

132 - SOCIODEMOGRAPHIC PROFILE OF YOUNG ADULTS IN THE CITY OF NOVO HAMBURGO, BRAZIL

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INTRODUCTION

This study is part of the project Sports and leisure for young people: a diagnostic study in the city of Novo Hamburgo, Brazil. The relevance of the debate about youth lies on the fact that their ways to be in the world are interpreted according to that concept. Moreover, it provides input for the organization of the attention that society should pay to people during this phase of life, affects the way the rights and obligations of young people are seen and defines what social actions and public policies are necessary to assist this population.

However, to establish what is young by means of attitudes may be dangerous today because habits that used to be typical of young people have been increasingly adopted by other age groups. In this study, we adopt the age limits established by CONJUVE (2006) to define young people as those aged 15 to 29 years. The number of young people aged 15 to 29 years in Brazil is estimated to be 51.1 million, which corresponds to 27.4% of the national population according to the Institute of Applied Economic Research (IPEA) in 2006 (CASTRO; AQUINO, 2008). The city under study, Novo Hamburgo, has 61,317 people in this age group (IBGE, 2010). The question is whether there are public and community, programs and projects that respond to the needs of this number of young people in our country.

After the discontinuation of public actions, young people are left without specific policies to respond to their demands, and, although the National Youth Council (CONJUVE, 2006) has established priorities for this age group, policies and plans still have to materialize into actual actions. Therefore, our purpose was to study the profile of young adults 18 to 29 years old that frequent public places, such as parks, gyms and skate ramps, in the city of Novo Hamburgo, Brazil.

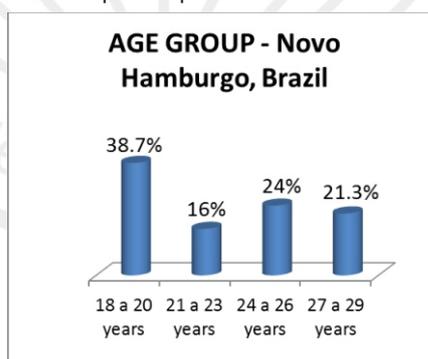
This study is justified by the importance of sports and leisure for quality of life and social inclusion of citizens and of an assertive policy for these practices. The data collected should promote the reflection about the need to develop governmental policies. At the same time, these subsidies may be indicative for the third sector organizations that invest in social projects.

RESULTS AND DISCUSSION

For the study Sports and leisure for young people: a diagnostic study in the city of Novo Hamburgo, Brazil a 60-item questionnaire was applied to young people in the city of Novo Hamburgo, Brazil.

According to Esteves and Abramovay (2008), the best way to define young people today is by means of characteristics that take into consideration the huge diversity among young people, translated as gender differences, age groups, social classes, ethnic groups, place of residence, economic conditions and others. Several aspects are common to different groups of young people, as identified by CONJUVE (2006), an organization that adopts this same approach to youth and defines it as a social condition with specific qualities that materialize in different ways according to historical and social characteristics.

Young people, those who define the profile of youth in this city in the state of Rio Grande do Sul, can be evaluated by using this culturally-based concept of youth according to age group, sex and marital status, schooling, economic condition and work (working hours). Leisure time to practice pleasant activities is limited for young people, as identified in the determination of their profile, and they usually spend it in private and public spaces.

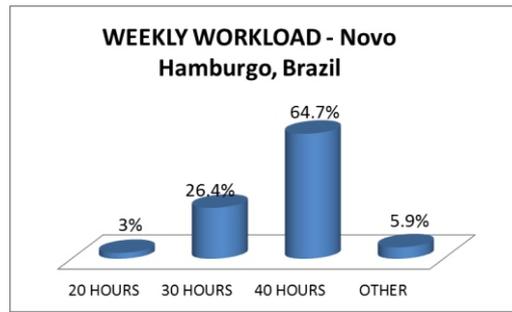


Of the young people interviewed in Novo Hamburgo, 38.7% were 18 to 20 years old, 16%, 21 to 23, 24%, 24 to 26 and 21.3%, 27 to 29. Of all the young individuals in the population of Novo Hamburgo that were randomly selected to participate in the application of the questionnaire about sports and leisure demands, 60% were men, 80% were married, 91% had a job, and 62.6% were studying at the time.

