

# Open Doors: Domestic Workers in ASEAN

*Pre and Post evaluation of long-form video in Indonesia*



Prepared for  
**IOM X**

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# Outline

	<b>Page</b>
▶ Summary & Recommendations	3
▶ Background & Methodology	14
▶ Employment of Domestic Workers	23
▶ Exposure to News on Domestic Workers	29
▶ Campaign Execution	32
▶ Engagement Measurement	40
▶ Evaluation Framework in Perspective	47
▶ Impact KAP Result	54
▶ Gender Analysis	69

# Summary

## EVALUATION 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 domestic workers, 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 safe migration 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 domestic workers in the ASEAN region, 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

## EVALUATION FRAMEWORK CONT...

- ▶ Behavior change can be described as a journey from a position where a person does not know anything about domestic worker rights up to where they are fully compliant with set regulations. KAP Segmentation is used to understand how a population is distributed across this journey by dividing the target audience into segments 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 domestic workers in Indonesia, which the IOM X program is aiming to address:

KAP	Measurement	Questions/ Statements
Knowledge	Aware or not aware	Are domestic workers entitled to have rest days if sick? If you hire a domestic worker, which of the following should you do? What is a fair wage for a domestic worker who also lives in your home? Which of the following best describes fair working hours for a domestic worker? what is the youngest age at which it is appropriate for someone to become a domestic worker?
Attitude	Level of agreement	Exploitation of domestic workers is not a big issues in this country A live-in domestic worker should be available to work at any time Female domestic workers don't deserve the same salary as male domestic workers People I know don't really care if domestic workers are mistreated When a domestic worker is mistreated it is usually because they did something wrong that deserves punishment
Behavior (practice)	Level of compliance/ expected compliance	Reporting suspicious employer who exploits his/her domestic worker Seek information about domestic workers' rights Telling friends about positive contribution from domestic worker toward my family Advise friend who is about to hire domestic worker Advise friend if domestic worker asks for job contract

# Summary

## ABOUT THE STUDY

- ▶ The Impact study in Indonesia was carried out with sample of n=307 people across the country using an online panel. The sample is more representative of the younger urban population in Indonesia. 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 participant profile in the impact study is quite similar to participants in the baseline study. The vast majority of participants (65%) in the impact study had completed diploma, university or higher education and more than two thirds (76%) 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 12 percent work in finance followed by retail or wholesale, government and manufacturing for 7% respectively. With regard to socioeconomic status, on average more than two thirds (71%) were in the socioeconomic class A and B.

## EMPLOYMENT OF DOMESTIC WORKERS

- ▶ Over half of all participants employed a domestic worker. Amongst those who employ domestic worker, most employ workers from Central Java, East Java, West Java and Jakarta. None of those surveyed hired domestic workers from overseas.
- ▶ The vast majority indicated that their domestic workers live in their home. Most employed domestic workers who are aged 26 years or older. Very few hired domestic worker who were aged below 18 years.
- ▶ Rest days if sick, fair wages and reasonable working hours were entitlements provided to domestic workers by over 80 percent of employers. However, around half are allowed to make phone calls and have freedom to move. Only around one-thirds of employers provide a written work contracts to domestic workers and around one in five provide Wi-Fi access.

# Summary

- ▶ More than half said that their domestic worker normally work around for 8-10 hours per day. However, some 23 percent stated that their domestic worker have to work more than 10 hours per day.
- ▶ Salaries appear to have increase on average since the baseline study was done in 2015. In 2016, more than half of employers paid a salary of between 42,000-90,000 Rupiah/day (1.25-2.7 million Rupiah/ month). This range is between the lowest and the highest minimum wage for laborers in Indonesia. While around one third of employers pay less than 42,000 Rupiah/day (1.25 million Rupiah per month), which is below the lowest minimum wage in Indonesia. Only 11 percent pay more than the highest minimum wage.
- ▶ Around half of employers rated their relationship with domestic workers as very good and over 40 percent said that they had a good relationship. Almost none of the employers indicated having a poor relationship with their domestic worker.

