

Open Doors: Domestic Workers in ASEAN

Pre and Post evaluation of long-form video in Thailand



Prepared for
IOM X

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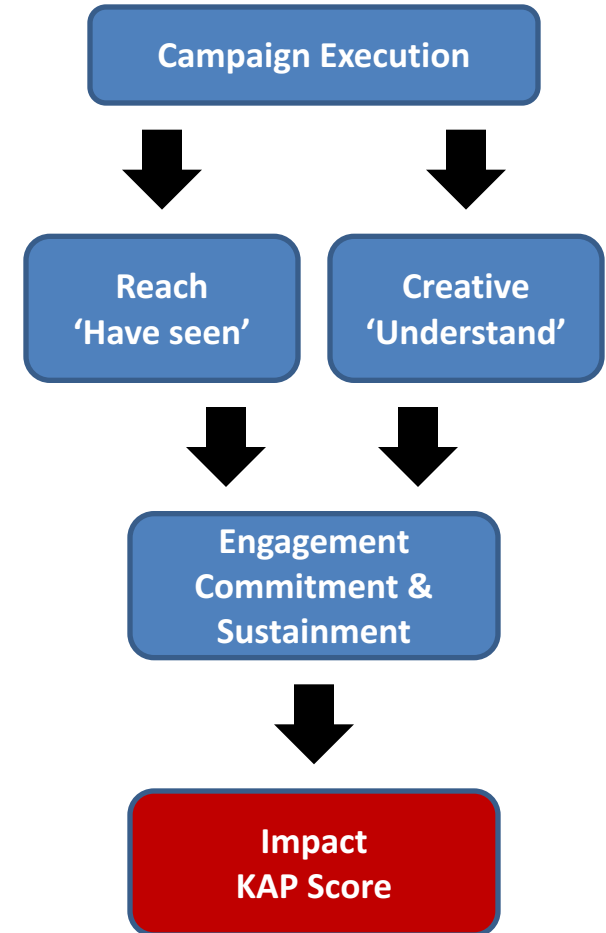
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Summary

EVALUATION FRAMEWORK

- ▶ Reach, or effective reach, reflects the proportion of the target audience who have been exposed to the communication. That is not to say it was engaging or effective, it simply means those we wish to reach had an opportunity to process the message.
- ▶ Creative Execution, on the other hand, looks at how well the communication has been able to achieve its communication objectives. Attention, awareness, attitude and action objectives are measured from the point of view of the audience. This is different from impact and more about understanding how the target audience perceived and were able to comprehend the message.
- ▶ Engagement is measured to gain an insight into how the communication is able to engage with the target audience. Engagement is measured by looking at the extent to which the communication is seen to be relevant, worth sharing with others, emotionally engaging, and viewed to have the ability to achieve the desired outcome.
- ▶ Whilst the preceding measures tend to be direct, impact is measured indirectly using a proven framework, KAP Score. This is discussed in more detail next.



Summary

IMPACT FRAMEWORK

- ▶ Grounded in popular behavior change theory, Rapid Asia has developed a framework for doing program and campaign evaluations (KAP Score). KAP stands for Knowledge, Attitude and Practice. Apart from human trafficking, KAP Score has been used across a number of thematic areas including wildlife conservation, migration, health, education and disaster relief. KAP Score is designed to enable aid and donor organizations to independently monitor and evaluate the impact of campaigns across different target groups and regions or countries. KAP score has been internally validated and has proven to be a very good proxy measure for behavior change (see also section 'Evaluation Framework in Perspective').
- ▶ The framework is always customized to each program and intervention. Based on several past evaluations related to human trafficking a number of key questions have been formulated for the KAP Score framework. Each question addresses a specific knowledge, attitude or behavioral change issue that goes to the heart of what IOM X, and its program on the fishing industry is trying to achieve. KAP Score is based on the premise that behavioral change must be supported by knowledge as well as a supportive, positive attitudes. Behavioral change without the right mind-set may be short lived and without a sustainable outcome. The KAP Score framework uses different indicators to understand impact, including the KAP Index, KAP Segmentation, and KAP Mobility.
- ▶ The KAP Index is an indicator in which knowledge, attitudinal and behavioral measures have been incorporated to form a one-number score. The higher the KAP Index, the more developed the mind-set of the target audience. The KAP Index helps to make an initial assessment against which campaign impact can be monitored and evaluated. In addition, there are benchmarking capabilities based on studies carried out in over 20 countries.

Summary

IMPACT FRAMEWORK CONT...

- ▶ Behavior change can be described as a journey from a position where a person does not know anything about human trafficking up to where they are fully compliant. KAP Segmentation is used to understand how a target group is distributed across this journey. Using approximation, the target audience is allocated to the different stages along the journey based on the developmental stage of their mind-set. At lower stages in the journey, knowledge levels are very low and stated behavior is such that violation of domestic workers' rights, even if involuntary, are very high. Hence, the higher the proportion that falls into the lower stages of the journey, the stronger the need for some kind of intervention.
- ▶ The KAP questions developed for IOM X are shown below. These questions represent key issues in relation to human trafficking in the fishing industry in Thailand, which the IOM X program is aiming to address:

Summary

ABOUT THE STUDY

- ▶ The impact study in Thailand was carried out with a sample of n=302 people across the country using an online panel.
- ▶ Quotas were used to ensure equal representation of males and females, as well as different age groups within the 15-50 year age bracket.

TARGET PROFILE

- ▶ The vast majority of participants in the impact study have completed diploma, university or higher education and over half are working.
- ▶ As expected, there is a larger proportion of white collar workers among those working since the sample is more representative of urban areas. Some 10 percent work in retail or wholesale followed by government (8%), manufacturing (7%), finance (5%) and construction (4%). With regard to socioeconomic status, on average more than half (66%) were in the socioeconomic class A and B.

EMPLOYMENT OF DOMESTIC WORKERS

- ▶ Nearly half of all participants employed a domestic worker. Around half of those who employed domestic workers, employ workers from Thailand followed by Myanmar, Laos and Cambodia. More employers in the pre-stage had live-in domestic workers than those in the post-stage.
- ▶ The vast majority of those who employ domestic worker stated that they provide a fair wages to their workers followed by sick leave on rest days and permission to make phone calls. Freedom for domestic workers to spend their free time is still an entitlement that most employers don't provide as well as access to Wi-Fi. Out of the 10 entitlements listed, employers provide around 6 entitlements on average.

Summary

- ▶ Comparing those who employ Thai domestic workers to overseas ones, there is not much difference in entitlements provided. Average number of entitlements are slightly higher for employers of overseas migrants but the difference is marginal.
- ▶ Nearly two thirds of employers claimed that their domestic worker normally work around for 8-10 hours per day and nearly one thirds indicated that their worker work less than 8 hours per day. However, few employers stated they work more than 10 hours per day. More employers of overseas domestic workers stated that their workers work around 8-10 hours per day.
- ▶ The majority of employers paid domestic worker's salary according to the minimum wage, which is 300 baht per day or 9,000 baht per month. However, nearly one third pay a salary which is below the minimum wage. More employers of overseas domestic workers paid below the minimum wage.
- ▶ Nearly half of the employers claimed that they have a very good relationship with their worker and some 45 percent said that they have a good relationship. No one said their relationship with their workers was poor.

EXPOSURE TO NEWS ON DOMESTIC WORKERS

- ▶ On average, nearly everyone has had exposure to news about domestic workers in Thailand. News about domestic workers being abused or exploited was found as the most common issue reported in the news followed by news on domestic worker rights, positive contribution from domestic workers, domestic workers advocating for their rights and information about domestic worker network organizations.
- ▶ The two most trusted information sources about domestic workers include news and media report and the internet. However, TV documentaries or other programs and local government authorities are also mentioned and may be viewed as complimentary sources. Participants on average have access to around 2-3 sources of information that they trust.

Summary

CAMPAIGN EXECUTION

- ▶ Nearly half (42%) had seen the Open Doors video. Reach was found to be significantly higher amongst employers of Thai domestic workers (61%) compared to employers of overseas domestic workers (47%) and non-employers (31%). Those who had seen the PSA were also asked where they had seen it. Internet was the media source with the highest reach overall (85%) followed closely by television (69%). YouTube (70%) and Facebook (56%) were the sub-media with the highest reach.
- ▶ The Open Doors video was initially shown un-branded and those who claimed to have seen it were asked to state which organization put out the video. Of those who had seen the PSA, 20 percent could correctly link it to the IOM X brand. More employers of overseas domestic workers could correctly assign the brand compared to employers of Thai domestic workers and non-employers. However, the majority of participants (38%) thought that the Royal Thai Government is the organization behind the video.
- ▶ Processing relates to the extent to which Open Doors caught people's attention and processed the message. Some 84 percent were found to have processed the message, meaning not only did they find it interesting but they learned something new (29%) and some also spoke to others (55%) about the issue. Not surprisingly, processing also has a direct relationship with impact (i.e. the KAP Index). The higher the level of processing, the higher the KAP Index.
- ▶ Respondents also rated Open Doors based on its intended communication objectives. The set awareness, attitude and action objectives were all perceived to perform well, all with an NPR of around 60 or higher. However, in terms of encouraging employers to give their domestic workers a weekly day off, performance was rated slightly lower with an NPR of 64.

Summary

ENGAGEMENT MEASUREMENT

- ▶ Engagement measures the extent to which members of the target audience can relate to the message and find it interesting and relevant enough to either increase their own engagement with the issue or share and potentially influence other people. The engagement Index measures level engagement along four distinct dimensions including: Perceived **relevance** of the activity, whether target audience members **encourage** others to watch the video, if participants anticipate **continued engagement** with the issue, and the extent to which participants feel confident the video can make a contribution to real **outcomes**. The four dimensions are combined to form an index. This provides a more robust measure of engagement.
- ▶ Overall, top box scores (those rating Open Doors as Excellent) are relatively high indicating there is good interest in the issue of domestic workers in Thailand. Top box scores were higher for 'Encourage others' (57%) and 'Relevance' (45%) and shows strong overall commitment. However, confidence in outcome scores a bit lower.
- ▶ With an index of 76, Open Doors is in the Top 25% compared to other interventions measured in the past. This is a good result and confirms the strong performance of Open Doors. Employers of domestic workers had a higher engagement index compared to non-employers and shows they are more engaged in the issue which is good. In terms of age and sex no significant differences were found.
- ▶ The overall benchmark for the Engagement Index is 66 and varies to some extent when comparing results from different countries and target groups. Each benchmark is based on at least three studies.
- ▶ As can be seen, Open Doors performs better than both the country benchmark for Thailand (64) and the target group benchmark for general population (68).

Summary

KAP RESULTS

- ▶ Looking at the KAP Segmentation along the behavior change journey it can be seen that following exposure to Open Doors, 12% shifted out of the Knowledge segment into the Belief segment and 23% went from Belief to Attitude. A further 19% have shifted into Intention and 8% into the Behavior stage. This indicates a very good impact, especially in terms of educating people about domestic worker's rights.
- ▶ Taking all shifts into account the total KAP Mobility score is 62, meaning that 62 out of 100 people shifted up one stage in the journey on average after being exposed to the Open Doors video.
- ▶ Based on past evaluations with general public, the average shift for similar interventions has been 17 points on the KAP Index. Open Doors achieved an average shift of 9 points on the KAP Index.
- ▶ Those who are employers of domestic workers have a higher KAP Index than those who don't. It is interesting to note that the impact of Open Doors video was significantly higher amongst employers of overseas domestic workers compared to Thai domestic workers.
- ▶ Males were found to have slightly lower KAP Index than females. The KAP Index is also lower for the 15-24 year age group. The highest KAP Index was found in the 25-39 year age group. Again, impact has been achieved uniformly across different age groups as well as for males and females, suggesting Open Doors is effective with a diverse audience.
- ▶ The KAP Index from the Pre stage, when comparing across regions, did not show much difference. The results of the post stage shows that the shift has been more significant with participants from the Central and South region.
- ▶ The highest KAP Index was found among people who have completed university or higher education. It is also higher amongst those working compared to people who are studying or doing other activities such as home duties or being unemployed. Impact can be seen across different groups but was found to be more pronounced among those with vocational education.

Summary

- ▶ The KAP Index is higher for those working in management and supervisor levels but is a bit lower for office worker and self employed. Also, people who have been exposed to news about domestic workers in Thailand have higher KAP Index than those who have not been exposed to such news. This shows that experience and exposure to information contributes to a better understanding about domestic worker rights. The result of post stage shows that impact was significantly higher amongst those who work in management level.
- ▶ Employers of domestic workers had a higher KAP Index than those who did not. Also, people who have been exposed to news about domestic workers in Thailand have relatively higher KAP Index than those who have not been exposed to such news. This shows that experience and exposure to information contributes to a better understanding about domestic worker rights.
- ▶ Being better off financially is associated with a higher KAP Index and is consistent with past studies who have found similar relationships.
- ▶ Knowledge levels were on average reasonably high at the Pre stage, over 40 percent, but were lower with respect to knowledge about fair working hours. Open Doors has done a good job in building knowledge on most issues, especially on the fully paid rest day. Overall, knowledge levels amongst employers of Thai domestic workers, employers of oversea domestic worker and non-employers during the post stage were overall quite similar except knowledge about fair wage and minimum wage in which employers of overseas domestic workers have higher knowledge levels than others.
- ▶ In the Pre stage, more than half had a perception toward domestic workers as regular employee. However, results in the post stage show that such a perception decreased. While more people see domestic workers as a member of the family. Whilst this was not the intention of the video it is an interesting shift but at the same time not fully clear what it means. If seeing domestic workers as family members means treating them with respect and dignity that would be a good thing. Other results and the fact that seeing them as servants have decreased significantly from 24 down to 14 percent seems to support that view.

Summary

- ▶ Positive attitudes on average are quite low. The most prominent positive attitude are not being apathetic followed by not being prejudice or discriminatory. Most positive attitudes remained unchanged in the post stage. Non-employers hold on average lower positive attitudes than employers of domestic workers. Employers of Thai domestic workers hold significantly less positive attitudes.
- ▶ Negative attitudes are on average higher than positive ones. Most negative attitudes also remained unchanged in the post stage. It is interesting that employers of Thai domestic workers hold significantly higher negative attitudes in all aspects compared to employers of overseas domestic workers and non-employers and may well explain why Open Doors did not achieve any significant change with this group.
- ▶ Behavioral intent was on average reasonably high almost over 60 percent, at the Pre stage. Behavioral levels on most issues also remained unchanged in the post stage. Employers of overseas domestic workers generally have somewhat higher compliance than others. This probably is a result of strict regulations and law enforcement pertaining to migrant workers in Thailand, especially during the new government. Employers of migrant workers may be more aware of such regulations and are likely to be more compliant.
- ▶ More than half claimed that they would report if they suspected their neighbor was exploiting a domestic worker. Of these, the majority would report to police (68%) followed by reporting to an NGO (57%) and calling a hotline (36%). Most employers of overseas domestic workers and non-employers mentioned polices as a channel for reporting such a case. While hotline is a popular channel for reporting the case amongst employers of Thai domestic workers.
- ▶ The vast majority (79%) indicated that they would seek information about domestic workers' rights if they were about to hire a domestic worker. Internet and the local government office were mentioned as the most common sources where people would seek information. Employers and non-employers display similar intentions.

Summary

GENDER ANALYSIS

- ▶ Nearly half of the employers rated their relationship with domestic workers as good or very good. More males rated their relationship with domestic worker as very good compared to females.
- ▶ Reach was found to be similar amongst males and females. Most males and females thought that the Thailand Government produced the Open Doors video. Almost 20 percent of males and females could correctly link the video to the IOM X brand.
- ▶ The majority of males and females were found to have processed the message, meaning not only did they find it interesting but they learned something new and some also spoke to others about the issue. However, more males indicated that they learned something new and would speak to others about the issue.
- ▶ Males have somewhat higher knowledge levels than females on most aspects, except knowledge about fair wage of live-in domestic worker.
- ▶ Females hold somewhat more positive attitudes than males on most aspects, particularly on not being prejudice. Males and females have similar positive attitude on not being in denial.
- ▶ Males hold significantly stronger negative attitudes toward domestic workers than females on most aspects, except for denial.
- ▶ There are mixed behavioral intent levels amongst males and females. Females are more inclined to advising friends about job contracts and hiring a domestic worker. While males are more inclined to seeking information about domestic worker's right and telling friends about domestic worker's positive contribution.

Recommendations

- ▶ Open Doors as an effective intervention tool works well, in particular with employers of overseas domestic workers, both in terms of its execution and engagement people to promote domestic worker's rights. Hence, it should be considered for future interventions and it may be worthwhile to distribute the Open Doors video and sharing it with other UN agencies and organizations that work on the domestic worker issues.
- ▶ On the other hand, Open Doors has been significantly less effective with employers of Thai domestic workers. Those who employ Thai domestic workers are on average from a lower socioeconomic class and tend to be more regular office workers. Based on this result, Open Doors should be targeted to employers of migrant domestic workers.
- ▶ Reach of Open Doors is relatively high, especially for employers of domestic worker, the key target population of the campaign. In addition, reach in social media is somewhat higher compared to television. IOM X therefore should continue engaging with target audiences through these two channels.
- ▶ Open Doors is perceived to have been sponsored by the Thai Government and may serve as a future engagement/talking point with relevant officials.
- ▶ Freedom of domestic workers to spend free time of is an entitlement provided by relatively few employers, below 50%. IOM X should consider this specific issue could be communicated more clearly for future interventions.
- ▶ Salary of domestic workers is another key issue. Not surprisingly, more employers of overseas domestic workers paid their worker's salary less than the minimum wage. While most of these employers claimed that they provide fair wages and high knowledge level regarding the minimum wage, it is therefore crucial to promote legal protection on this issue, especially to migrant domestic workers. IOM X might consider to work with relevant government agencies on this issue.

