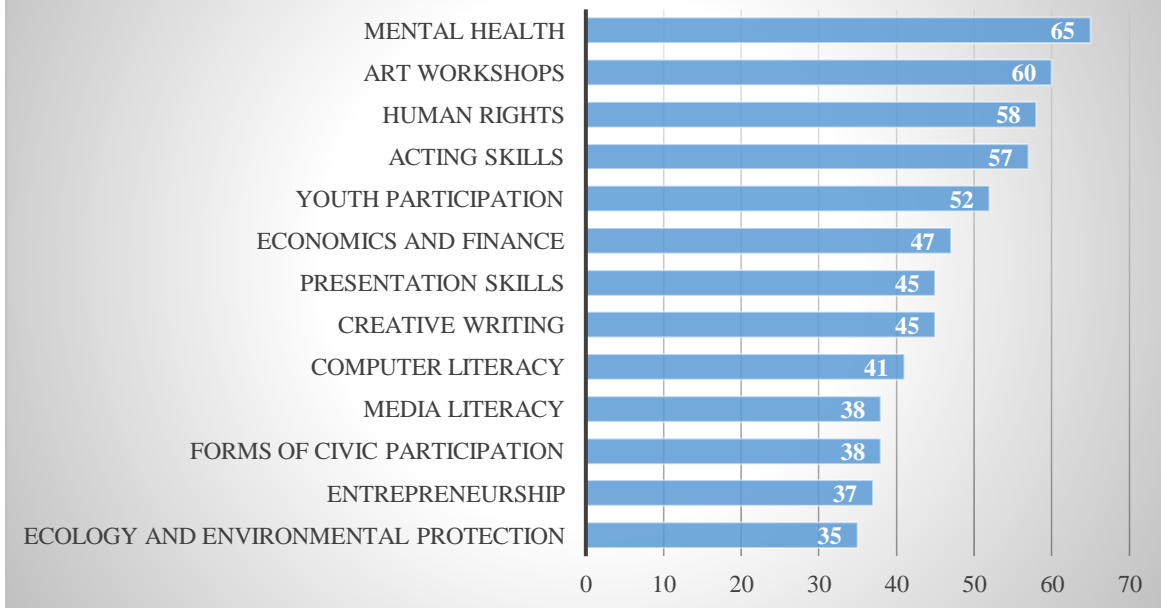




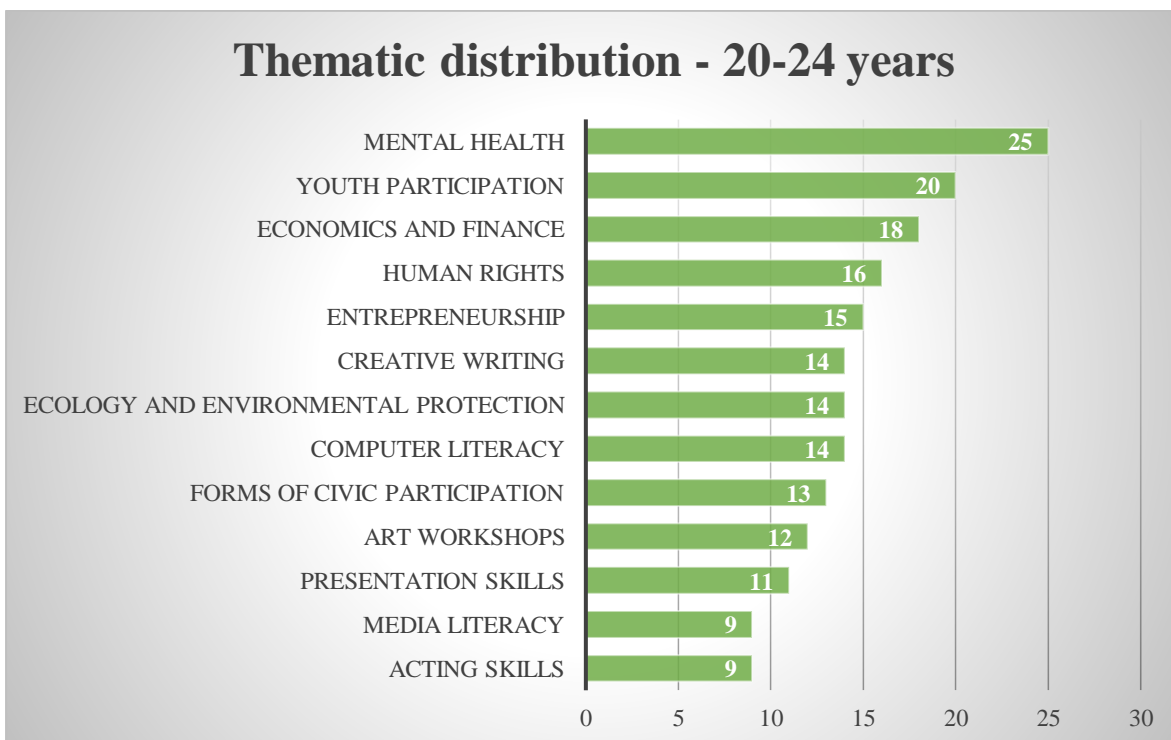