## EXPOSURE TO NEWS ON DOMESTIC WORKERS

- ▶ Nearly everyone has been exposed to news about domestic workers in Indonesia. News about Indonesian migrant domestic workers being abused or exploited abroad was the most common issue reported in the news followed by news on domestic workers being abused or exploited in Indonesia, and domestic workers advocating for their rights. Other issues appear not to be reported as much.
- ▶ News and media reports were the most trusted information source about domestic workers. TV documentaries and internet were also mentioned as other trustworthy sources by 68% and 61% respectively. Employers of migrant workers were on average a bit more informed but differences across different media sources were not significant.

# Summary

## CAMPAIGN EXECUTION

- ▶ Nearly half (46%) had seen the Open Doors video. Reach was found to be significant higher amongst employers (55%) compared to non-employers (30%). Those who had seen **the IOM X's 24-minute video** were also asked where they had seen it. Internet was the media source with the highest reach overall (78%) followed closely by television (66%). YouTube (67%) and Indonesian TV (76%) 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 Open Doors, 16 percent could correctly link it to the IOM X brand. Some 40 percent thought it was done by the Indonesia Government. Employers of domestic workers were able to pin point IOM X as the producer of the video more accurately.
- ▶ Processing relates to the extent to which Open Doors caught people's attention and processed the message. Some 90 percent were found to have processed the message, meaning not only did they find it interesting but they learned something new (40%) and some also spoke to others (50%) 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.
- ▶ Participants also rated the Open Doors based on its intended communication objectives. The set awareness, attitude and action objectives were all perceived to perform relatively well, all with an NPR of around 30 or higher. However, in terms of encouraging employers to give a weekly day off, performance was rated slightly lower with an NPR of 27. Those who rated poor performance of this objective claimed that the message in the video was not clear regarding when employers should give one day off. For example, they were not sure whether employers should routinely give a day off per week or give several consecutive days off when needed like when domestic worker's parents are sick.

# 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 medium indicating there is mild interest in the issue of domestic workers in ASEAN region. Top box scores were highest on 'Encourage others' (32%). However, top box scores are lower on the dimensions of 'relevance' (20%) and 'confidence in outcome' (15%).
- ▶ With an index of 71, 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 slightly 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.



# Summary

- ▶ 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 Indonesia (62) and the target group benchmark for general population (68).

## IMPACT KAP RESULT

- ▶ Looking at the KAP Segmentation along the behavior change journey it can be seen that following exposure to Open Doors, 16% shifted out of the Knowledge segment into the Belief segment and 34 % went from Belief to Attitude. A further 32% have shifted into Intention and 9% into the Behavior stage. This shows significant impact, especially in terms of educating people about domestic worker's rights. Taking all shifts into account the total KAP Mobility score is 91, meaning that 91 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 20 points on the KAP Index which is significantly higher. This shows that Open Doors is performing very well and should be considered for future interventions.
- ▶ There is almost no difference amongst males and females in terms of the KAP Index. Those in the 25-39 and 40-50 year age groups had a significantly higher KAP Index compared to younger people. The result of the post stages shows that 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 shift has been very significant with the younger age group, shifting the index over 20 points.

# Summary

- ▶ The KAP Index was initially higher for white collar workers and self employed. Being better off financially is associated with a higher KAP Index and is consistent with having higher education. Impact was evident across almost all groups but was significantly higher for people with lower socioeconomic status, office worker and self employed.
- ▶ 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 Indonesia have significantly 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 higher amongst non-employers and those who had not been exposed to domestic worker news.
- ▶ Knowledge levels were relatively high over 60 percent with respect to fully paid rest days and giving 1 full day per week. However, knowledge levels are significantly lower when it comes to fair working hours, perception that domestic workers are employers, and fair wages for live-in domestic workers. Open Doors has done a good job in building knowledge on most issues, especially on the fair wage. Knowledge levels amongst employers and non-employers during the post stage were overall quite similar.
- ▶ In the Pre stage, nearly half perceived domestic workers as regular employees. However, results in the post stage show that 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 28 down to 6 percent seems to support that view.