Recommendations

- ▶ Employers of Thai domestic workers hold significantly high negative attitudes in all aspects, particularly ignorance and discrimination. This could be reasons related to security or bias against migrant workers. These employers might prefer to hire local domestic workers as most of the workers are live-in. In addition, employers of Thai domestic workers have lower behavioral compliance compared to employers of overseas domestic workers. This could be a result of strict regulations and law enforcement pertaining to migrant workers in Thailand, especially under the current government. Hence, IOM X should consider to develop a message to build awareness related to domestic worker's rights and to reduce negative attitudes of these employers.
- ▶ It may be worth while to carry out some qualitative testing of Open Doors with employers of Thai domestic workers, and who are from lower to middle income groups. Attitude is likely to be a major barrier within this group, one which would be important to understand further for the benefit of future programming in Thailand.

Background & Methodology

Background & Objectives

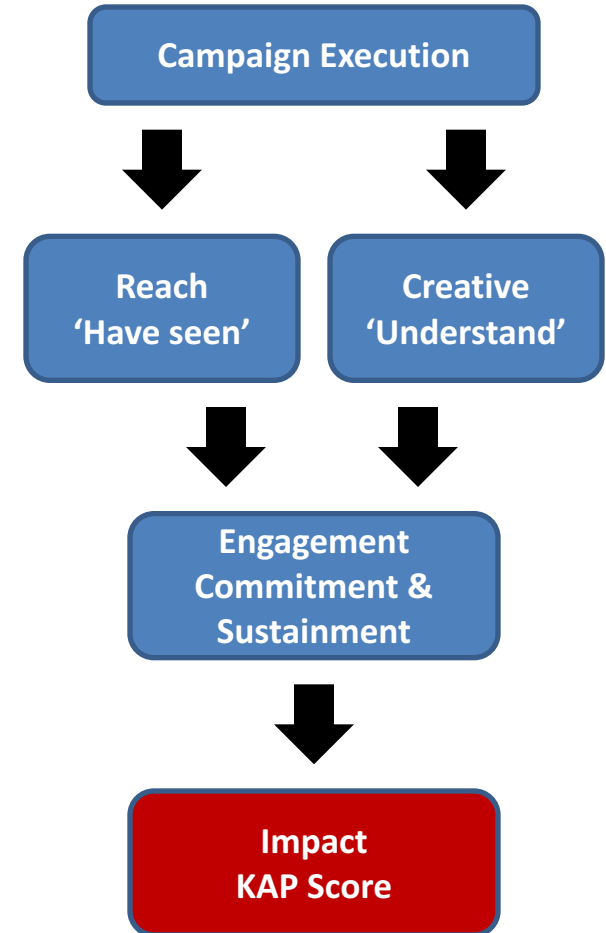
- ▶ Domestic workers constitute a significant part for the global workforce in the informal employment. It is estimated that there are an estimated 52 million domestic workers worldwide, of which 21.5 million are from Asia and the Pacific (ILO, 2013). In Thailand, domestic work is one of the key sectors, where the vast majority of female unskilled workers, especially female migrants are working. However, due to the unique circumstances of working in a private household combined with a lack of legal protection, domestic workers are considered as one of the vulnerable groups, who are easily to be exploited in several forms, such as, forced-labour, trafficking and bonded labour.
- ▶ With a view to addressing this issue, IOM X, the International Organization for Migration's innovative campaign to encourage safe migration and public action to stop exploitation and human trafficking, in partnership with the United States Agency for International Development (USAID) had launched a campaign on 'Domestic Workers in the ASEAN Region' in a form of long-form video content for television and online broadcasting in the ASEAN region. The objective of this campaign was to raise public awareness of the domestic worker exploitation as well as promote best practices to be adopted by employers to help reducing such exploitation by highlighting the benefits of a positive working relationship between employers and employees, and the positive contributions the workers bring to the ASEAN community.

Evaluation Objectives

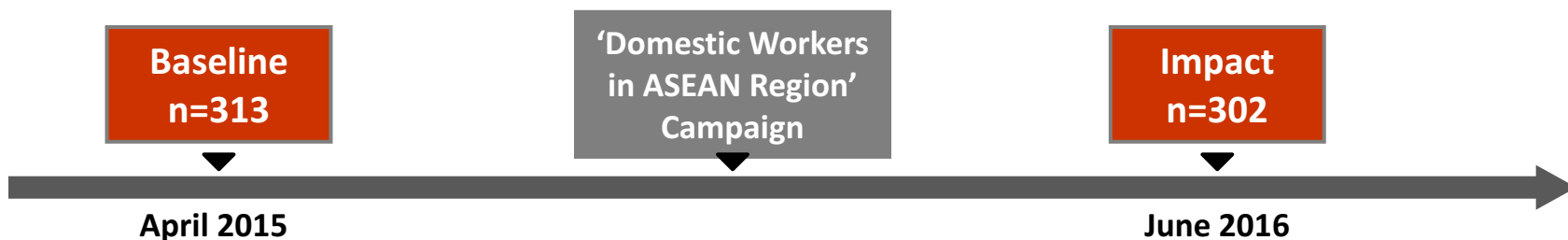
- ▶ Rapid Asia was hired to carry out a pre and post study to evaluate achievement as well as positive impact generated by Open Doors: An IOM X Drama. The overall objective was to relate the issue of human trafficking and exploitation in the fishing industry to the average young Thai person to build greater awareness and making them think about this issue, creating an increased understanding and empathy.
- ▶ The target was young men and women (mainly aged 15 to 30 years) across Thailand who are unaware of the extent of exploitation in the fishing industry as well as how relevant it is to them and who are therefore are at risk of perpetuating negative attitudes towards migrant workers.

OBJECTIVES:

- ▶ **Campaign Execution:** To build a basic understanding about the severities of exploitation in the fishing industry and create sufficient exposure through appropriate media.
- ▶ **Engagement:** To engage people to care enough to influence others and be inspired to learn more via the IOM X website.
- ▶ **Desired impact:** To learn that human trafficking happens in the fishing industry and agree that migrants should be appreciated and respected.
- ▶ **Barriers to change:** To reduce apathy and discrimination amongst Thai people towards migrant workers in Thailand (including those who are enslaved on boats).



Survey Design and Methodology



Methodology Item	Process
Evaluation design	Pre survey design with a baseline study carried out prior to launch of ‘Domestic Workers in ASEAN Region’ campaign followed by an impact study with the same participants or participants with similar background of those in the baseline.
Target participants	Males and females Aged 15 up to 50 years Have access to the internet
Coverage	Thai nationals all over Thailand
Survey Method	Baseline survey was done using an existing and well established online access panel in Thailand with enough members to achieve coverage across the Thai population nationally. Panel members are incentivized to participate in surveys and there are screening criteria in place to ensure participation in previous surveys do not bias participation in sub-sequent surveys.
Data Collection Period	Baseline conducted in April, 2015 Impact study will be conducted during June 2016
Sample Size	Baseline n=313, Impact n=302
Language	Thai
Weighting	Both the baseline and impact samples were weighted.

Sampling

Similar to the baseline, the sampling method in the impact study used was random selection of participants from a well established online panel in Thailand. Quotas were used to ensure equal representation of males and females as well as coverage across all regions of Thailand.

The sample distribution by region is shown in the table below. The urban population was used as it is more representative of the population represented on the online panel and who have internet access. Both samples were weighted to bring them in line with the overall population distribution.

Region	Population NSO 2010*	%	Weighted Baseline Sample (%)	Weighted Impact Sample (%)
Central (including Bangkok)	11,702,128	43%	43%	43%
Northeast	9,435,117	35%	35%	35%
North	2,906,836	11%	11%	11%
South	3,063,767	11%	11%	11%
Total	27,107,848	100	100	100

* Source: The 2010 Population and Housing Census, National Statistical Office, Ministry of Information and Communication Technology

Demographic Profile

The participant profiles both samples are shown in the table on the right. The sample had quotas on sex and age to ensure a distribution across the target participants. More than two thirds have completed diploma, university or higher education and more than half are employed.

Overall the two samples are very similar and are therefore also very comparable.

Profile	Baseline n=313 (%)	Impact n=302 (%)
Sex		
Male	48	53
Female	52	47
Age		
15-24	49	54
25-39	27	32
40-50	24	14
Education		
Elementary school or less	1	1
Middle school	3	3
High school	17	17
Vocational education	10	6
Diploma or higher	69	74
Main Activity		
Employed	59	56
Studying	26	27
Home duties	3	1
Unemployed looking for work	7	7
Other	6	9

Economic Profile

Amongst those working there is good representation across different industries as well as different work positions. Because the sample is more representative of urban areas, there is a larger proportion of white collar workers. Socioeconomic status is also higher on average with more than one-thirds within the socioeconomic class A and B.

Socioeconomic class (SEC) is defined as: Not always being able to afford ...

A – Those better off

B – A car

C – Home appliances

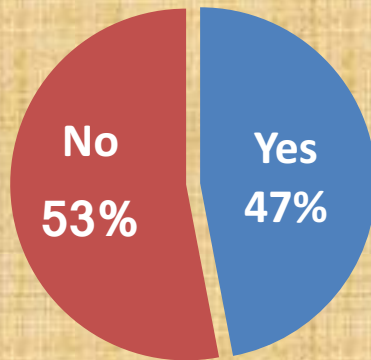
D – New clothes

E – Food

Again, the two samples are not significantly different and comparable.

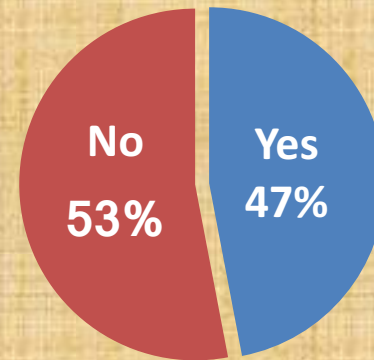
Profile	Baseline n=313 (%)	Impact n=302 (%)
Industry of Work		
Not working	42	44
Government	12	8
Manufacturing	8	7
Retail or wholesale	7	10
Finance	5	4
Transportation	3	1
Personal services	3	2
Electricity	1	1
Construction	2	4
Agriculture	2	1
Communication	<1	-
Other	17	16
Work Position		
Not working	41	44
Manager	4	5
Supervisor	19	16
Office worker	23	25
Blue collar worker	4	1
Self employed	8	9
Socioeconomic Class		
SEC A – Better off	39	46
SEC B	24	20
SEC C	17	19
SEC D and E – Worse off	21	15

**Employment of Domestic Worker
Baseline
n=313**



**Nearly half of all
participants employed a
domestic worker.**

**Employment of Domestic Worker
Impact
n=302**



Employment of Domestic Workers

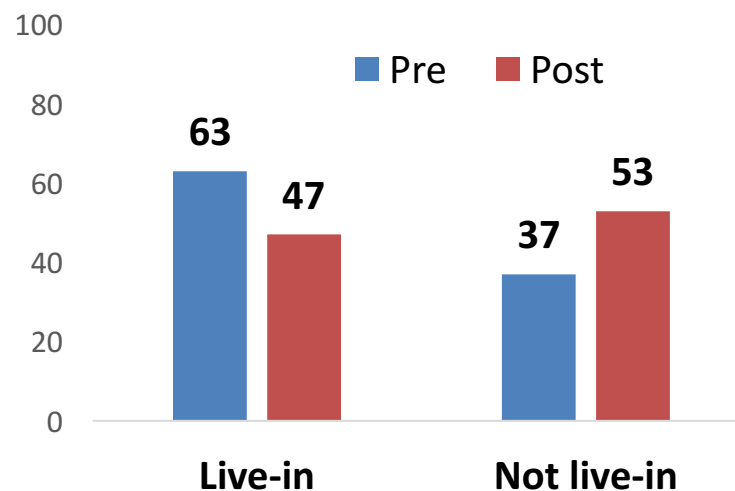
Employment of domestic workers, country of origin, live-in status, entitlement, working hours, salary and relationship with domestic worker.

Country of Origin and Live-in Status

Country of Origin of Domestic Worker

Country of Origin	Baseline n=147 (%)	Impact n=142 (%)
Myanmar	24	30
Cambodia	9	5
Laos	13	13
Vietnam	< 1	1
Philippines	< 1	-
Other overseas	1	3
From Thailand	52	49

Live-in or Not



Around half of those who employed domestic workers, employ workers from Thailand followed by Myanmar, Laos and Cambodia. More employers in the pre-stage had live-in domestic workers than those in the post-stage.

Entitlement to Domestic Workers

The vast majority of those who employ domestic worker stated that they provide a fair wages to their workers followed by sick leave on rest days and permission to make phone calls. Freedom for domestic workers to spend their free time is still an entitlement that most employers don't provide as well as access to Wi-Fi.

Out of the 10 entitlements listed, employers provide around 6 entitlements on average.

Entitlement to domestic workers	Baseline n= 147 (%)	Impact n= 142 (%)
Fair wages	72	80
Rest days if domestic worker is sick	67	74
Reasonable working hours	63	59
Allowed to make phone calls	66	68
A safe and clean workplace	62	61
A written work contract which domestic worker fully understood	58	68
Own private bedroom	55	53
One day off every 7 days	55	68
Freedom to decide how and where to spend their free time	47	39
Access to Wi-Fi internet	49	50
Avg. no. of entitlements provided	5.9	6.2

Entitlements by Employer Status

Comparing those who employ Thai domestic workers to overseas ones, there is not much difference in entitlements provided. Average number of entitlements are slightly higher for employers of overseas migrants but the difference is marginal.

Entitlement to domestic workers	Employer of Thai DWs n=69 (%)	Employer of overseas DWs n=73 (%)
Fair wages	79	81
Rest days if domestic worker is sick	70	78
Reasonable working hours	64	53
Allowed to make phone calls	65	71
A safe and clean workplace	65	58
A written work contract which domestic worker fully understood	62	73
Own private bedroom	41	64
One day off every 7 days	68	69
Freedom to decide how and where to spend their free time	38	41
Access to Wi-Fi internet	52	48
Avg. no. of entitlements provided	6.0	6.4

Work Hours Per Day

Work hours per day of domestic workers

Work hours/ day	Baseline n=147 (%)	Impact n=142 (%)
Less than 8 hours per day	29	25
8 - 10 hours per day	65	65
11 - 13 hours per day	3	8
14 - 15 hours per day	2	1
16 hours per day or more	1	1

Work hours per day of domestic workers by employer status (Post stage)

Work hours/ day	Employer of Thai DWs n=69 (%)	Employer of overseas DWs n=73 (%)
Less than 8 hours per day	20	15
8 - 10 hours per day	60	70
11 - 13 hours per day	10	7
14 - 15 hours per day	-	1
16 hours per day or more	1	1

Nearly two thirds of employers claimed that their domestic worker normally work around for 8-10 hours per day and nearly one thirds indicated that their worker work less than 8 hours per day. However, few employers stated they work more than 10 hours per day. More employers of overseas domestic workers stated that their workers work around 8-10 hours per day.

Salary

Salary of domestic workers

Salary of domestic workers	Baseline n=147 (%)	Impact n=142 (%)
Less than 300 baht per day/ 9,000 baht per month	27	28
300-400 baht per day/ 9,000-12,000 baht per month	62	66
Over 400 baht per day/ 12,000 baht per month	10	6
Don't know	1	-

Salary of domestic workers by employer status (Post stage)

Salary of domestic workers	Employer of Thai DWs n=69 (%)	Employer of overseas DWs n=73 (%)
Less than 300 baht per day/ 9,000 baht per month	23	33
300-400 baht per day/ 9,000-12,000 baht per month	68	64
Over 400 baht per day/ 12,000 baht per month	9	3

The majority of employers paid domestic worker's salary according to the minimum wage, which is 300 baht per day or 9,000 baht per month. However, nearly one third pay a salary which is below the minimum wage. More employers of overseas domestic workers paid below the minimum wage.

Relationship with Domestic Workers

Relationship with domestic workers

Relationship	Baseline n=147 (%)	Impact n=142 (%)
Very good	47	49
Good	45	45
Average	8	7

**Relationship with domestic workers
by employer status (Post stage)**

Relationship	Employer of Thai DWs n=69 (%)	Employer of overseas DWs n=73 (%)
Very good	55	43
Good	42	48
Average	3	10

Nearly half of the employers claimed that they have a very good relationship with their worker and some 45 percent said that they have a good relationship. No one said their relationship with their workers was poor.

Exposure to News on Domestic Workers

Exposed to news about domestic workers & trusted information sources

News Exposure on Domestic Workers

Exposed to News about Domestic workers by employment of domestic worker

Base: All participants

Exposed to news about Domestic workers	Baseline n=313 (%)	Impact n=302 (%)
Yes	94	95
No or don't remember	6	5

On average, nearly everyone has had exposure to news about domestic workers in Thailand. News about domestic workers being abused or exploited was found as the most common issue reported in the news followed by news on domestic worker rights, positive contribution from domestic workers, domestic workers advocating for their rights and information about domestic worker network organizations.

This news about Base: Those exposed to news

About	Baseline n=294 (%)	Impact n=287 (%)
Domestic worker being abused/exploited	68	75
Domestic worker rights	50	44
Positive contributions that domestic workers bring to society or the family they are working for	29	27
Domestic workers advocating for their rights	27	25
Domestic worker network organization	22	23
Other	14	9

Trusted Information Sources

Information Source

The two most trusted information sources about domestic workers include news and media report and the internet. However, TV documentaries or other programs and local government authorities are also mentioned and may be viewed as complimentary sources. Participants on average have access to around 2-3 sources of information that they trust.

Information sources	Baseline n=313 (%)	Impact n=302 (%)
News and media reports	64	66
TV documentary or other programs	30	30
Internet	41	58
Through friends	24	24
NGOs	23	24
Through local government authorities	30	35
None	4	3
Average number of sources	2.2	2.4

Campaign Execution

Effective reach of the Open Doors campaign and respondents rating it in terms of achieving its communication objectives.