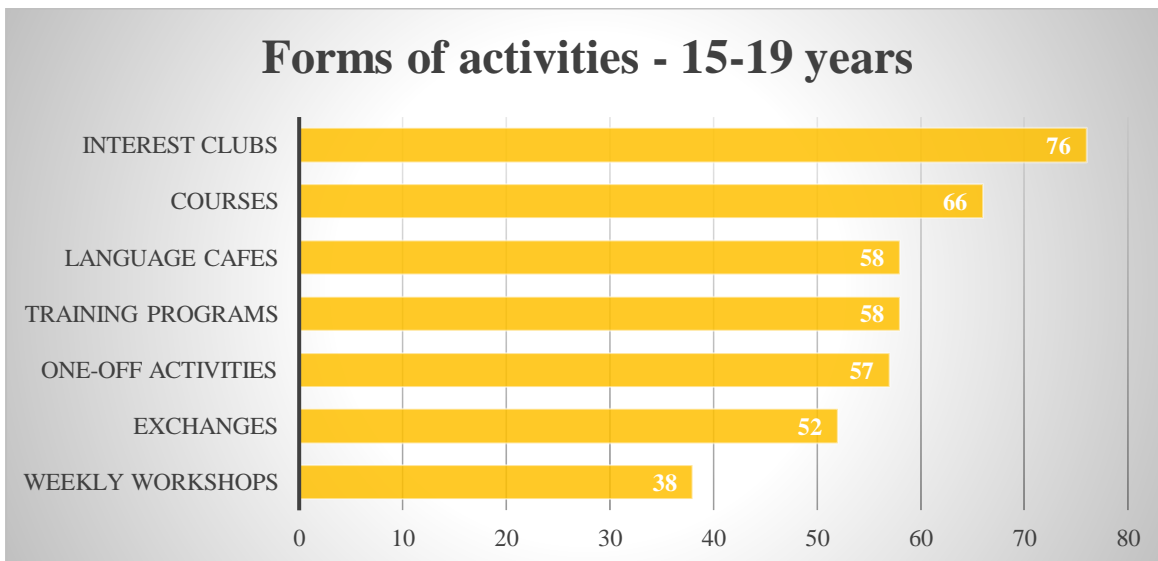
## Forms of activities - youth