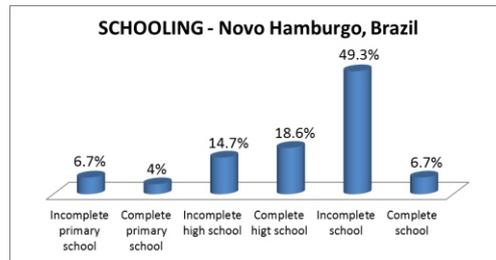
Youth, is treated as immature in the case of young adolescents supported by parents primarily as students and who have more available time to be filled with programmed leisure and sports activities and greater access to certain cultural goods that demand a large amount of economic capital and even certain cultural heritage. These young people, imbued with class conditioning factors, see the world and live in it sometimes accepting the greater control of adult generations, sometimes resisting it (BOURDIEU in GARCIA, 2009).

Data have shown that people are joining the labor market and taking up responsibilities at increasingly younger ages. In the last years, there has been an increase in the number of young people that attend school, but most are not limited to the school environment. Work itself may allow many of them to acquire knowledge and learning through financial freedom, even when the family can support them.

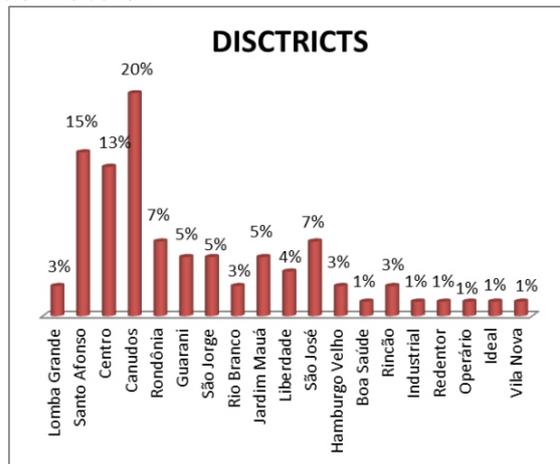
A large number of researchers and managers argue exactly that it is fundamental, above all, to delay inclusion in the working market to allow young people to stay in school longer and to obtain higher educational degrees so that they will be able to get better paying jobs and have more possibilities of personal achievement (ANDRADE, 2008).



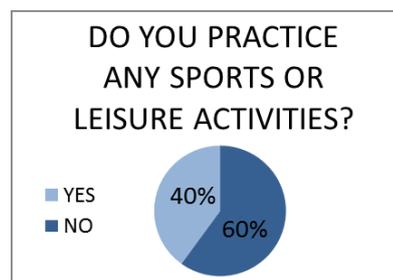
Graph 1 shows the distribution of workers in Novo Hamburgo according to working hours per week: 65% work 40 hours, 26%, 30, 3%, 20, and 6%, other workloads. Graph 2 shows that 49.3% of the young people interviewed in Novo Hamburgo are currently taking college, and 6.7% have already completed it; 18.6% have completed high school and 14.7% are still attending it; finally, 4% have completed a primary education, but 6.7% have not.



The difference between free time and study/work time corresponds to the lack of time for leisure activities, for example. As young people have to begin working ever earlier, they have less availability for leisure activities. The labor market today offers fewer opportunities of social growth. The rapid transformation of labor and the few opportunities of well-paid productive participation makes it difficult to afford both study and leisure activities. Therefore, there is an even greater need to count on one's own resources or on State policies (CASTRO; AQUINO, 2008). According to these authors, young people in this phase of life have their first work experiences, and it would be normal to go from one job to another to acquire knowledge and experience, as it is expected that later this might contribute to stabilization in a certain job and a consequent better distribution of free time. The attempt to balance study and work generates the lack of available time, as data mentioned before have shown, and young people divide their time for these two activities (study and work) because they think of a future stability, but deprive themselves of enjoying their available time better.



Most of the young people interviewed in Novo Hamburgo live in the Canudos area (20%), followed by the Santo Afonso (14.7%) and the downtown districts (13.4%), whereas the rest (51.9%) live in other areas of the city.