Evaluating Communication Objectives

- ▶ The communication objectives of the Open Doors campaign are summarized in the table on the right. These were confirmed with IOM X prior to the evaluation.
- ▶ Questions for the evaluation test was developed based on the specific communication objectives behind the video.
- ▶ Respondents would watch the video before asked to rate it.
- ▶ It needs to be pointed out that this test is not meant to test the creative execution per se, but rather gain some qualitative insight into how people in the target audience reacted towards the video and its message.

Objective	Communication Strategy & Execution
Effective Reach	Mass media through television supported by social media
Brand Attribution	The video features the IOM X and USAID logos
Processing Tactics	<ul style="list-style-type: none"> • Using celebrity associated with program for regional appeal, especially in Indonesia, Malaysia and Singapore. • Using romance and humor to appeal to a broader audience. • Humanize the character of the domestic worker(s), but do not make them objects of pity.
Awareness Objective	<p>To be aware that exploitation of domestic workers can happen in the ASEAN region.</p> <p>To be aware that domestic workers need a day off every week as well as other entitlements.</p>
Attitude Objective	To make people feel more appreciative of the work domestic workers do.
Action Objective	<p>To encourage employers to have a positive relationship with their own domestic workers.</p> <p>To encourage people who employ domestic worker to give their domestic workers a weekly day off.</p>

The Open Doors Video

In 2016, IOM X produced a long form video called Open Doors. It aimed to encourage the adoption of better practices to reduce exploitation and to raise awareness of live-in domestic worker exploitation amongst employers of domestic workers. The video consisted of three separate drama stories of domestic workers in different countries (Singapore, Malaysia and Thailand) and with version in Thai.

Respondents were exposed to the video online via online streaming.

To measure effective reach, respondents were also asked if they had ever seen the video before.



Summary Result

- ▶ A number of questions were developed to gain an insight into the execution of Open Doors' communication objectives including:
 - ▶ Effective reach
 - ▶ Brand attribution
 - ▶ Processing tactics
 - ▶ Message take out - Awareness objective
 - ▶ Message take out - Attitude objective
 - ▶ Message take out - Action objectives

- ▶ A **Net Performance Rating (NPR)** was used to measure message take out with respect to awareness, attitude and action objectives. **Promoters** are those who rated the message as 'excellent' and **Detractors** those who rated it as 'poor' or 'average'. The **NPR** is calculated by subtracting the percentage Detractors from Promoters, see example below.

Excellent	Promoters	50	NPR = 50 – 10 = 40
Very good		30	
Good		10	
Average	Detractors	10	
Poor			

Effective Reach & Media Source

Effective Reach by Employer Status

Base: All participants

Exposed to this video about Domestic workers	Total n=302 (%)	Employer of Thai DWs n=69 (%)	Employer of overseas DWs n=73 (%)	Non-employer n=160 (%)
Yes	42	61	47	31
No or don't remember	58	39	53	69

Nearly half (42%) had seen the Open Doors video. Reach was found to be significant higher amongst employers of Thai domestic workers (61%) compared to employers of overseas domestic workers (47%) and non-employers (31%). Those who had seen the PSA were also asked where they had seen it. Internet was the media source with the highest reach overall (85%) followed closely by television (69%). YouTube (70%) and Facebook (56%) were the sub-media with the highest reach.

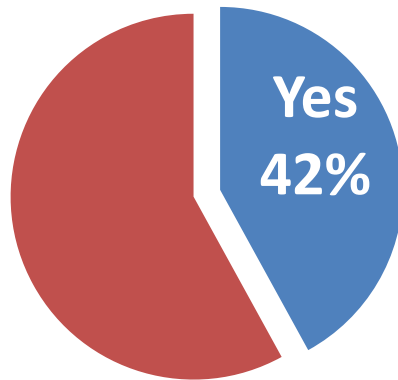
Media Source

Base: Those reached

Source of Exposure	Total n=127 (%)	
Thai TV	54	69%
Cable TV	45	
Vimeo	11	85%
YouTube	70	
Facebook	56	
Other online site	35	
Other	6	
Can't remember	1	

Effective Reach & Brand Attribution

Effective Reach



Brand Attribution

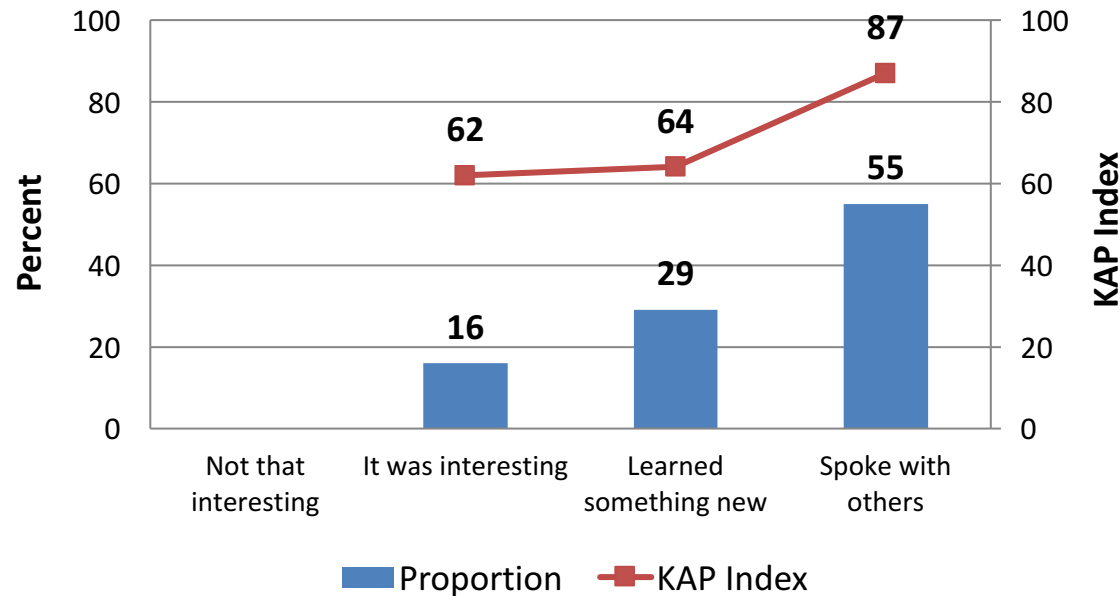
(Base: Those reached)

Source of Exposure	Total n=127 (%)	Employer of Thai DWs n=42 (%)	Employer of overseas DWs n=35 (%)	Non- employer n=50 (%)
United States Government	12	17	15	6
IOM X	20	7	47	12
Thai Government	38	52	21	38
Don't know	30	24	18	44

The Open Doors video was initially shown un-branded and those who claimed to have seen it were asked to state which organization put out the video. Of those who had seen the PSA, 20 percent could correctly link it to the IOM X brand. More employers of overseas domestic workers could correctly assign the brand compared to employers of Thai domestic workers and non-employers. However, the majority of participants (38%) thought that the Royal Thai Government is the organization behind the video.

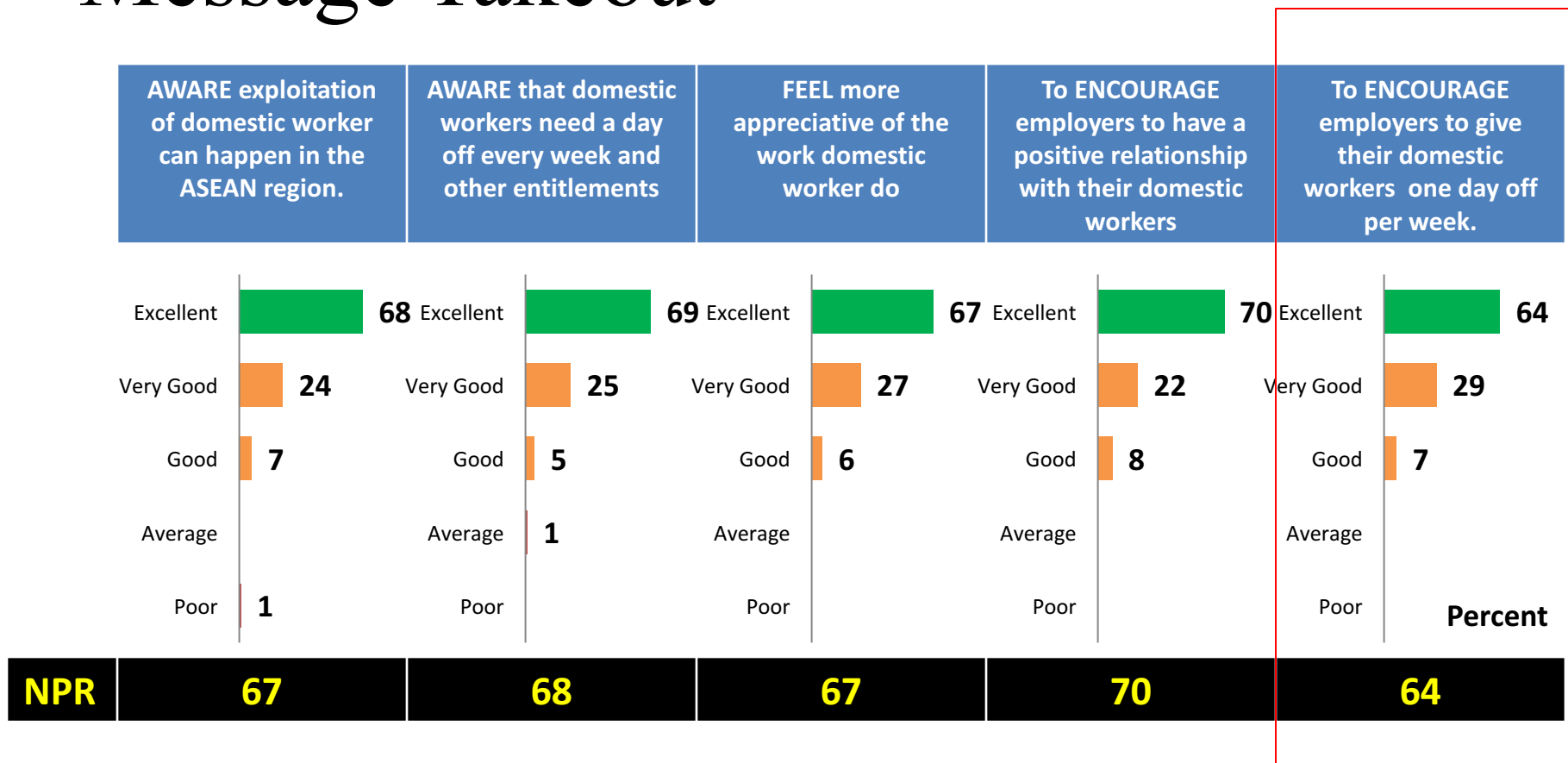
Extent of Processing

Immediate reaction after seeing the Open Doors video



Processing relates to the extent to which Open Doors caught people's attention and processed the message. Some 84 percent were found to have processed the message, meaning not only did they find it interesting but they learned something new (29%) and some also spoke to others (55%) about the issue. Not surprisingly, processing also has a direct relationship with impact (i.e. the KAP Index). The higher the level of processing, the higher the KAP Index.

Message Takeout



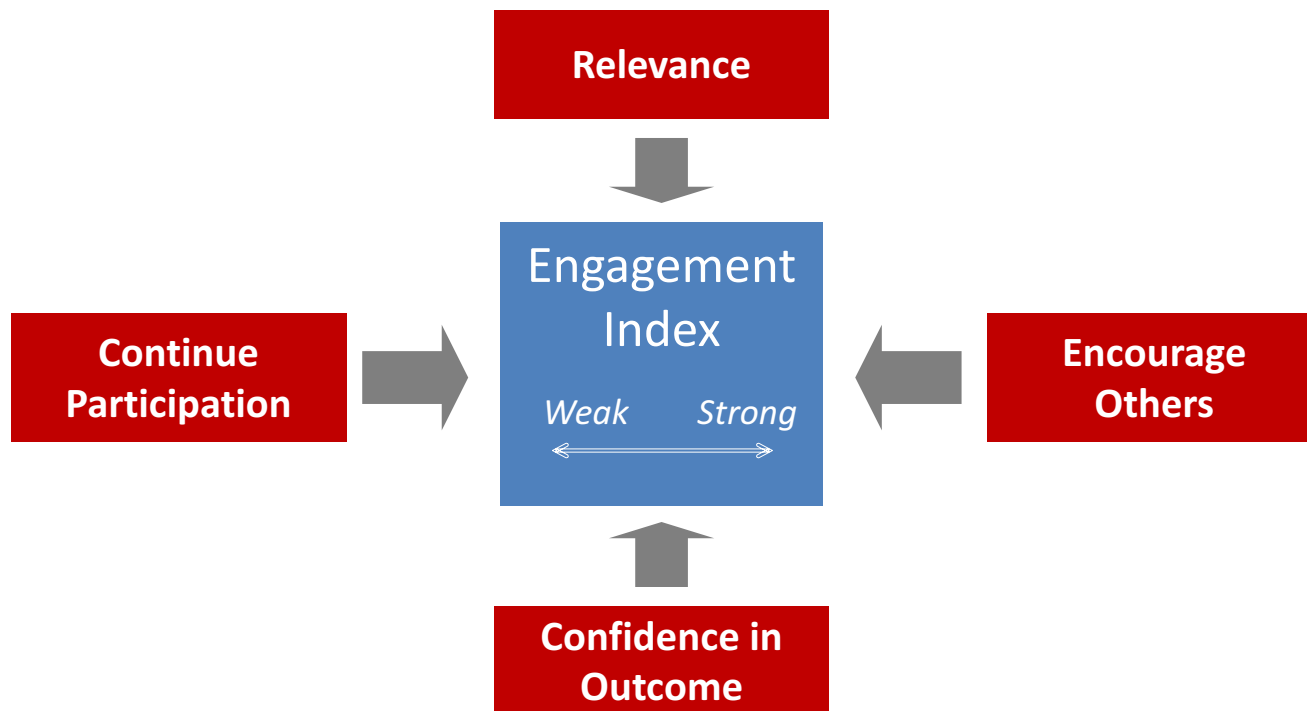
Respondents also rated Open Doors based on its intended communication objectives. The set awareness, attitude and action objectives were all perceived to perform well, all with an NPR of around 60 or higher. However, in terms of encouraging employers to give their domestic workers a weekly day off, performance was rated slightly lower with an NPR of 64.

Engagement Measurement

The engagement index is used to examine the extent to which participant engagement varies between different segments and regions.

Engagement Index

Engagement measures the extent to which members of the target audience can relate to the message and find it interesting and relevant enough to either increase their own engagement with the issue or share and potentially influence other people. The engagement Index measures level engagement along four distinct dimensions including: Perceived **relevance** of the activity, whether target audience members **encourage** others to watch the video, if participants anticipate **continued engagement** with the issue, and the extent to which participants feel confident the video can make a contribution to real **outcomes**. The four dimensions are combined to form an index. This provides a more robust measure of engagement.



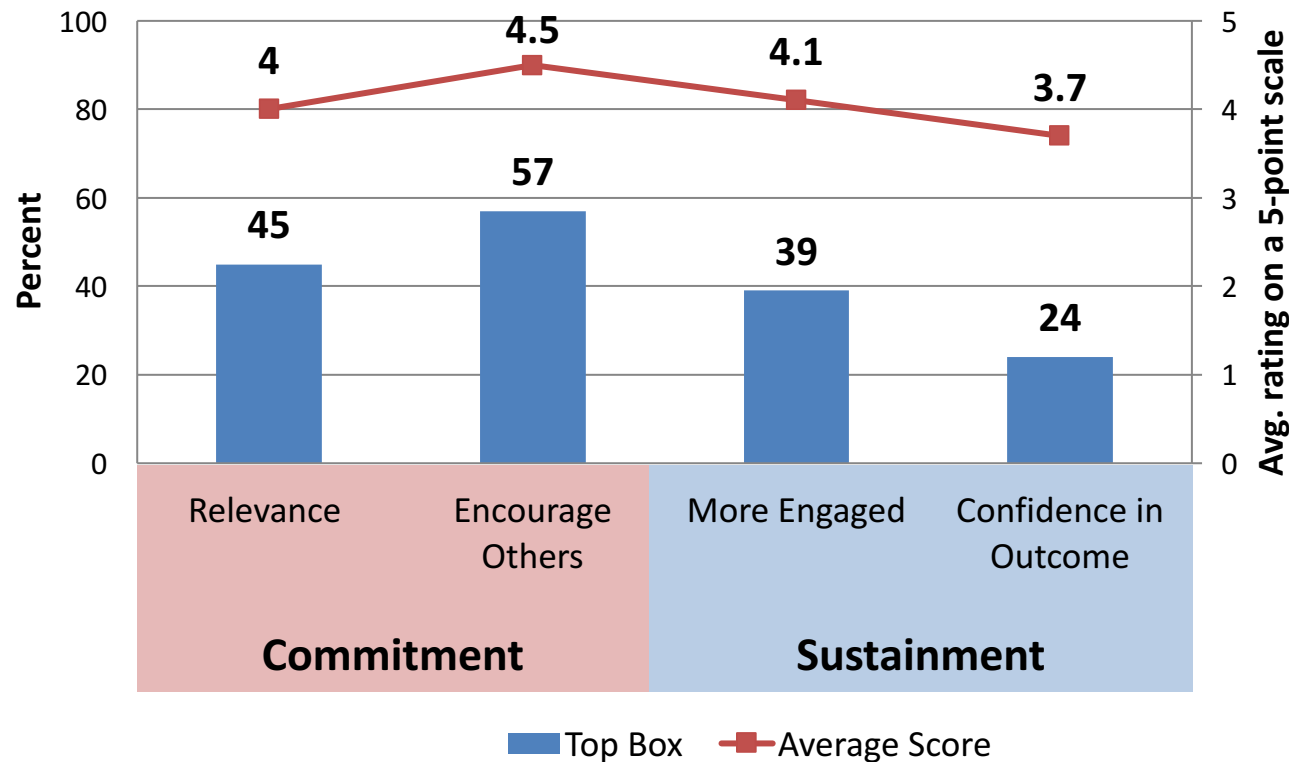
Four Simple Questions

1. How **relevant** is the issue of protecting domestic workers from exploitation to people like you?
2. Would you **encourage** others to watch this video?
3. After watching the video do you think people will be more mindful of how they **treat** domestic workers in Thailand?
4. How **confident** are that this video can make a difference in terms of preventing the potential exploitation of domestic workers in Thailand?