## Тематично разпределение - 15-19 години

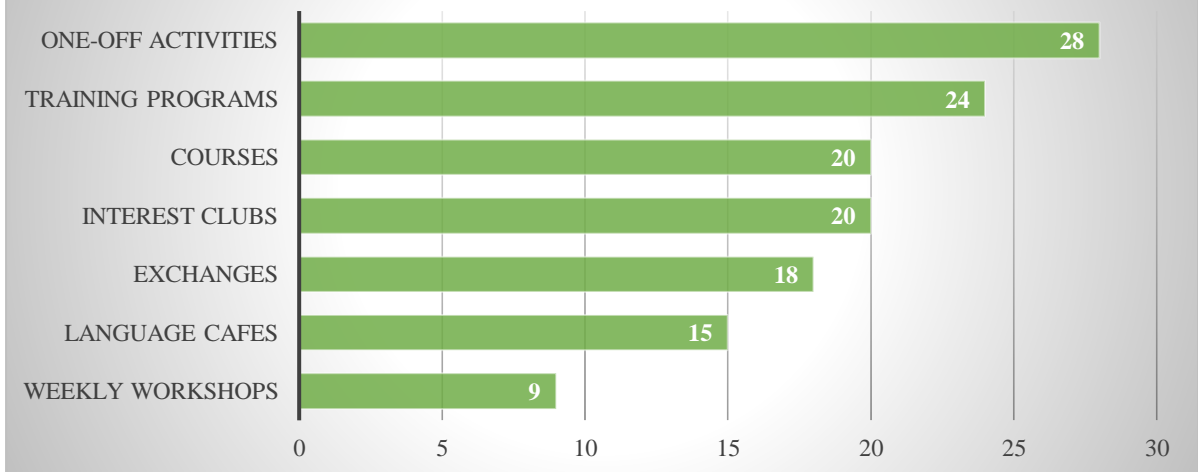




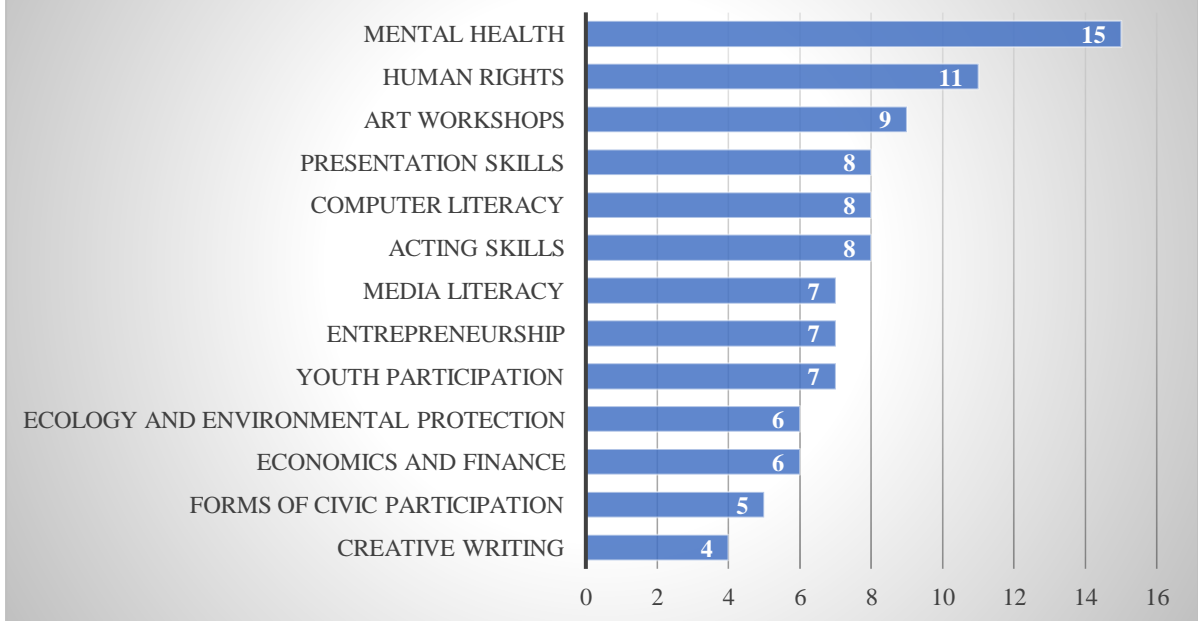