# Summary

- ▶ Positive attitudes were on average relatively low below, around 20 percent or lower. The most prominent positive attitudes were not being discriminatory followed by not being in denial. Open Doors helped to strengthen positive attitudes with respect to not discriminating against female domestic workers. Other attitudes, on the other hand, remained largely unchanged. Employers hold relatively more positive attitudes compared to non-employers on most aspects, especially for not being discriminatory.
- ▶ Negative attitudes are on average significantly higher than positive ones. The Open Doors video helped to reduce ignorance to some extent but at the same time, apathy and prejudice increased somewhat. There is not much different amongst employers and non-employers in terms of holding negative attitudes toward domestic workers.
- ▶ Behavioral intent was reasonably high over 50 percent, particularly for ‘seeking information about domestic workers’ rights’. The Open Doors video helped to strengthen intentions, improving all behavioral components over 80% on advising friends about job contract, hiring a domestic worker and seeking information about domestic worker’s rights. Not surprisingly, employers had higher behavioral intent levels in most aspects compared to non-employers.
- ▶ More than half indicated that they would report if they suspected their neighbor was exploiting a domestic worker. **The vast majority of these participants (76%) would report to the police followed by an NGO (46%).** Both Employers and non-employers displayed similar intentions. But more employers would report to an NGO and call a hotline compared to non-employers.
- ▶ Nearly everyone (99%) would seek information about domestic workers’ rights if they were about to hire a domestic worker. Searching internet and seeking information from the local government office were the most common sources mentioned. Both employers and non-employers display similar intentions.

# Summary

## GENDER ANALYSIS

- ▶ More than half of male and female employer indicated a very good relationship with their domestic workers. More females rated their relationship with domestic worker as good compared to males.
- ▶ Reach was found to be similar amongst males and females but more females who had seen the video could correctly link it to the IOM X brand compared to males. Only few males had a correct answer. Most males thought that the Indonesia Government produced the video.
- ▶ 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 females indicated that they learned something new and would speak to others about the issue.
- ▶ Males and females have relatively similar knowledge levels regarding domestic worker issues. However, females have slightly higher knowledge levels than males on fair working hours.
- ▶ Males and females hold quite similar positive attitudes in most aspects. Nonetheless, females hold significantly more positive attitudes than males with respect to not being in prejudice.
- ▶ The differences between males and females with respect to prejudice were also reflected in the negative attitudes with females found to be less prejudice towards domestic workers.
- ▶ Behavioral intent levels are on average similar between males and females but males were found to be more inclined to report a crime.

# Recommendations

- ▶ Open Doors is an effective intervention tool to promote domestic worker's rights. The results of its execution and impact are a clear testimony to that. 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.
- ▶ 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 than television. IOM X therefore should continue engaging with target audiences through these two channels.
- ▶ Open Doors is perceived to have been sponsored by the Indonesian Government and may serve as a future engagement/talking point with relevant officials.
- ▶ Most employers do not give their domestic workers one day off per week. Part of the problem could be that some 80 percent of domestic workers are live-in and don't always have freedom to decide where to spend their free time. This was also a message that did not come across as clear as other messages. IOM X should consider this specific issue could be communicated more clearly for future interventions.
- ▶ Contracts are used by only around a third of employers. Having a contract, means that many key issues would be available in writing for domestic workers. It may be feasible to issue a standard contract, which can be available online, and promote it to both employers and domestic workers.
- ▶ Positive impact was evident across different demographic groups. However, knowledge and attitude still have large gaps to fill, especially with respect to working hours. Both knowledge and attitude are geared towards the notion that domestic workers should be available at any time, especially if they are live-in workers. It may be worth reviewing the video and see if it can be edited to emphasize more on this issues. Alternatively, this should be considered for future programming.