If beneficiaries feel the program or activity is relevant, are likely to encourage others, see themselves continue to participate, and feel confident about future outcomes, then there is strong evidence to suggest the program is performing well and moving in the right direction.

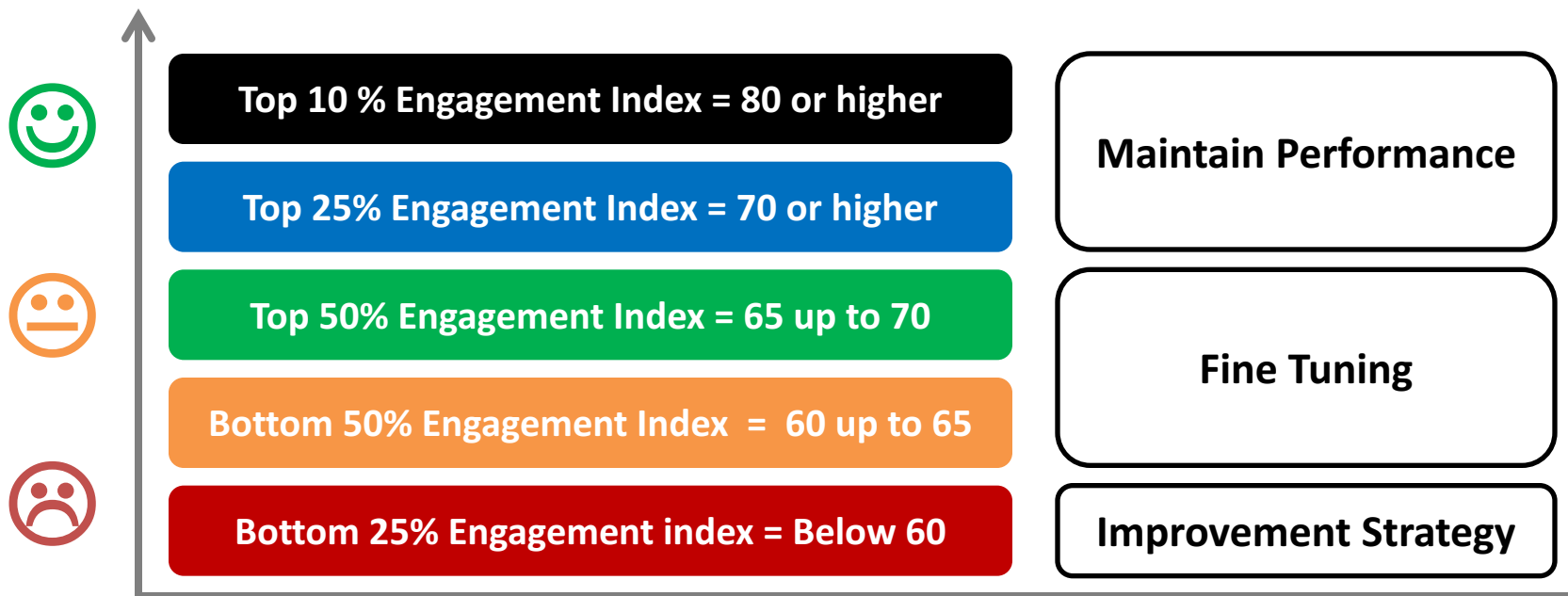
Individual Dimension Scores

Overall, top box scores (those rating Open Doors as Excellent) are relatively high indicating there is good interest in the issue of domestic workers in Thailand. Top box scores were higher for 'Encourage others' (57%) and 'Relevance' (45%) and shows strong overall commitment. However, confidence in outcome scores a bit lower.

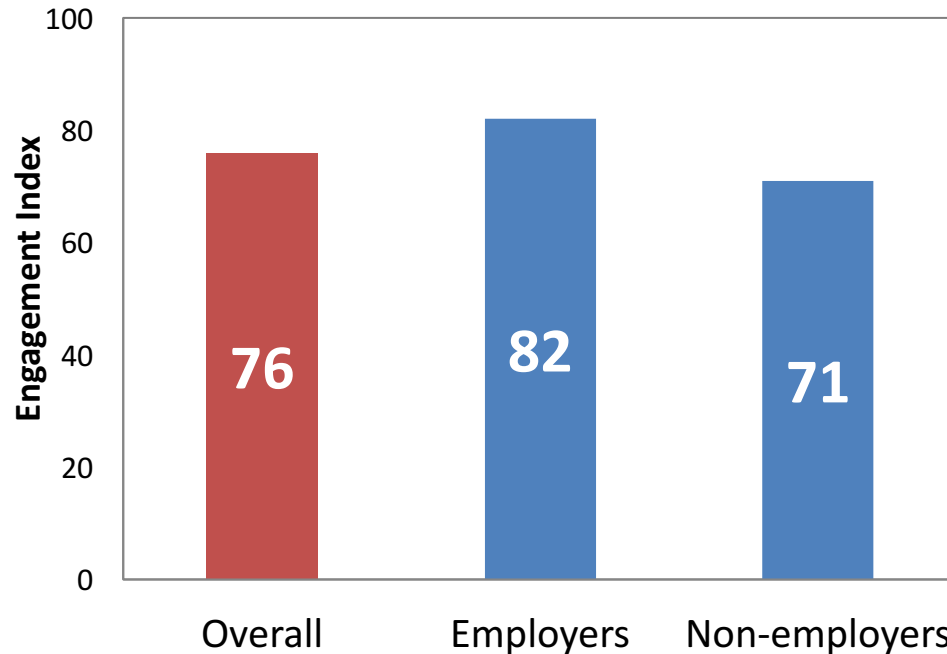


Benchmarking & Performance Tiers

- ▶ Based on over 30 past studies, performance benchmarks have been set up. This allows clients to gain an insight into how well their program is performing relative other programs around the region and beyond.
- ▶ An Engagement Index score of 65 would place a program around average and if over 70 it would fall in the top 25%. An Engagement Index of 80 or higher means the program is performing in the top 10%.
- ▶ Benchmarking is useful as it helps to guide the program in terms of immediate action. At the higher level a maintenance strategy should be considered, to maintain high level of performance. If the Engagement Index is below 60 there may be a critical need for improvement.



Engagement Index for Open Doors



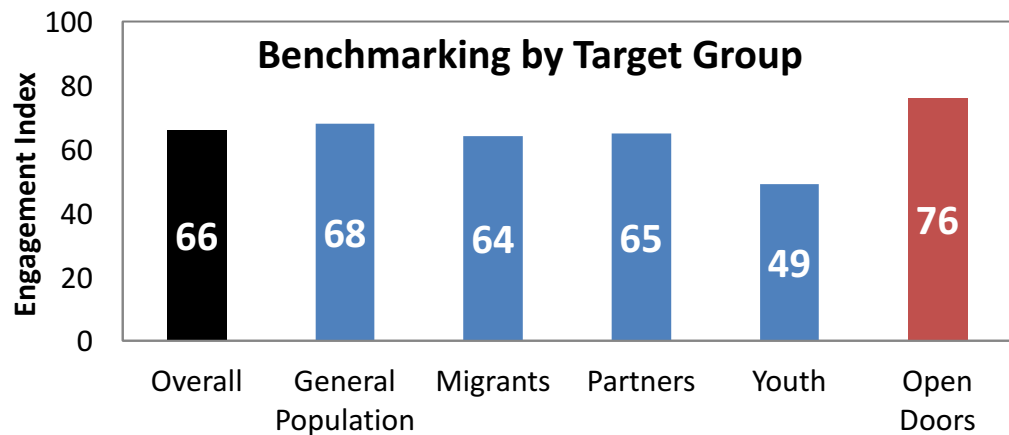
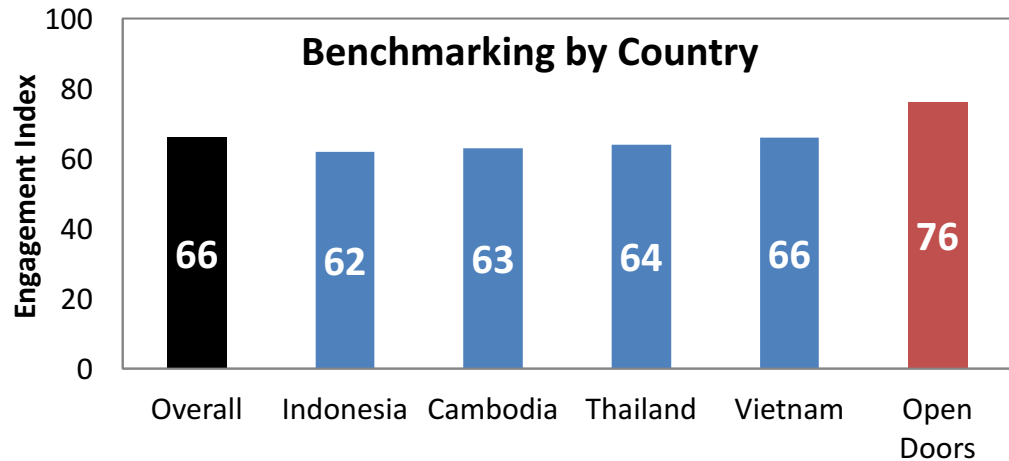
With an index of 76, Open Doors is in the Top 25% compared to other interventions measured in the past. Employers had an index of 82 and is in the top 10%.

With an index of 76, Open Doors is in the Top 25% compared to other interventions measured in the past. This is a good result and confirms the strong performance of Open Doors. Employers of domestic workers had a higher engagement index compared to non-employers and shows they are more engaged in the issue which is good. In terms of age and sex no significant differences were found.

Benchmarking

The overall benchmark for the Engagement Index is 66 and varies to some extent when comparing results from different countries and target groups. Each benchmark is based on at least three studies.

As can be seen, Open Doors performs better than both the country benchmark for Thailand (64) and the target group benchmark for general population (68).



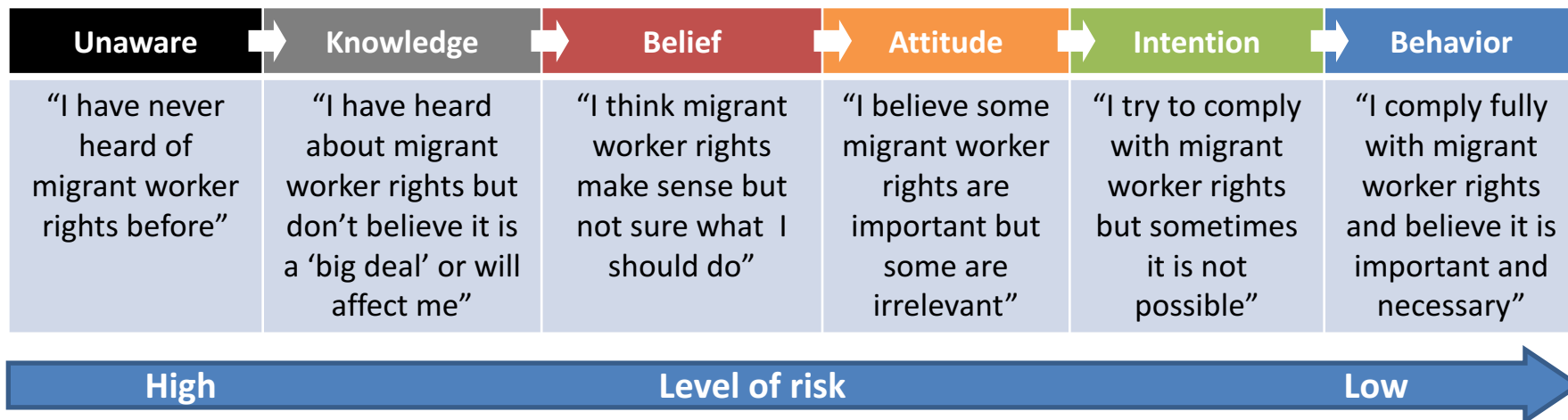
Evaluation Framework in Perspective

KAP Score is proven evaluation framework based on popular behaviour change theory

Basic Behaviour Change Concept

Behavior change is not black and white but is better described as a journey. Popular behavior change theory (i.e. theory of planned behavior and the trans-theoretical model) describes how an individual moves towards behavior change through a series of stages. The process starts with awareness and knowledge building, moving on to belief formation and attitude change, and finally behavioral intentions and behavior change. From a social development program perspective, the behavioral change journey may also be described in terms of risk. As beneficiaries move towards behavior change, their risk level is gradually reduced. Most social development programs are directed toward beneficiaries that are considered to be at a higher risk level and consequently, at a lower level in the behavioral change journey.

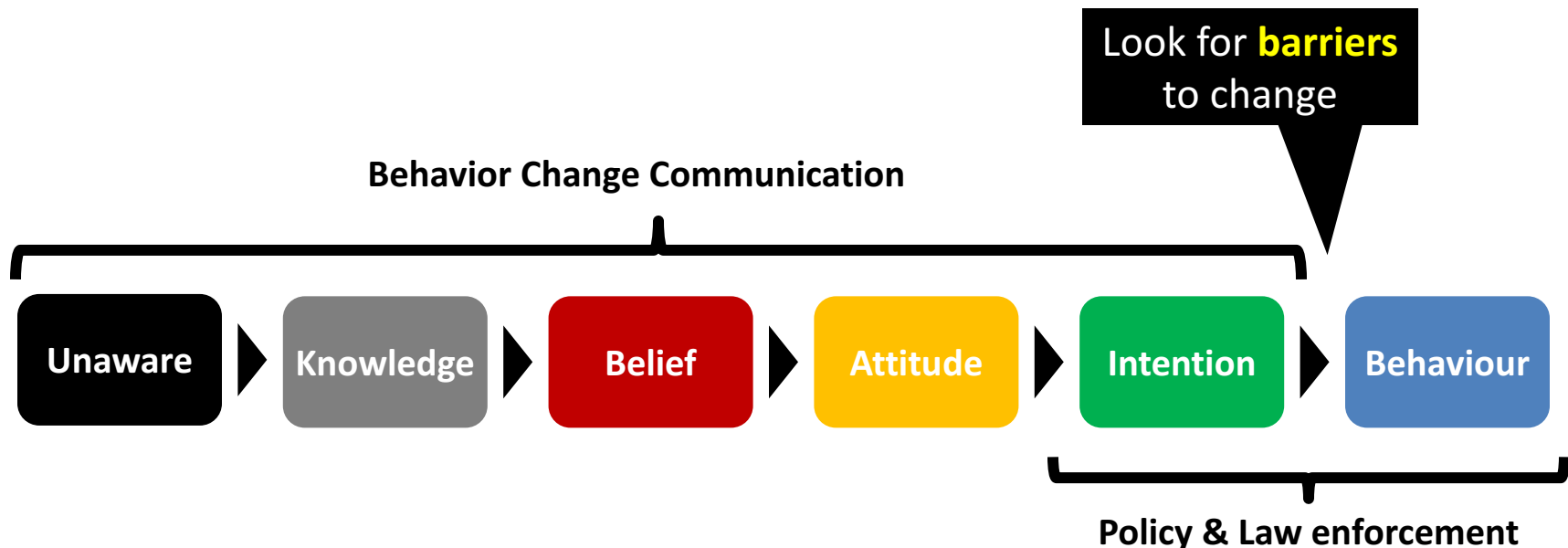
Based on this theory, Rapid Asia uses a proven model (i.e. KAP Score) that is able to replicate the behavioral change journey and identify at which stage of the journey a beneficiary is at any point in time. A single intervention can seldom move a beneficiary through all the stages but can make a contribution by shifting them to a higher level in the journey. Each stage of the journey can be described as shown below.