### Forms of activities - 20-24 years

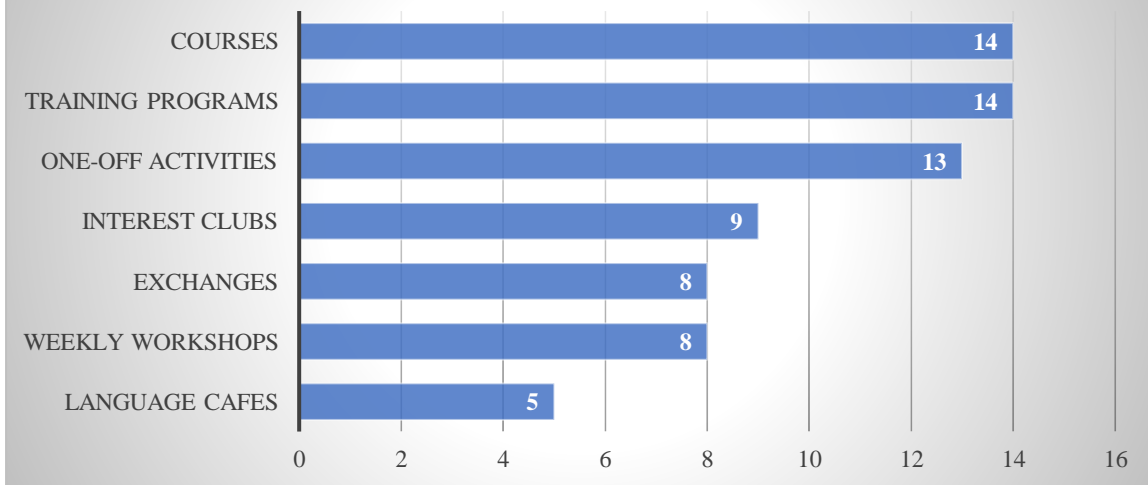


### Thematic distribution - 25-29 years