In general, 60% of the young people in Novo Hamburgo practice some sport or have some leisure activity. The Sports Ministry (2008) refers to sports without discussing the relationship between youth and social behaviors.

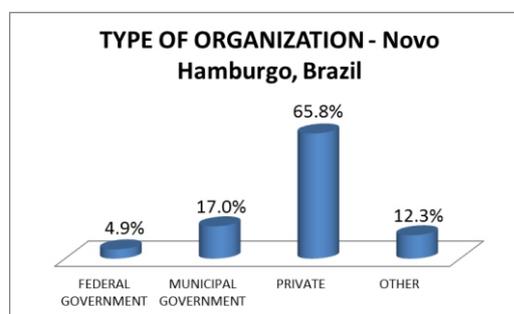
Young people usually stress the importance, in their lives, of being both consumers and producers of culture and of having access to leisure and sports areas (UNESCO, 2004). In general, the places for entertainment, the types of leisure activities, the use of free time and the frequency of this use are indispensable markers of the way of life of young people. Although very busy because of school and work, young people develop strategies that allow them to enjoy leisure activities (GARCIA, 20009).

According to Costa and Pires (2006), among youth cultures, the adequate spaces to form new contact groups, without the strict ruled set by society, may be perceived during leisurely moments. Leisure is the space/time for the development of sociable relations, of exchanges of experiences and discussion of events, which are used by young people in their attempt to structure new forms of individual or collective identities.

Such fields of knowledge and activity are both a right and a contribution to the affirmation of young people as subjects. They may contribute with the materialization of a culture of peace (UNESCO, 2004). However, UNESCO found that the indices of cultural resources justify and reinforce the concern about the lack of spaces for leisure activities and culture for the young population, particularly the poor ones.

Several factors make the access of young people to sports difficult. When we analyze sports associations, we see that the options are practically zero. Public programs, such as the Sports and Leisure in the City (PELC), provide services to a reasonable number of young people, but adopt a more educational, recreational and leisure approach to sports. Moreover, private organizations are the ones to hold the responsibility for the participation of young people in sports and leisure (MINISTÉRIO DO ESPORTE, 2008).

Our study data showed that 65.8% of the activities in the city of Novo Hamburgo are offered by private organizations, 17% by the municipal government, 4% by the federal government, and 12.3% by other organizations. Public policies and social programs in the city of Novo Hamburgo are activities financed actively by the Sports Ministry. This is the case of PELC, which follows social policies that ensure access to recreational sports and leisure for the population and is representative of what the federal government offers for the practice of leisure time activities.



“Youth policies” associate characteristics of social protection with the programs that promote opportunities of development: on the one hand, they aim at ensuring the control of several situations of social vulnerability and risk that young people face; on the other hand, they seek to offer opportunities to experiment and multiply social insertion, which favor the social integration of young people in the several spheres of social life. Although it attempts to respond to social vulnerability situations, the system has failures: there is a prevalence of use of private spaces over public areas, and there are disagreements about whether public leisure spaces are adequate to serve the population.

According to CONJUVE, in the last two years, the development of the National Youth Policy gave more visibility to this topic in the public arena. In this period of time, the government has implemented and improved services, programs, projects and actions in different ministries, all following the paradigm of young people as subjects that have rights and are important for the development of the nation.

FINAL CONSIDERATIONS

Our young people work and study, spending a number of hours that make it impossible to practice physical activities. No time is available for either contemplation or to carry out any pleasurable activities. The need to join the work market and to continue education to update knowledge constantly is characteristic of the youth profile in this city.

There are few active public policies that satisfactorily approach the needs of these young people. This concept of free time, or lack of it, gives origin to the constant demands for more efficacious public policies that respond adequately to the policies directed to young people in the dimension of leisure.

Currently, governments are seen as having the function of promoting the well-being of society, developing a series of actions and directly acting in different areas, such as healthcare, education and environment protection. To achieve results in different areas and promote the well-being of society, governments use public policies that may be defined as the total of all actions, goals and plans that the national, state and municipal governments design to ensure the well-being of the society and the public interest. The Ministry of Sports wants to consolidate sports and leisure activities as State policies in social programs, such as the Second Half and Sports and Leisure in Town, which has been implemented in Novo Hamburgo.