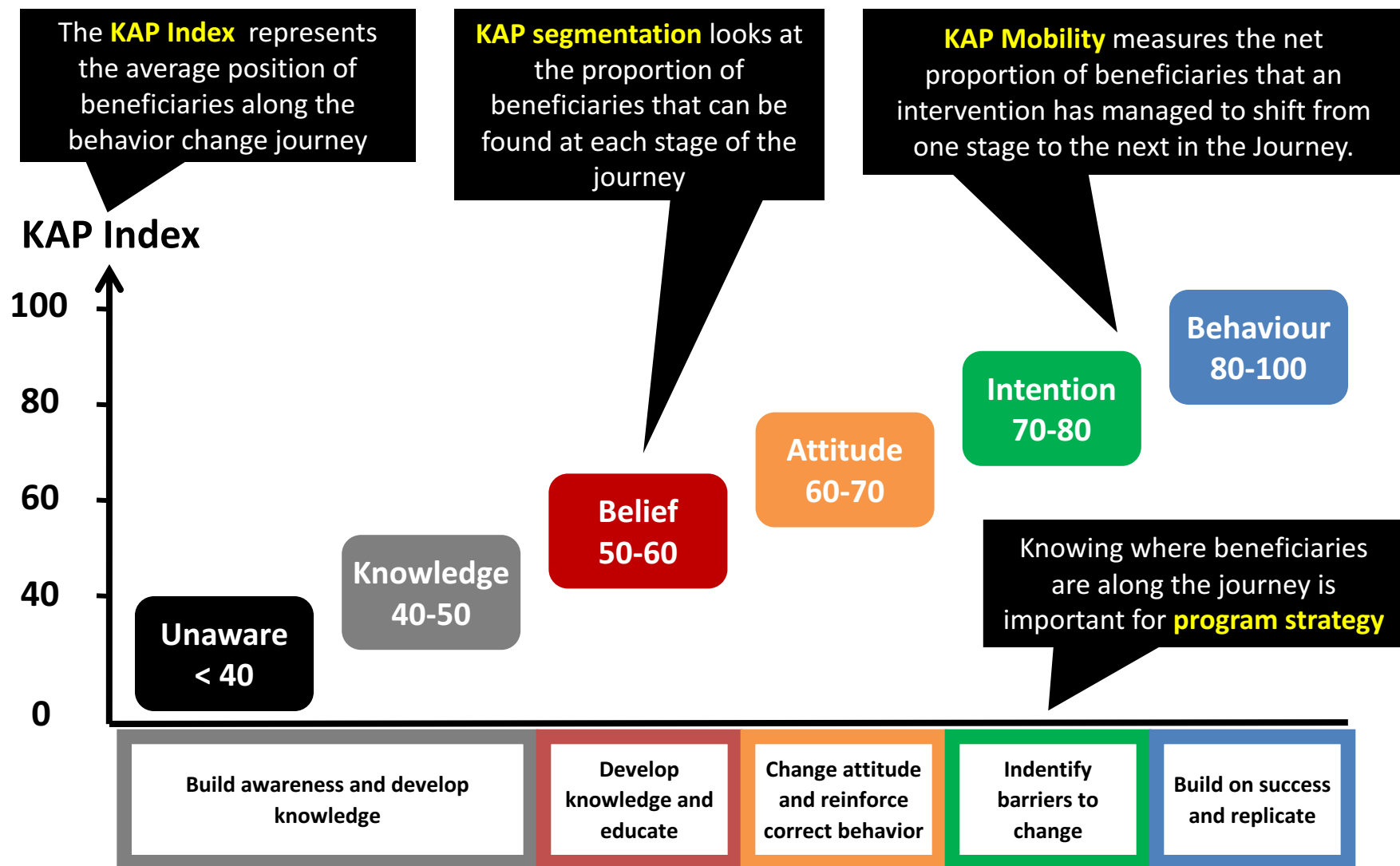
Communication & Policy go Hand in Hand

Communication alone can seldom move a person through all the stages but can potentially bring them to a point at which they have formed an intention to change provided there are no physical or environmental barriers to prevent them from doing so. Financial constraints, limited availability, and lack of law enforcement are examples of barriers that can prevent beneficiaries from taking the desired action.

Dividing the journey into stages also helps to better understand program strategy. If the target audience is trailing lower down the journey, communication would focus on awareness and knowledge building. As the mind-set of the target audience develop, influencing attitudes becomes more important. Finally, removal of potential barriers and reinforcement of positive behavior needs to be considered.



KAP Score Indicators



KAP Score Indicators Explained

KAP INDEX

- ▶ The **KAP Index** is an indicator in which knowledge, attitudinal and behavioral intent measures have been incorporated to form an Index. The higher the KAP Index, the more developed the mind-set of the beneficiaries. The KAP Index helps to make an initial assessment against which program impact can be monitored and evaluated. Hence, a significant increase in the KAP Index following an intervention is evidence of impact and that some level of behavior change is very likely to have taken place. The link to actual behavior has been validated in past studies and confirms that the KAP Index is a good proxy for measuring behavior change.

KAP SEGMENTATION

- ▶ **KAP Segmentation** shows how beneficiaries are distributed along the journey. Beneficiaries are allocated to the different segments along the journey based on the developmental stage of their mind-set. A person with a poorly developed mind-set would fall into the lower stages of the journey. The higher the proportion that falls into this space, the stronger the need for interventions that focus on awareness and knowledge building. It is also possible to profile the segments in detail for better communication targeting.

KAP MOBILITY

- ▶ In situations where a baseline and impact study are done, it is useful to look at the extent to which the intervention has managed to shift beneficiaries to a higher level in the journey. The proportion of beneficiaries who have shifted from one stage in the journey to the next can be examined. **KAP Mobility** shows the overall net result of this shifting. A score of 100 means that everyone in the target group have shifted one step up the journey on average. In line with the theory that behavior change happens in stages, the KAP Mobility score is seldom over 100.

KAP Score Questions

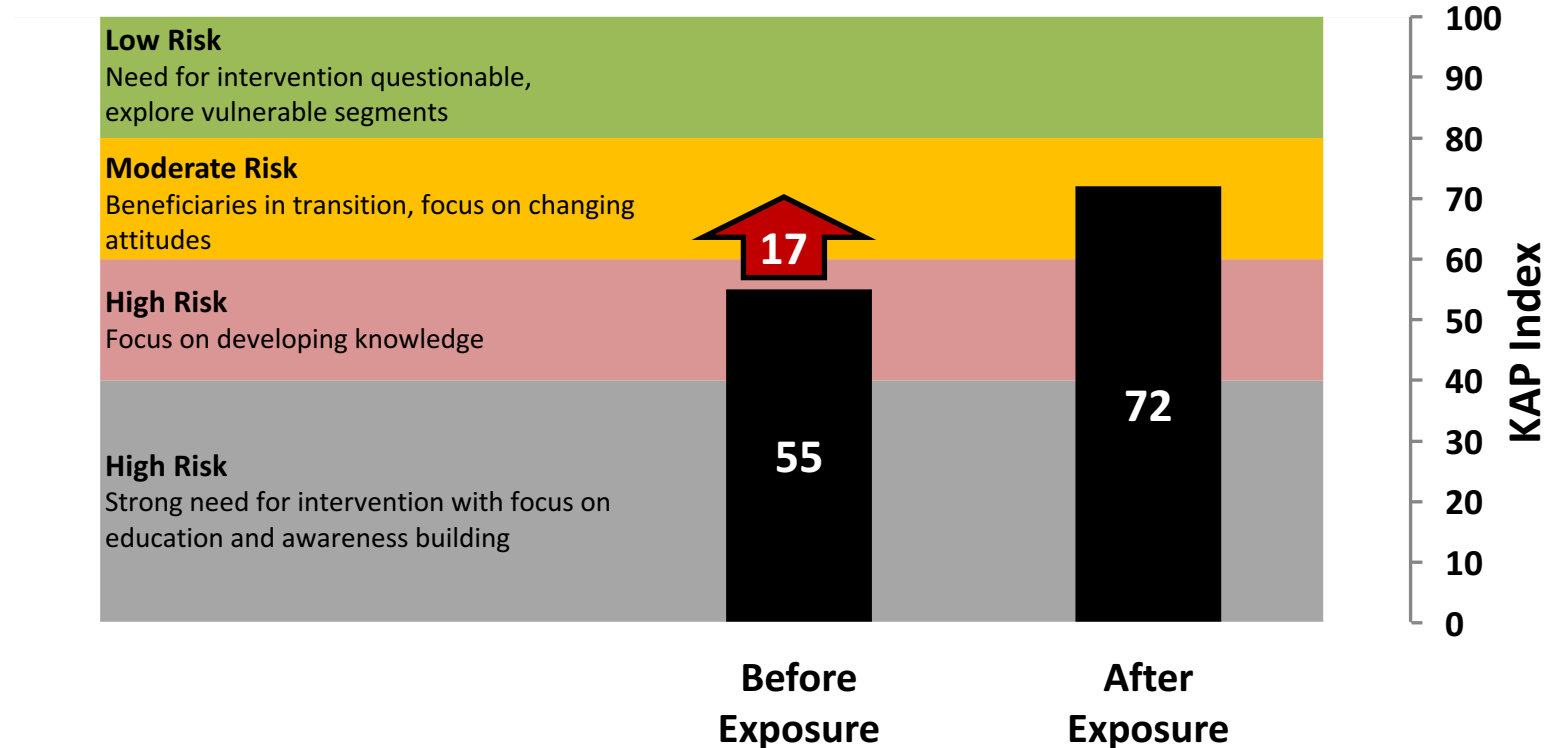
The foundation of the KAP Score framework is made up from 15 questions around knowledge, attitude and practice. The questions are always customized to each evaluation and in collaboration with the client. Based on input from IOM X, as well as past experience with safe migration studies, the 15 key questions have been formulated in the context of domestic workers. Each question addresses a specific knowledge, attitude or behavioral change issue that goes to the heart of what IOM X is trying to communicate.

KAP	Questions / Statements
Knowledge	<p>Domestic workers are entitled to have fully paid rest days if they are sick</p> <p>Domestic workers are entitled to at least one full day off per week</p> <p>Minimum wage should be paid without deductions for room and board</p> <p>Domestic workers are entitle to fair working hours</p> <p>Minimum wage of domestic workers is 9000 baht</p>
Attitude	<p>Exploitation of domestic workers is not a big issues in this country</p> <p>A live-in domestic worker should be available to work at any time</p> <p>Domestic migrant workers don't deserve the same salary as Thai domestic workers</p> <p>People I know don't really care if domestic workers are mistreated</p> <p>When a domestic worker is mistreated it is usually because they did something wrong that deserves punishment</p>
Behavior (practice)	<p>Report suspicious employer who exploits his/her domestic worker</p> <p>Seek information about domestic workers' rights</p> <p>Tell friends about positive contribution from domestic worker toward my family</p> <p>Advise friend who is about to hire domestic worker</p> <p>Advise friend if domestic worker asks for job contract</p>

KAP Index Benchmarking - Background

(Based on over 21,000 interviews with general public in 20 countries)

Based on past evaluations with general public, the average shift for similar interventions has been 17 points on the KAP Index, moving the KAP Index up from an average of 55 up to 72 points. At the pre stage, beneficiaries are typically at the lower end of the Acceptance Stage, a stage at which they are in transition with most being part of the high risk segment.



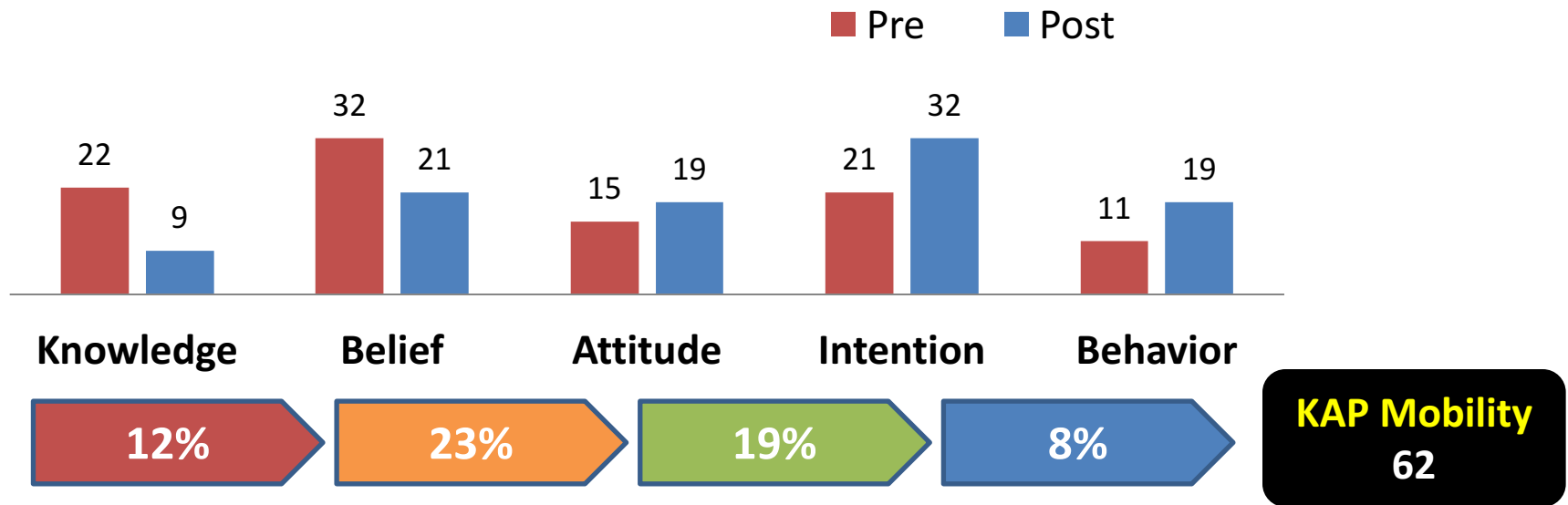
Impact KAP Result

Impact measures using KAP Score

KAP Segmentation & KAP Mobility

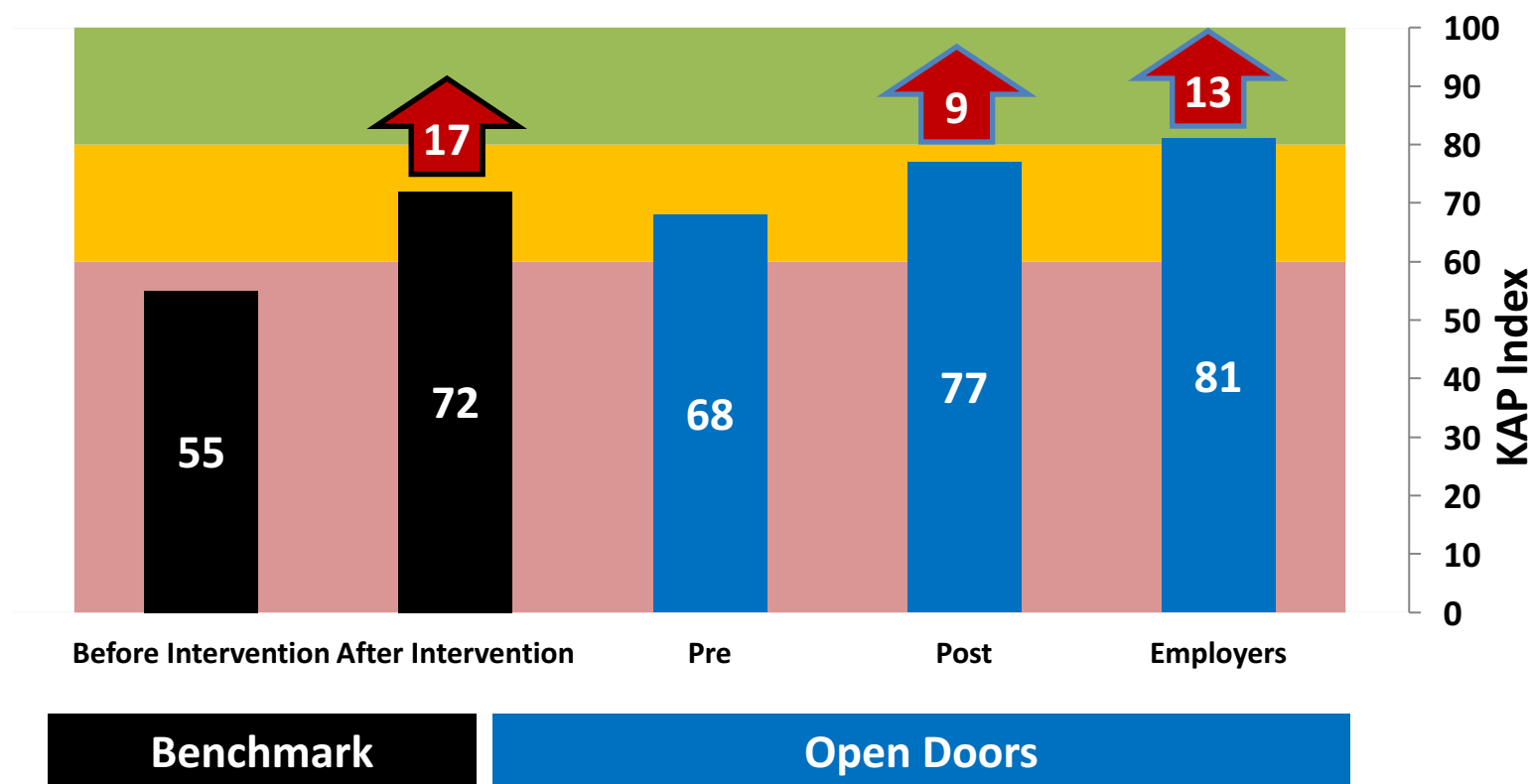
Looking at the KAP Segmentation along the behavior change journey it can be seen that following exposure to Open Doors, 12% shifted out of the Knowledge segment into the Belief segment and 23% went from Belief to Attitude. A further 19% have shifted into Intention and 8% into the Behavior stage. This indicates a very good impact, especially in terms of educating people about domestic worker's rights.

Taking all shifts into account the total KAP Mobility score is 62, meaning that 62 out of 100 people shifted up one stage in the journey on average after being exposed to the Open Doors video.