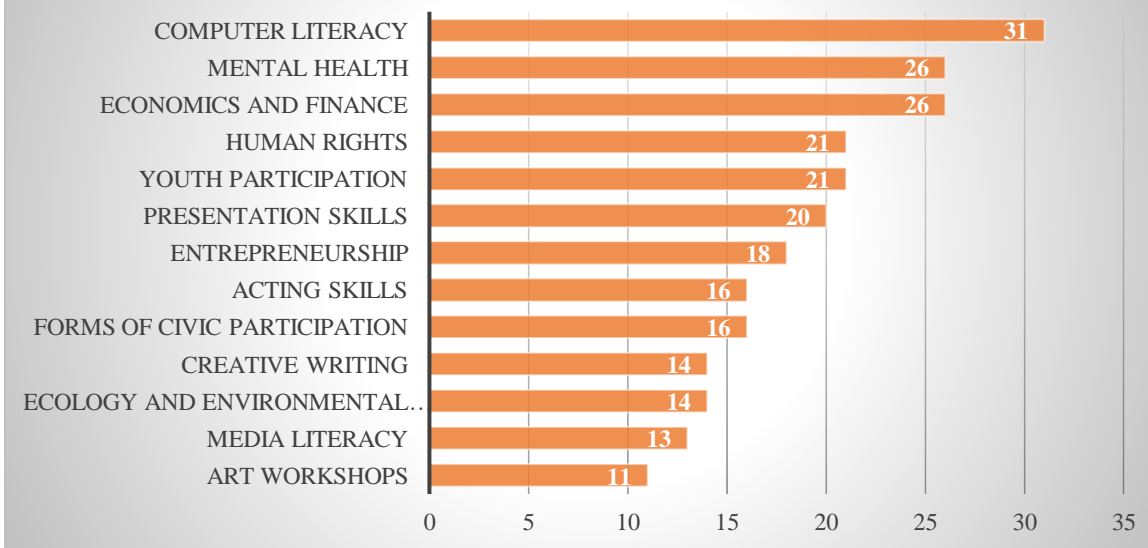


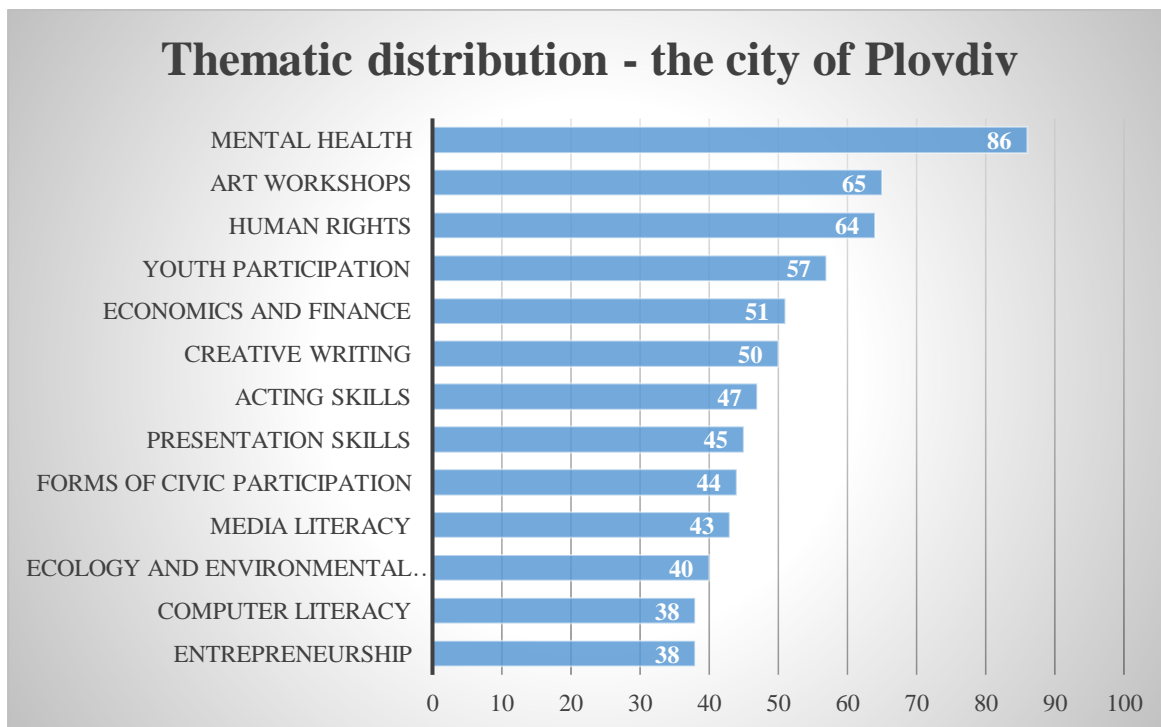
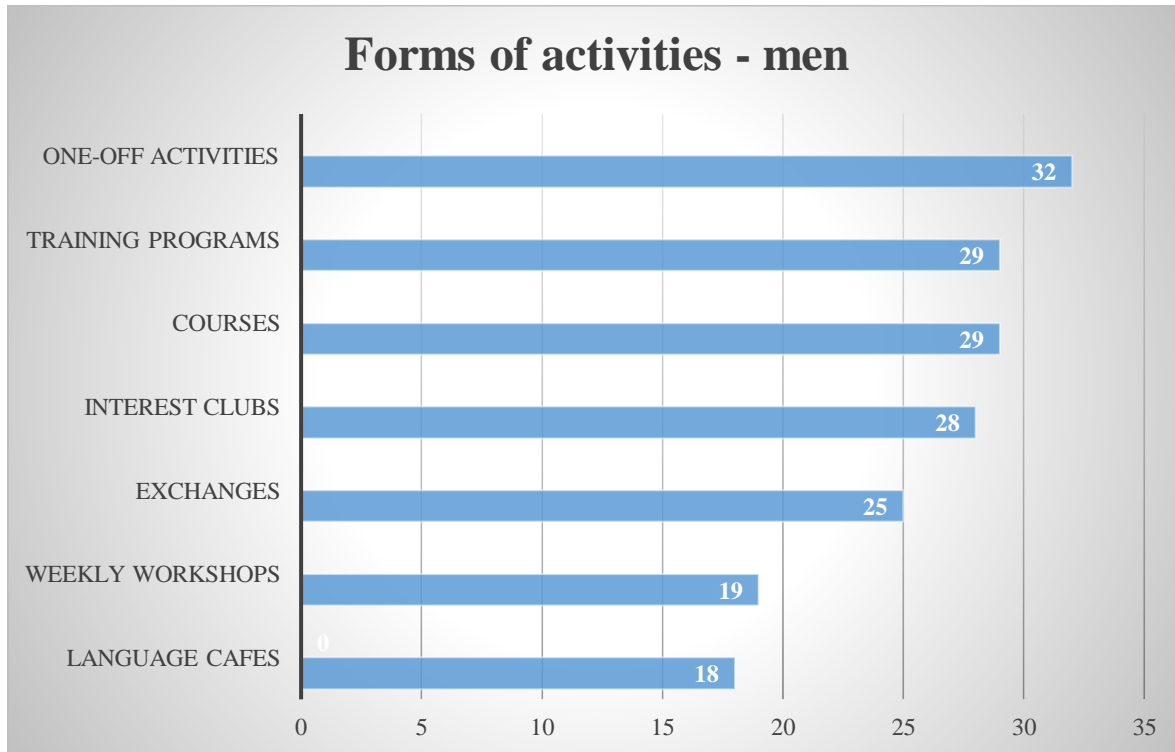