Although the city under study has sports and leisure projects and actions for this age group, they do not reach all young people, but only a very small group of people classified as in a state of social vulnerability. There is little articulation between the existing services and the actions that they seek to implement. Moreover, the existing actions are insufficient, inadequate or inefficient to reach the population as actual subjects of their rights.

Although the population of adults and elderly people has been growing in our country, young people, in our understanding, deserve attention in this field of investigation because the creation of tomorrow's society is based on today's investments. The actions directed to children and adolescents in popular groups, particularly those in situations of greater vulnerability, overlap, that is, there is a large number of projects for that population developed primarily by non governmental organizations, because the advances in the defense of young populations and the attention to services for them are recent (LOPES; SILVA, 2009).

Public policies directed to these young people have been implemented recently and do not efficiently expand the idea of appropriation of public spaces for the practice of physical and sports activities by young people. Therefore, there is a greater

demand for private spaces because their facilities are better and they offer more safety, while public spaces are not used. This demand for private spaces results in little available time for leisure, and the place where not much effort is required for the activities is the most adequate. Therefore, private spaces have added innovations and been used more often than public spaces, but young people have to work harder to continue attending the private spaces, which results in less availability to know and ensure the appropriation of public spaces.

Young people have very exotic tastes, and this age group includes a wide variation of people. In addition to establishing limited sustainable policies directed to this public, it may seem acceptable to already have initiatives that implement public policies for young people. This is a beginning to respond to the demands made by those that are not only critical, but also attempt to solve or mitigate difficulties.

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SOCIODEMOGRAPHIC PROFILE OF YOUNG ADULTS IN THE CITY OF NOVO HAMBURGO, BRAZIL

ABSTRACT:

The objective of this study is to determine the profile of young adults aged 18 to 29 years who frequent any of the city facilities. The sample consists of young adults that responded a questionnaire with open and closed questions to describe their profile. Of the young adults interviewed, 60% were men and 91% work. The analysis of their weekly work load revealed that 65% work 40 hours a week, 26%, 30 hours a week, 3%, 20 h, and 6% have other work loads. Of all participants, 62.6% were studying at the time of the survey: 49.3% go to college and 6.7% have finished it; 18.6% finished high school, whereas 14.7% have not; 4% finished primary school, but 6.7% have not. Sports and leisure activities are practiced by 60% of the young adults, but the other 40% do not practice any of these activities. In the city of Novo Hamburgo, private organizations offer 65.8% of all activities, the municipal government, 17%, and the federal government, 4%. The number of hours during which young adults study and work make it difficult to practice physical activities because of the very little time left. Young adults in this city are workers that have little time for sports or leisure activities.

KEY WORDS: young adults; sports and leisure; public policies

PROFIL SOCIODÉMOGRAPHIQUE DES JEUNES DE LA VILLE DE NOVO HAMBURGO/ RIO GRANDE DO SUL /

BRÉSIL

RÉSUMÉ :

La présente étude a pour objectif de connaître le profil des jeunes de 18 à 29 ans qui fréquentent les espaces de la ville. Parmi les sujets ayant répondu à un questionnaire avec questions ouvertes et fermées, 60 % sont de sexe masculin et 40 % de sexe féminin. 91 % d'entre eux exercent un emploi, à raison de 40 heures/semaine (65 %), 30 h/semaine (26 %), 20 h/semaine (3 %) ou autre charge horaire (6 %). Sur l'ensemble, 62,6 % suivent des études : 49,3 % suivent des études universitaires et 6,7 % sont titulaires d'une formation supérieure complète. 18,6 % des jeunes possèdent le niveau secondaire complet et 14,7 % sont encore au lycée. 4 % possèdent le niveau collège complet et 6,7 % non. En matière de sport/loisirs, 60 % des jeunes pratiquent une activité contre 40 % qui n'en réalisent aucune. Les données de l'étude montrent que 65,8 % des activités de la ville de Novo Hamburgo sont offertes par le secteur privé, 17 % par la municipalité et 4 % par l'État. La recherche met à jour un profil de jeunes qui sont insérés dans le monde du travail, étudient et disposent de peu de temps libre pour pratiquer une activité sportive ou un loisir.