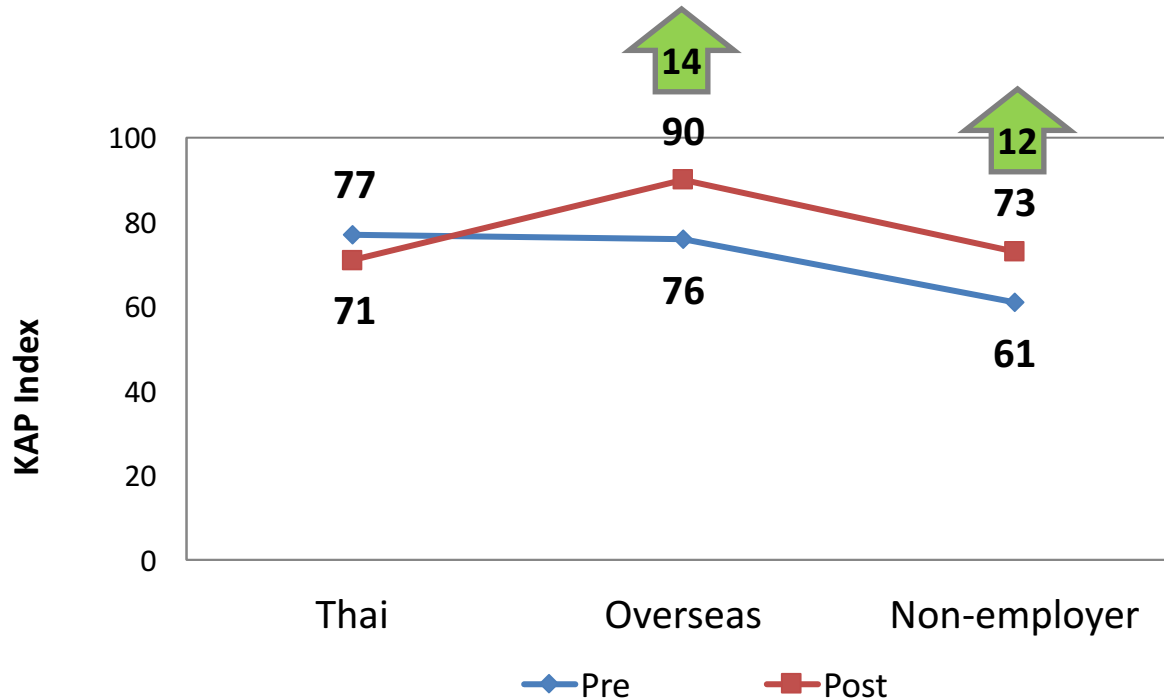


KAP Index Benchmarking

Based on past evaluations with general public, the average shift for similar interventions has been 17 points on the KAP Index. Open Doors achieved an average shift of 9 points on the KAP Index.

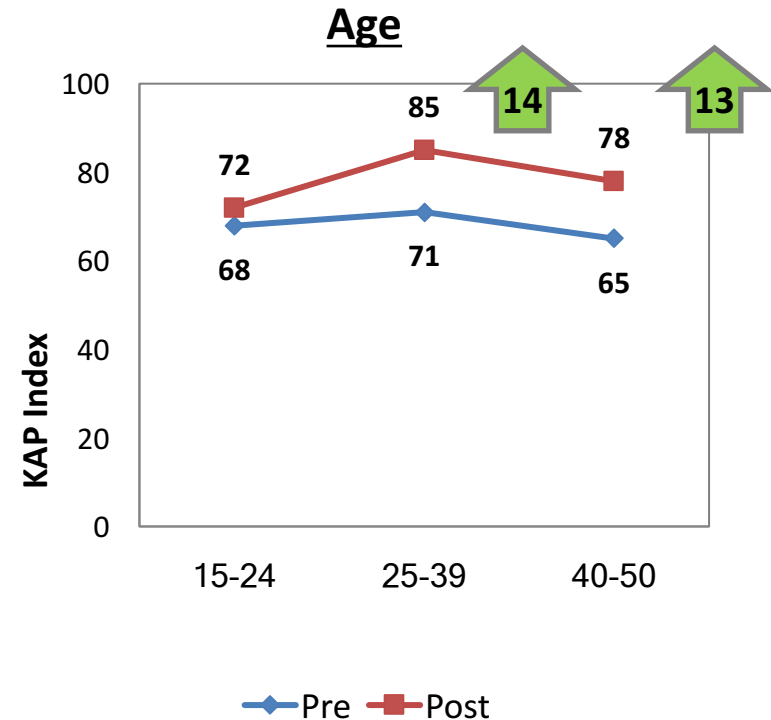
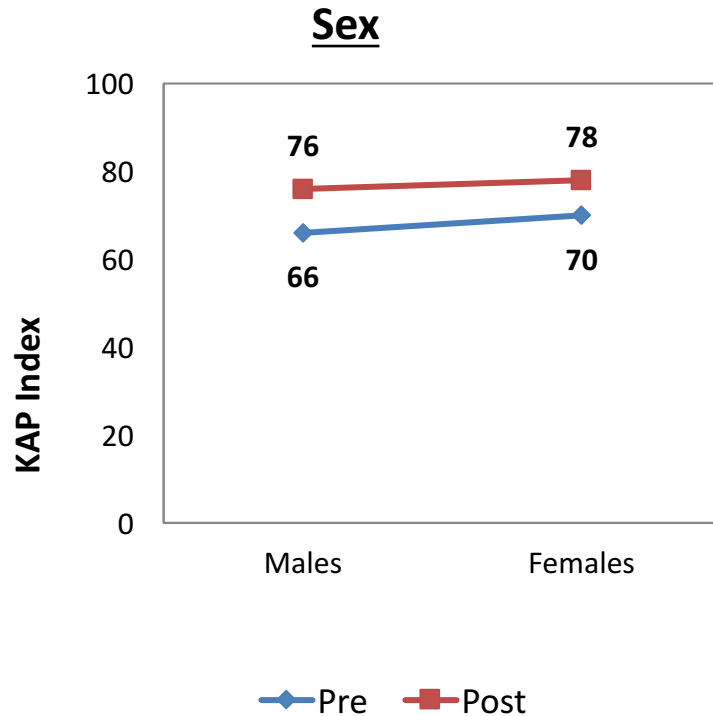


KAP Index by Domestic Worker Origin



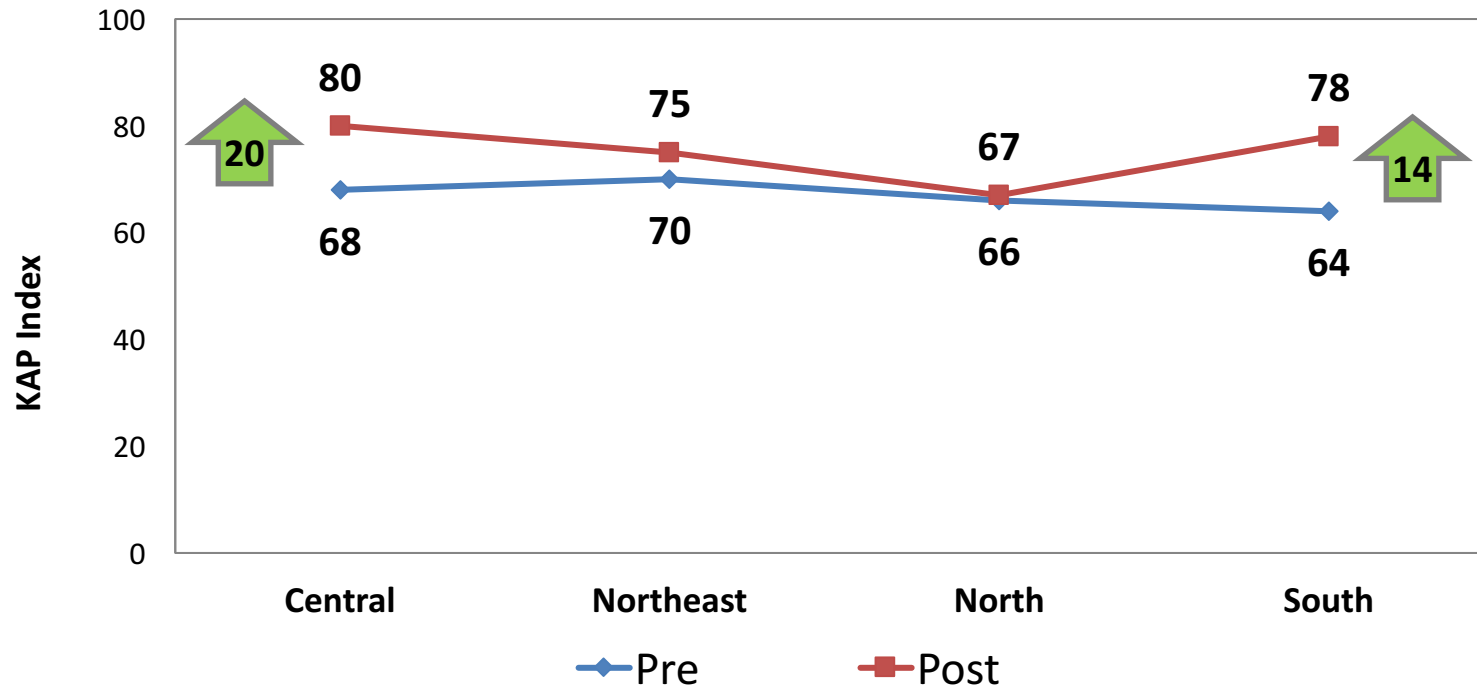
Those who are employers of domestic workers have a higher KAP Index than those who don't. It is interesting to note that the impact of Open Doors video was significantly higher amongst employers of overseas domestic workers compared to Thai domestic workers.

KAP Index by Demographics



Males were found to have slightly lower KAP Index than females. The KAP Index is also lower for the 15-24 year age group. The highest KAP Index was found in the 25-39 year age group. Again, impact has been achieved uniformly across different age groups as well as for males and females, suggesting Open Doors is effective with a diverse audience.

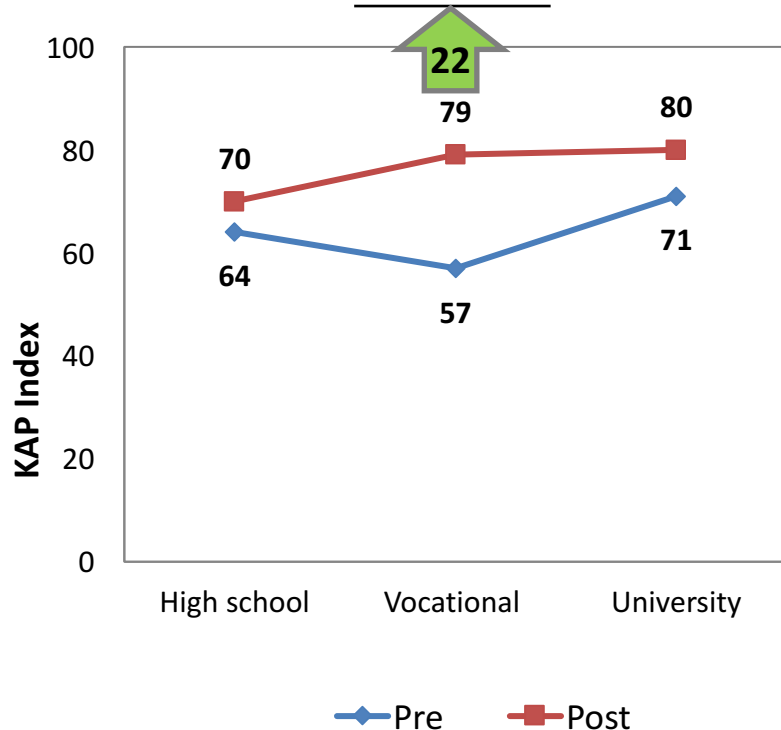
KAP Index by Region



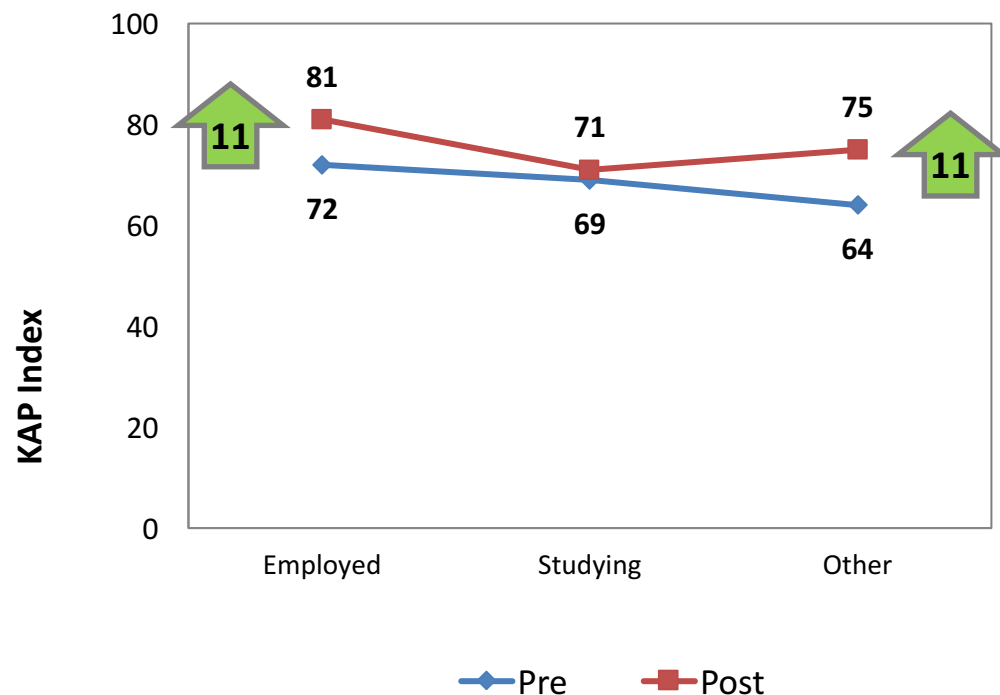
The KAP Index from the Pre stage, when comparing across regions, did not show much difference. The results of the post stage shows that the shift has been more significant with participants from the Central and South region.

KAP Index by Demographics

Education



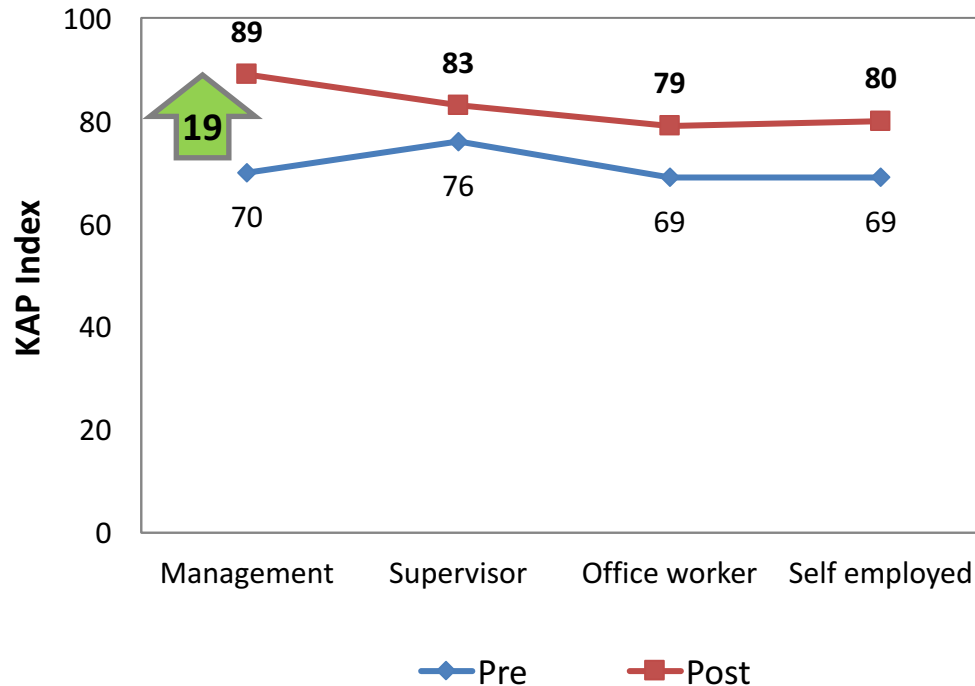
Current Activity



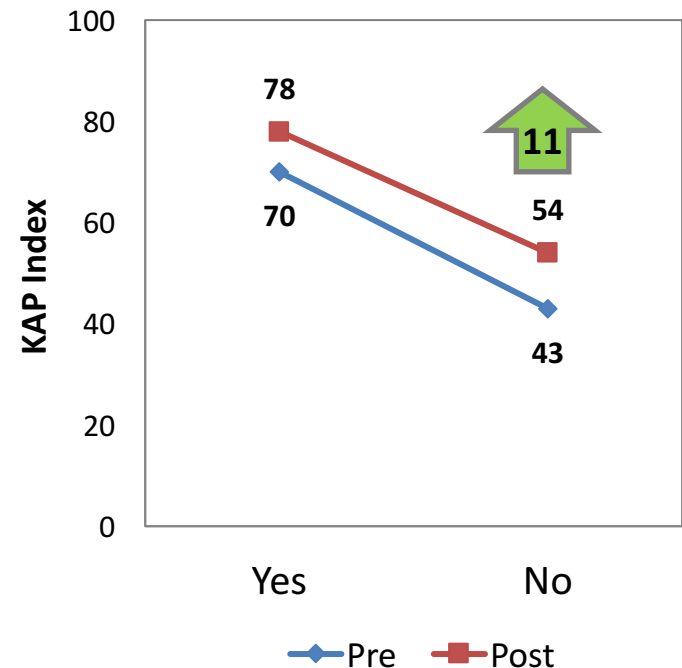
The highest KAP Index was found among people who have completed university or higher education. It is also higher amongst those working compared to people who are studying or doing other activities such as home duties or being unemployed. Impact can be seen across different groups but was found to be more pronounced among those with vocational education.