### Forms of activities - 25-29 years



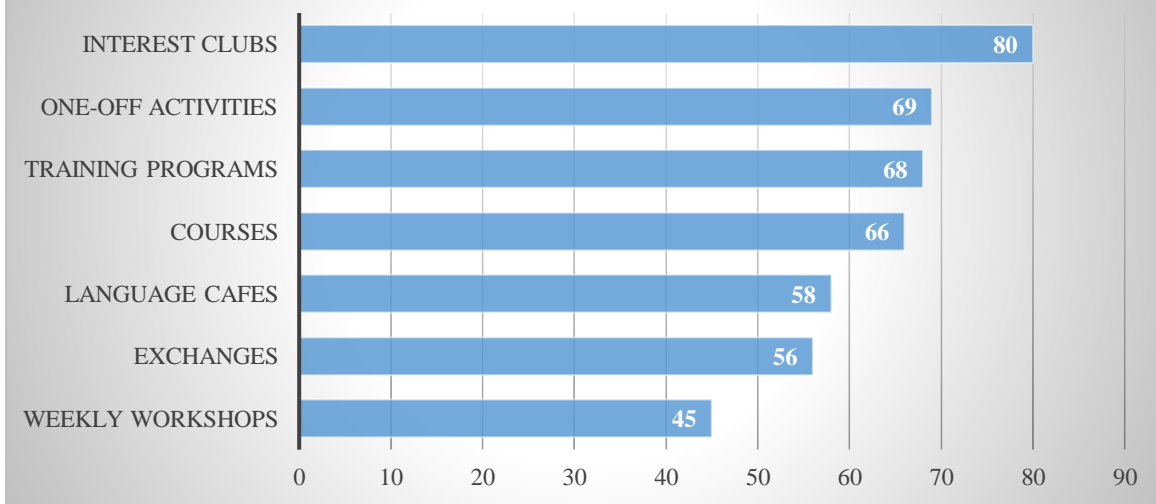
### Thematic distribution - men



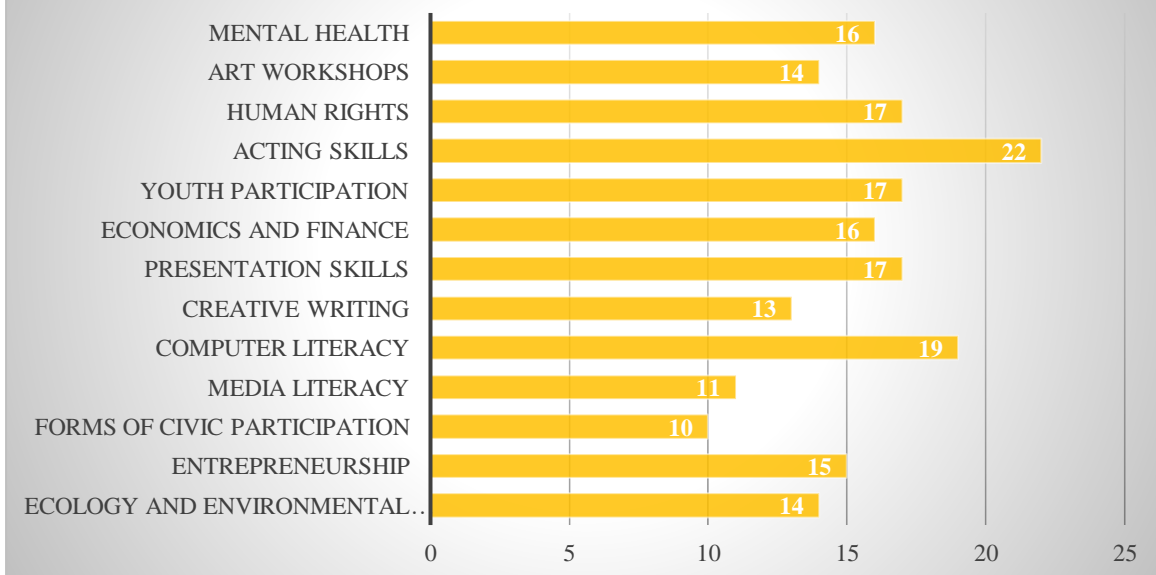


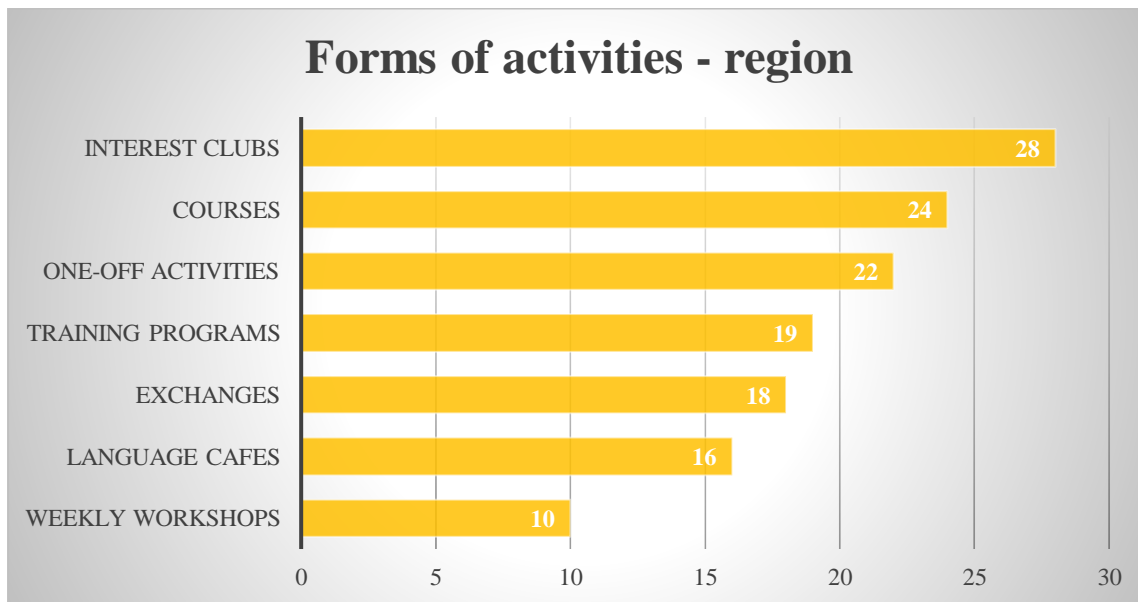


### Forms of activities - city of Plovdiv



### Thematic distribution - region





***Other ideas for thematic directions and forms*** indicated by the respondents are:

- sports (volleyball, football and other activities);
- debates on various topics;
- philosophy, ethics and morality;
- medicine and health education;
- dance art;
- cinema activities and film art;
- graphic design;
- applying for jobs and university;
- personal and professional development and guidance;
- music;
- art.

The identification of the first topics and forms create directions to which the educational team of the Center could be directed in the process of planning, development and implementation of upcoming and future activities and educational programs.

*prepared,*

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