MOTS CLÉS : jeune ; sport/loisir ; politiques publiques.

PERFIL SOCIODEMOGRÁFICO DE LOS JÓVENES EN EL MUNICIPIO DE NOVO HAMBURGO, ESTADO DE RIO GRANDE DO SUL, BRASIL.**RESUMEN:**

El objetivo del estudio es conocer el perfil de los jóvenes, de 18 a 29 años, que frecuentan cualesquier espacios de la ciudad. La muestra de esta investigación se compone de jóvenes que respondieron a un cuestionario con cuestiones abiertas y cerradas, determinantes para describir los perfiles de ellos. De los jóvenes entrevistados, 60% son del sexo masculino y 40% del femenino. Dentro de ellos, 91% están trabajando y 9% no ejercen ningún tipo de profesión. Cuanto a la carga semanal de trabajo, 65% ejercen funciones semanales de 40 horas, 26% de 30 horas, 3% de 20 horas y 6% con otras cargas de horas. Del total, 62,6% están estudiando y 37,4% no frecuentaban instituciones de enseñanza, a la fecha del estudio. Se observa que 49,3% de los entrevistados cursan enseñanza universitaria; 6,7% ya la terminaron, seguido de 18,6% de los jóvenes que terminaron la enseñanza secundaria y 14,7% todavía la están cursando. De otro lado, 4% de los entrevistados solamente completaron la enseñanza primaria y 6,7% cursaron sólo una parte de ésta. Con respecto a actividades deportivas/entretenimiento, 60% de los jóvenes practican, mientras que 40% no realizan ninguna de estas actividades. Los datos del estudio demuestran que 65,8% de las actividades, en el Municipio de Nuevo Hamburgo, son ofrecidas por la iniciativa privada, 17% por parte del Gobierno Municipal y 4% por el Gobierno Federal. Tenemos un perfil de jóvenes que trabajan y estudian, y que tienen una carga de horas que dificulta la realización de actividades físicas, debido al poco tiempo disponible. El perfil de los jóvenes de esta ciudad se compone de jóvenes que están incorporados al mercado de trabajo, lo que evidencia poco tiempo disponible para las prácticas de deporte/entretenimiento.

PALABRAS CLAVE: joven; deporte/entretenimiento; políticas públicas

PERFIL SÓCIO DEMOGRÁFICO DOS JOVENS NO MUNICÍPIO DE NOVO HAMBURGO/RS/BRASIL.**RESUMO:**

O objetivo do estudo é conhecer o perfil dos jovens, 18 e 29 anos, que frequentam quaisquer espaços da cidade. A amostra dessa pesquisa é composta por jovens que responderam a um questionário com questões abertas e fechadas, determinantes para descrever o perfil do mesmo. Dos jovens entrevistados 60% sexo masculino e 40% sexo feminino. Dentre eles, 91% encontram trabalhando e 9% não exercem nenhum tipo de profissão. Quanto à carga horária semanal 65% exerce função por 40h semanais, 26% por 30h semanais, 3% com 20h semanais e 6% com outras cargas horárias. Do total, 62,6% estão estudando e 37,4% não frequentam instituições de ensino, no momento do estudo. Observa-se 49,3% dos entrevistados cursam o ensino superior, 6,7% possuem o ensino superior completo. Seguido de 18,6% dos jovens tem ensino médio completo e 14,7% ainda cursando. Ainda, 4%, dos entrevistados possuem o ensino fundamental completo e 6,7% incompleto. Quanto a realização de atividade esporte/lazer 60% dos jovens praticam, enquanto que 40% não realizam nenhuma destas atividades. Os dados do estudo demonstram que 65,8% das atividades do município de Novo Hamburgo são ofertadas pela iniciativa privada. Por parte do Governo Municipal 17% e 4% do Governo Federal. Temos um perfil de jovens que trabalham e estudam com uma carga horária que dificulta a realização de atividade física, devido o pouco tempo disponível. O perfil jovem desta cidade é composta por jovem que se inserem no mercado de trabalho, evidenciando pouco tempo disponível para as práticas de esporte/lazer.

PALAVRAS CHAVES: jovem; esporte/lazer; políticas públicas