KAP Index by Demographics

Current Position

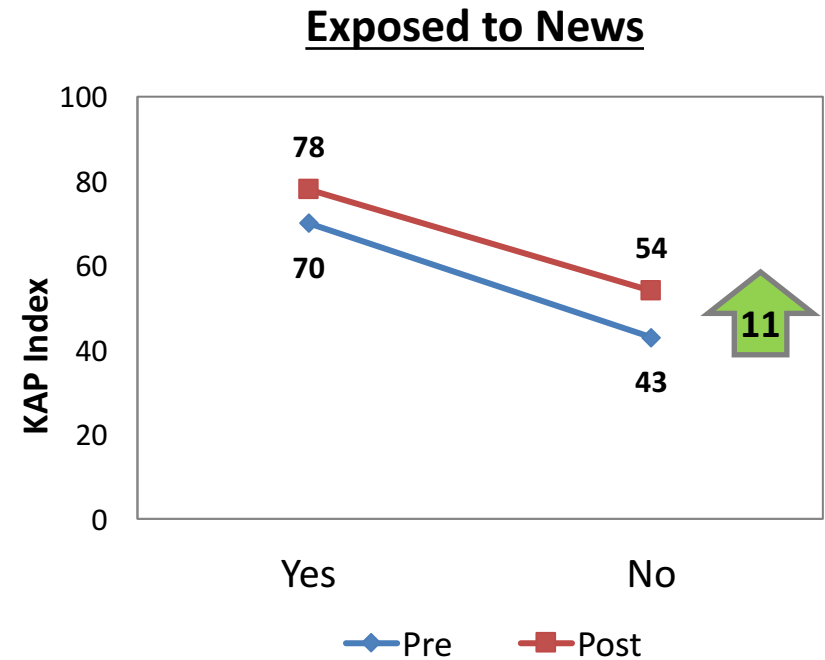
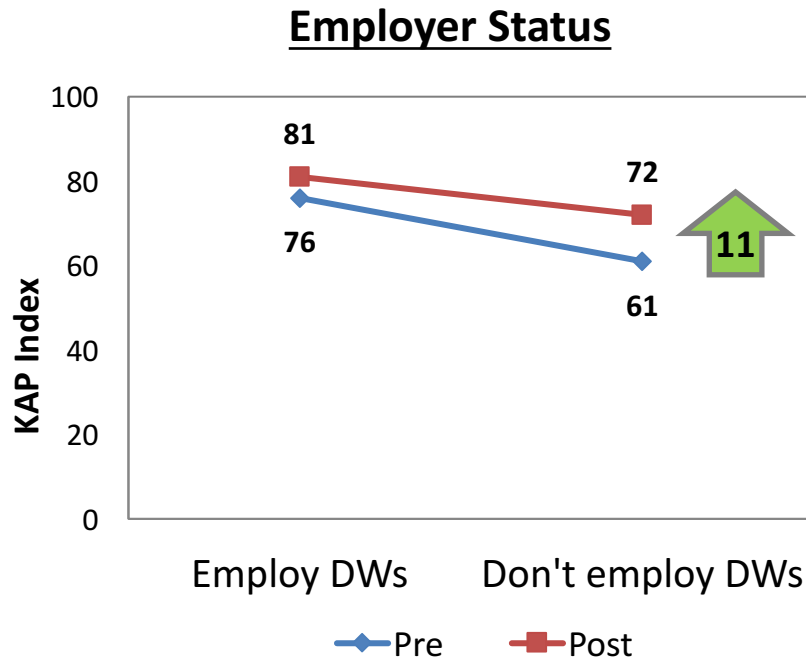


Been Exposed to News



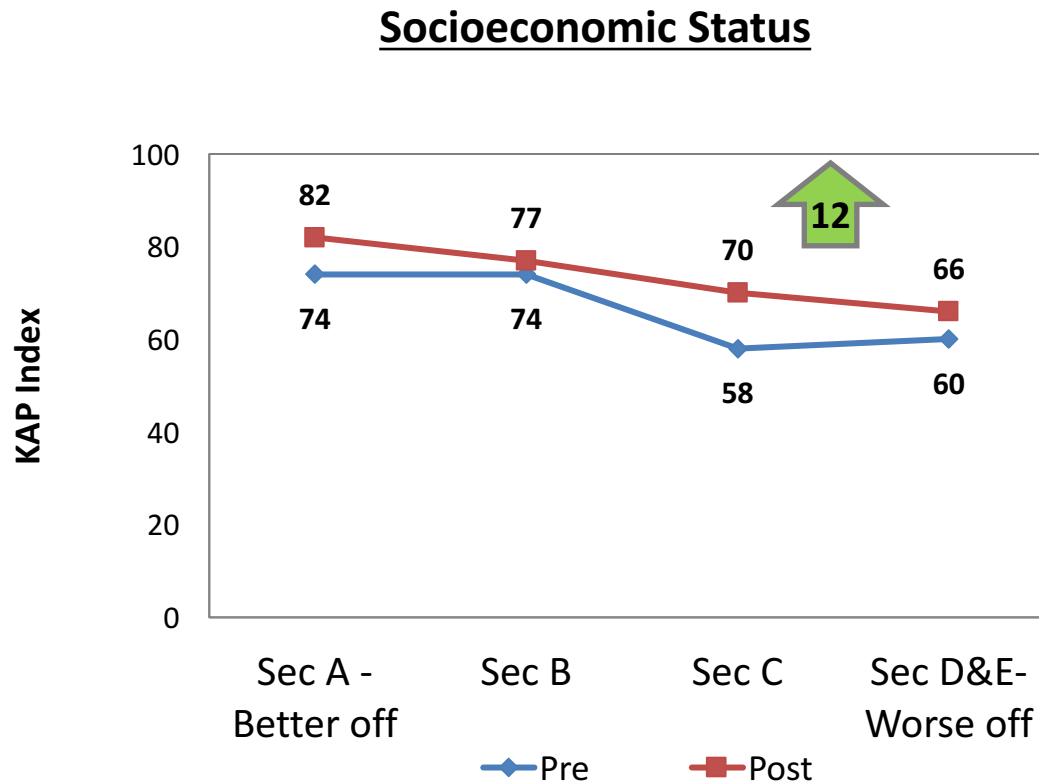
The KAP Index is higher for those working in management and supervisor levels but is a bit lower for office worker and self employed. Also, people who have been exposed to news about domestic workers in Thailand have higher KAP Index than those who have not been exposed to such news. This shows that experience and exposure to information contributes to a better understanding about domestic worker rights. The result of post stage shows that impact was significantly higher amongst those who work in management level.

KAP Index by Employer Status & News



Employers of domestic workers had a higher KAP Index than those who did not. Also, people who have been exposed to news about domestic workers in Thailand have relatively higher KAP Index than those who have not been exposed to such news. This shows that experience and exposure to information contributes to a better understanding about domestic worker rights.

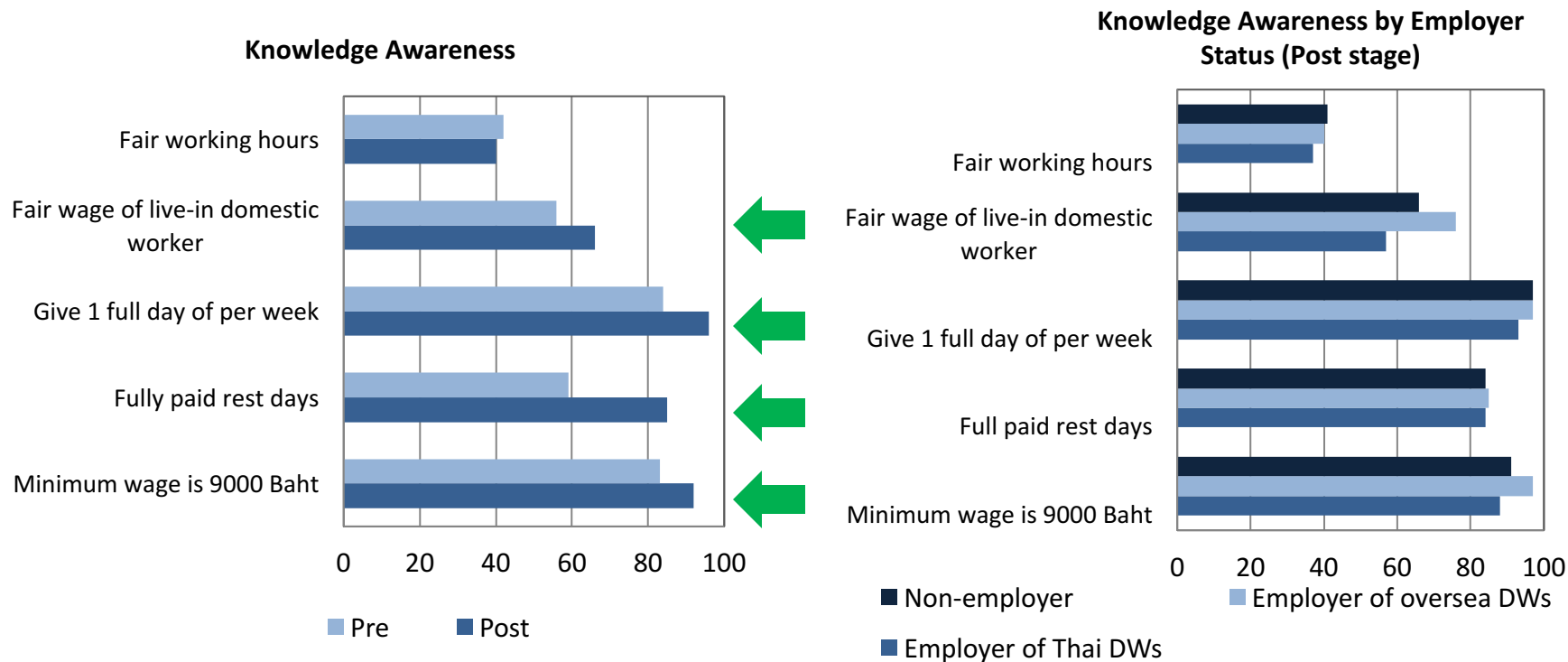
KAP Index by Socioeconomic Status



Being better off financially is associated with a higher KAP Index and is consistent with past studies who have found similar relationships.

Knowledge

Proportion of People who are aware



Knowledge levels were on average reasonably high at the Pre stage, over 40 percent, but were lower with respect to knowledge about fair working hours. Open Doors has done a good job in building knowledge on most issues, especially on the fully paid rest day. Overall, knowledge levels amongst employers of Thai domestic workers, employers of overseas domestic worker and non-employers during the post stage were overall quite similar except knowledge about fair wage and minimum wage in which employers of overseas domestic workers have higher knowledge levels than others.

How Domestic Workers are Perceived

	Pre n= 324 (%)	Post n=302 (%)
A servant and helper	24	14
An employee	55	27
A member of family	16	57
Not sure	5	2

In the Pre stage, more than half had a perception toward domestic workers as regular employee. However, results in the post stage show that such a perception decreased. While more people see domestic workers as a member of the family. Whilst this was not the intention of the video it is an interesting shift but at the same time not fully clear what it means. If seeing domestic workers as family members means treating them with respect and dignity that would be a good thing. Other results and the fact that seeing them as servants have decreased significantly from 24 down to 14 percent seems to support that view.

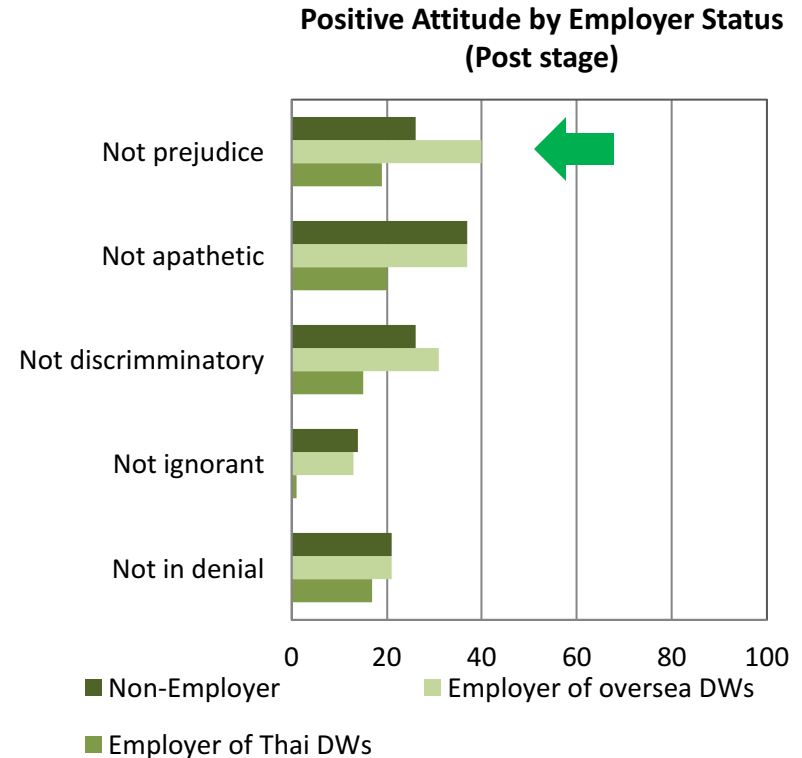
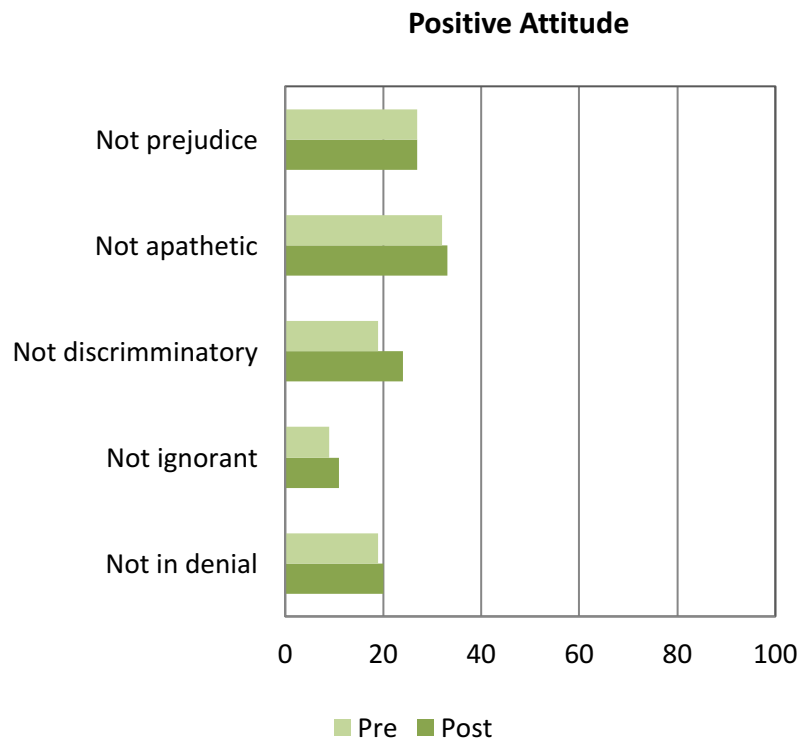
Attitude Analysis

Attitudes were measured using a set of carefully constructed statements, each representing a particular attitude as shown below. The statements were formulated in third person format, allowing participants to answer more truthfully without attaching themselves to the particular attitude. The extent to which people agree or disagree with the statement determined whether their attitude was generally negative or positive.

Statement	Negative (If agree)	Positive (If Disagree)
Exploitation of domestic worker is not a big issues in this country	Denial	Not in denial
A live-in domestic worker should be available to work at any time	Ignorance	Not ignorant
Domestic migrant workers don't deserve the same salary as Thai domestic workers	Discrimination	Not discriminatory
People don't really care if domestic workers are mistreated	Apathy	Not apathetic
A domestic worker is mistreated because they did something wrong that deserve punishment	Prejudice	Not prejudice

Positive Attitudes

Proportion with clearly POSITIVE attitude

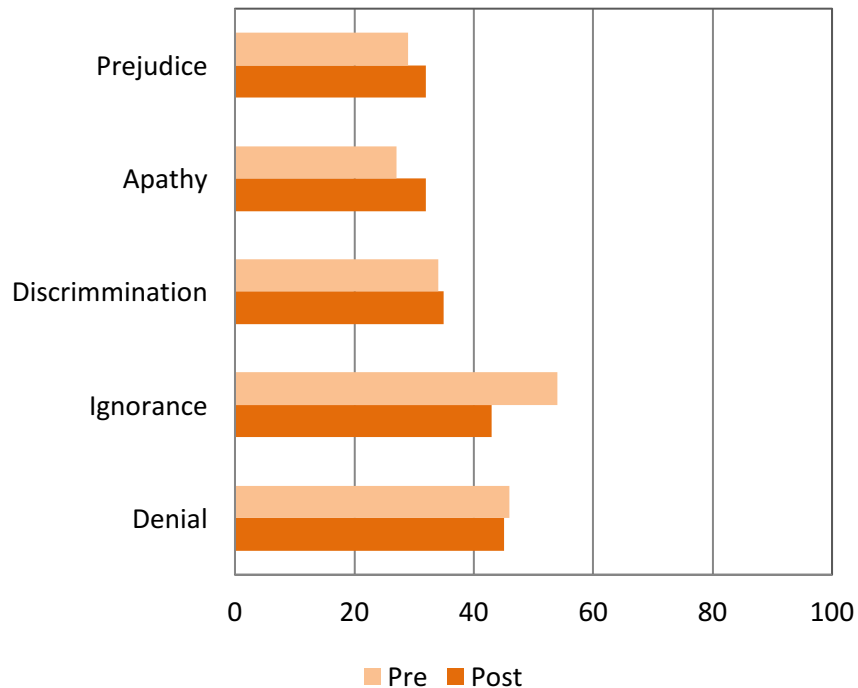


Positive attitudes on average are quite low. The most prominent positive attitude are not being apathetic followed by not being prejudice or discriminatory. Most positive attitudes remained unchanged in the post stage. Non-employers hold on average lower positive attitudes than employers of domestic workers. Employers of Thai domestic workers hold significantly less positive attitudes.

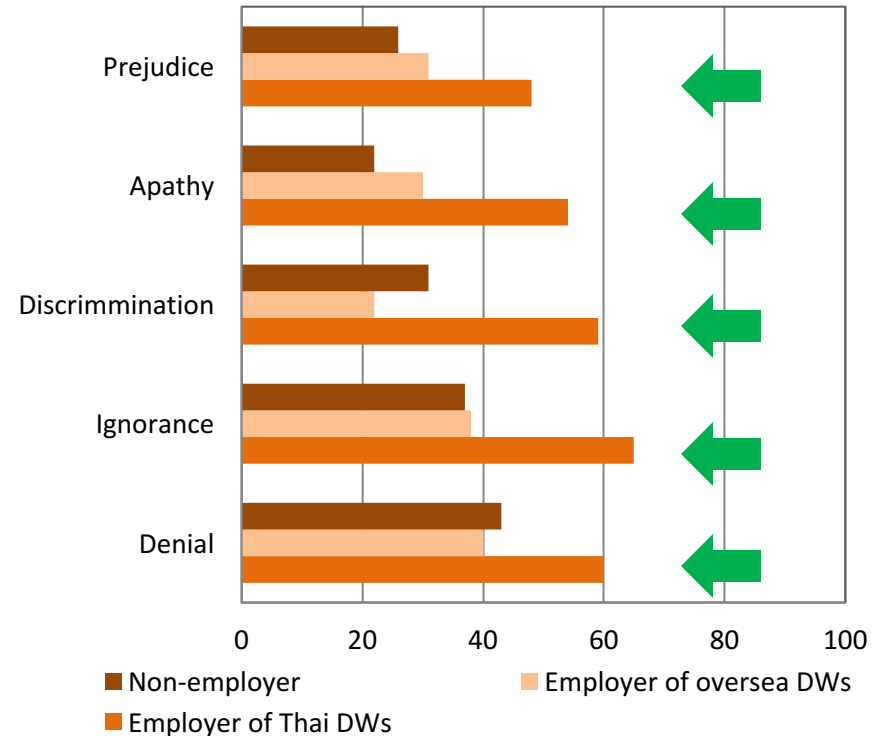
Negative Attitudes

Proportion with clearly **NEGATIVE** attitude

Negative Attitude



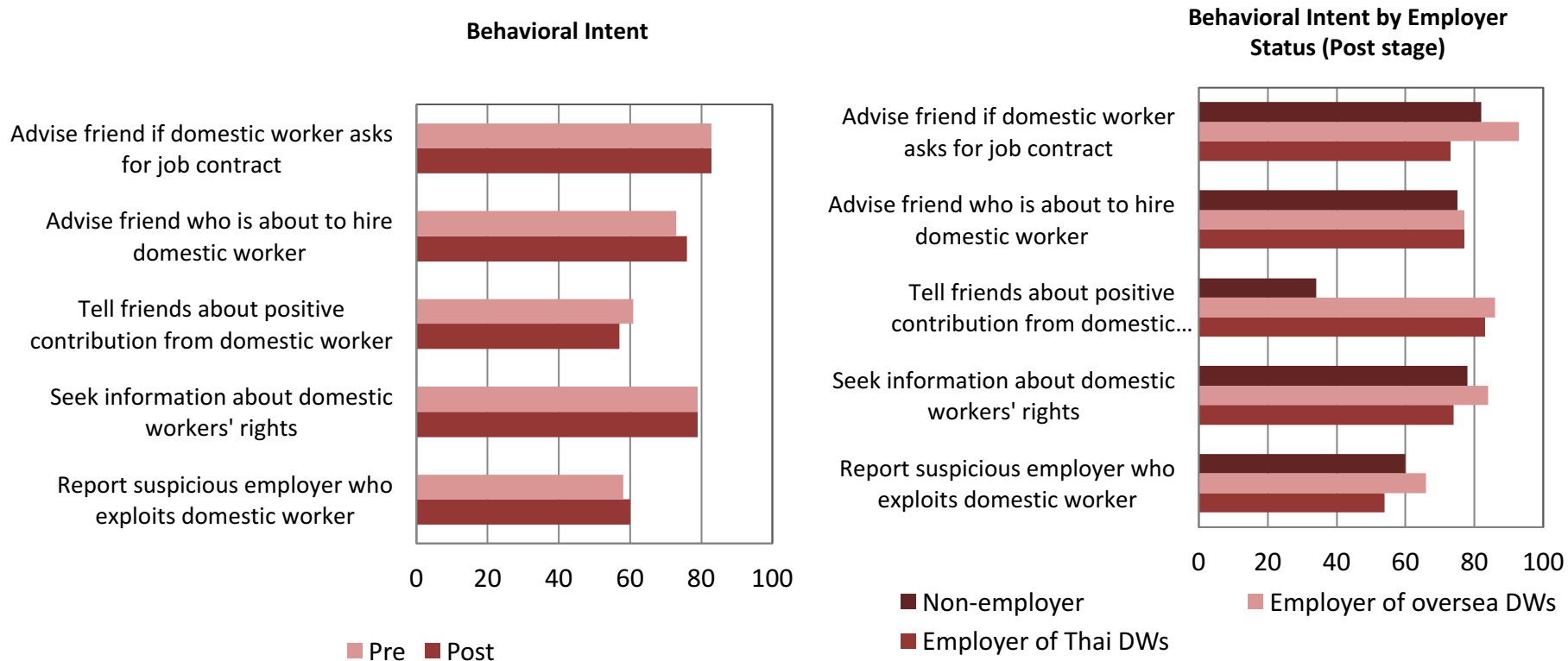
Negative Attitude by Employer Status
(Post stage)



Negative attitudes are on average higher than positive ones. Most negative attitudes also remained unchanged in the post stage. It is interesting that employers of Thai domestic workers hold significantly higher negative attitudes in all aspects compared to employers of overseas domestic workers and non-employers and may well explain why Open Doors did not achieve any significant change with this group.

Behavioral Intent

Proportion who indicate they will fully comply

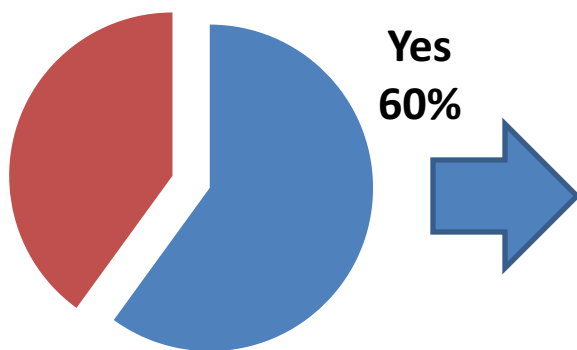


Behavioral intent was on average reasonably high almost over 60 percent, at the Pre stage. Behavioral levels on most issues also remained unchanged in the post stage. Employers of overseas domestic workers generally have somewhat higher compliance than others. This probably is a result of strict regulations and law enforcement pertaining to migrant workers in Thailand, especially during the new government. Employers of migrant workers may be more aware of such regulations and are likely to be more compliant.

Report Suspicious Employer

Would report suspicious employer who exploits his/her domestic worker

Base: All participants



Report to (Base: Would report)	Total n=181 (%)	Employer of Thai DWs n=37 (%)	Employer of oversea DWs n=48 (%)	Non- employer n=96 (%)
Police	68	68	75	64
NGO	57	45	29	35
Call a hotline	36	71	48	56
Other	7	3	6	9

More than half claimed that they would report if they suspected their neighbor was exploiting a domestic worker. Of these, the majority would report to police (68%) followed by reporting to an NGO (57%) and calling a hotline (36%). Most employers of overseas domestic workers and non-employers mentioned polices as a channel for reporting such a case. While hotline is a popular channel for reporting the case amongst employers of Thai domestic workers.

Information Source on Workers' Rights

Would seek information on domestic workers' rights

Base: All participants



**Yes
79%**



Information Sources

Base: Would seek information

Information sources (Base: Would seek information)	Total n=238 (%)	Employer of Thai DWS n=51 (%)	Employer of Thai DWS n=62 (%)	Non- employer n=125 (%)
Internet	74	67	73	78
Local Gov't office	69	69	78	65
NGO	51	60	55	48
Friends and relatives	44	50	58	35
Other	6	2	3	10

The vast majority (79%) indicated that they would seek information about domestic workers' rights if they were about to hire a domestic worker. Internet and the local government office were mentioned as the most common sources where people would seek information. Employers and non-employers display similar intentions.

Gender Analysis (Post stage only)

Exploring differences between males and females on relationship with domestic workers, effective reach & brand distribution, extent of processing, attitude, knowledge and behavior on issues related to domestic workers

Relationship with Domestic Workers

Relationship	Impact n=142 (%)	Male n=91 (%)	Female n=51 (%)
Very good	49	51	45
Good	45	43	49
Average	6	7	6

Nearly half of the employers rated their relationship with domestic workers as good or very good. More males rated their relationship with domestic worker as very good compared to females.

Effective Reach & Brand Attribution

Exposed to the Open Doors Video by Gender

Base: All participants

Exposed to this video about Domestic workers	Total n=302 (%)	Male n=160 (%)	Female n=142 (%)
Yes	42	43	41
No or don't remember	58	57	59

Brand Attribution

(Base: Those reached)

Source of Exposure	Total n=127 (%)	Male n=69 (%)	Female n=58 (%)
United States Government	11	10	14
IOM X	20	20	19
Thai Government	39	42	35
Don't know	30	28	33

Reach was found to be similar amongst males and females. Most males and females thought that the Thailand Government produced the Open Doors video. Almost 20 percent of males and females could correctly link the video to the IOM X brand.

Extent of Processing

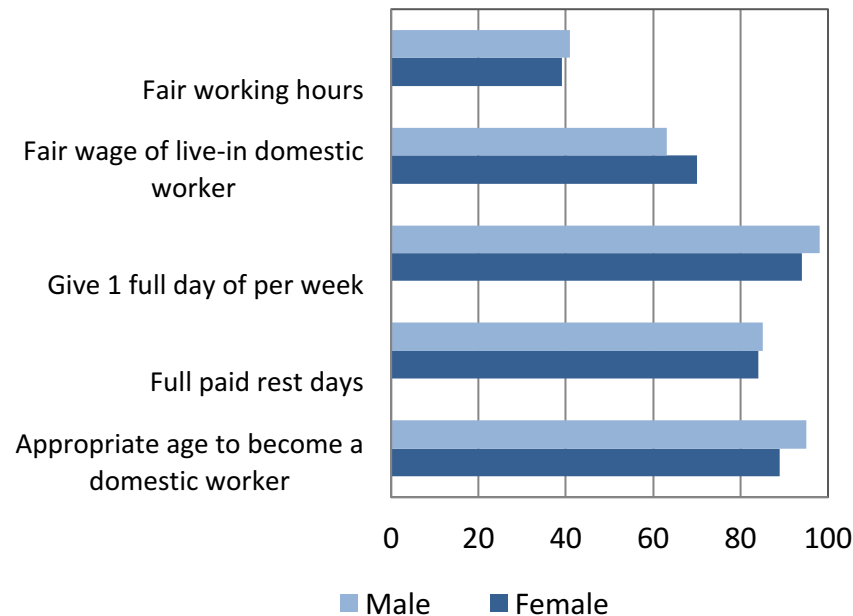
Immediate reaction after seeing the Open Doors video

Reaction	Total n=302 (%)	Male n=160 (%)	Female n=142 (%)
I did not think it was that interesting	-	1	-
I thought it was interesting	16	18	13
It was interesting and I learned something new	29	33	25
I learned something new and I will probably talk to people I know about it	55	49	62

The majority of males and females were found to have processed the message, meaning not only did they find it interesting but they learned something new and some also spoke to others about the issue. However, more males indicated that they learned something new and would speak to others about the issue.

Knowledge

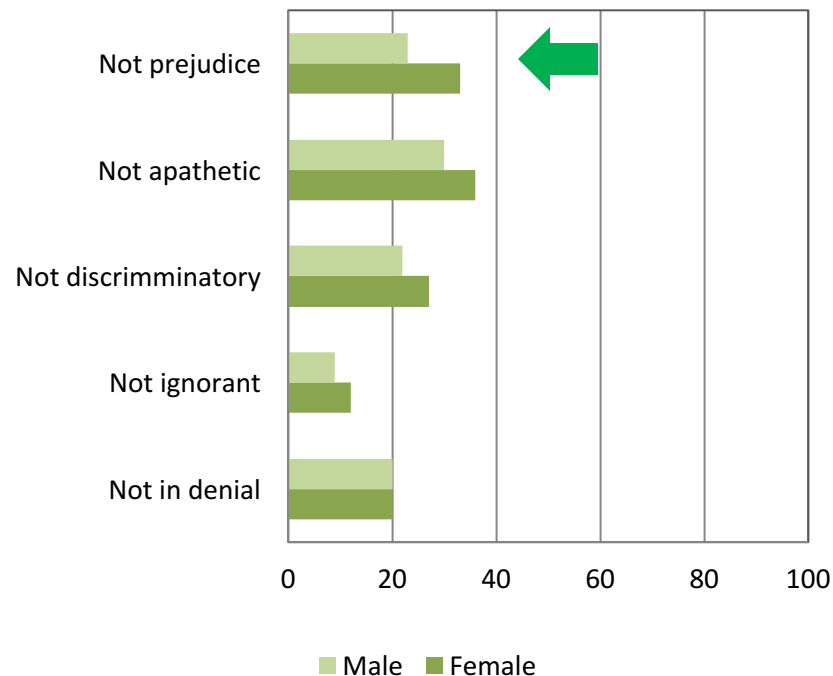
Proportion of People who are aware



Males have somewhat higher knowledge levels than females on most aspects, except knowledge about fair wage of live-in domestic worker.

Positive Attitudes

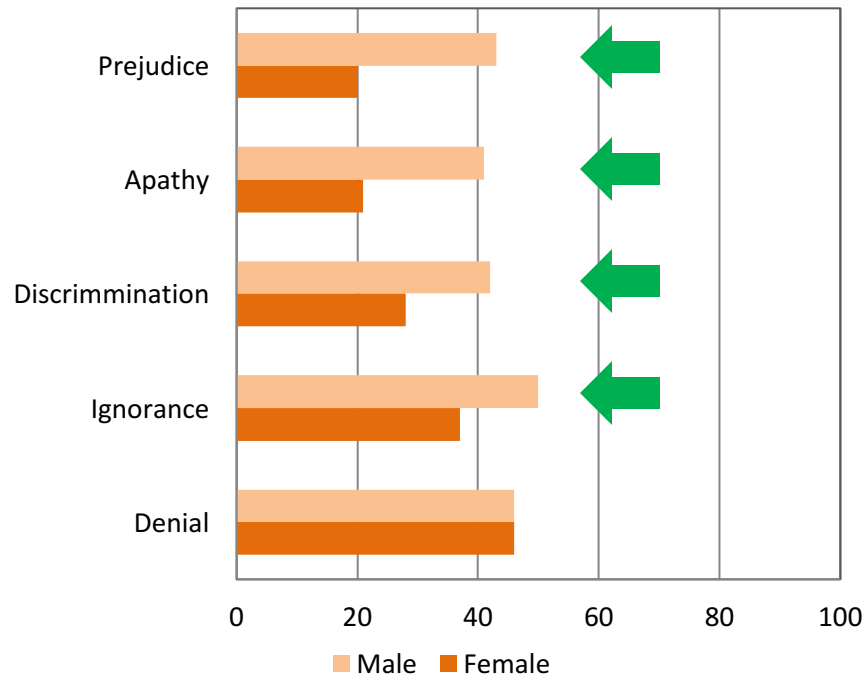
Proportion with clearly POSITIVE attitude



Females hold somewhat more positive attitudes than males on most aspects, particularly on not being prejudice. Males and females have similar positive attitude on not being in denial.

Negative Attitudes

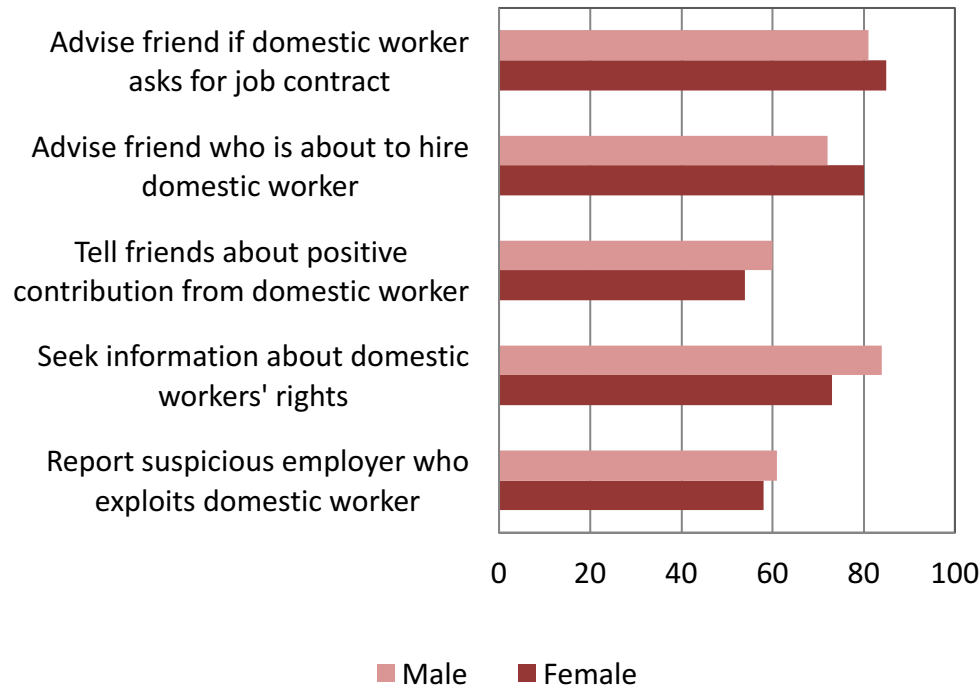
Proportion with clearly NEGATIVE attitude



Males hold significantly stronger negative attitudes toward domestic workers than females on most aspects, except for denial.

Behavioral Intent

Proportion who indicate they will fully comply



There are mixed behavioral intent levels amongst males and females. Females are more inclined to advising friends about job contracts and hiring a domestic worker. While males are more inclined to seeking information about domestic worker's right and telling friends about domestic worker's positive contribution.

For more IOM X resources, please visit IOMX.iom.int