# 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). However, due to the unique circumstances of working in a private household combined with a lack of legal protection, especially in Indonesia where there is no particular law on domestic workers, domestic workers thus become 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 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 Employers, as well as the positive contributions domestic workers bring to the ASEAN community.
- ▶ Rapid Asia was commissioned to carry out a pre and post evaluation of the long-form video produced for Indonesia.

# Background & Objectives

To support the campaign, Rapid Asia was commissioned to carry out a quantitative study to assess the situation of domestic workers from an employer point of view and to evaluate the impact generated by the campaign. The following objectives were set forth:

- ▶ To identify vulnerable segments and provide input for message and program strategy development
- ▶ To measure awareness of basic rights that domestic workers are entitled to
- ▶ To measure change in specific attitudes commonly associated with domestic workers:
  - ▶ **Denial** – Exploitation of domestic worker is not a big issue in this country
  - ▶ **Ignorance** – A live-in domestic worker should be available to work at any time
  - ▶ **Discrimination** – Female domestic workers don't deserve the same salary as male domestic workers
  - ▶ **Apathy** – People don't really care if domestic workers are mistreated
  - ▶ **Prejudice** – A domestic worker is mistreated because they did something wrong that deserves punishment
- ▶ To measure behavioral intentions in relation to treatment toward domestic workers



# Survey Design and Methodology



Methodology Item	Process
<b>Evaluation design</b>	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.
<b>Target participants</b>	Males and females Aged 15 up to 50 years Have access to the internet
<b>Coverage</b>	Indonesian nationals all over Indonesia
<b>Quotas</b>	50/50 split male/female 50 percent aged 15-24 years, 35 percent 25-39 years and 15 percent 40-50 years
<b>Survey Method</b>	Impact survey was done using an online access panel.
<b>Data Collection Period</b>	Baseline conducted in April, 2015 Impact study was conducted in June 2016
<b>Sample Size</b>	Baseline n=324, Impact n=307
<b>Language</b>	Bahasa Indonesia
<b>Weighting</b>	Data was not weighted.

# Sampling

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

The sample distribution by major regions is shown in the table below. A comparison to the urban population was made as it is more representative of the population represented on the online panel and those with internet access. As can be seen, both samples is well in line with the population so no weighting of the data was necessary.

Region	Population *BPS 2007	%	Baseline Sample n=324 (%)	Impact Sample n=307 (%)
Java-Bali	67,900,000	70	79	81
Sumatera	16,600,000	17	10	9
Sulawesi	4,560,000	5	4	3
Kalimantan	4,640,000	5	3	2
Nusa Tenggara	2,350,000	2	1	1
Other	1,330,000	1	4	4
<b>Total</b>	<b>97,380,000</b>	<b>100</b>	<b>100</b>	<b>100</b>

\* Source: The Indonesian Central Bureau of Statistics (BPS), 2007

# Demographic Profile

The participant profiles for both samples study are shown in the table on the right. Quotas were used for sex and age to ensure good representation across the intended target group.

Similar to the baseline study, the vast majority in the impact study had completed diploma, university or higher education and more than two thirds are employed.

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

Profile	Baseline n=324 (%)	Impact n=307 (%)
<b>Sex</b>		
Male	50	50
Female	50	50
<b>Age</b>		
15-24	49	49
25-39	35	36
40-50	16	15
<b>Education</b>		
Elementary school or less	1	-
Middle school	1	2
High school	25	26
Vocational education	7	7
Diploma or higher	67	65
<b>Main Activity</b>		
Employed	67	76
Studying	18	15
Home duties	3	3
Unemployed looking for work	4	4
Other	6	2

# Demographics Profile of Employers of Domestic Workers

With regard to demographics of those who employ domestic workers, the vast majority are in the age of 15-24 years and 25-39 years and live in Java-Bali. More than 70 percent on average had completed diploma or higher and some 17 percent had completed high school. Most are also working.

Profile	Baseline	Impact
Base: Those employ domestic worker	n=192 (%)	n=197 (%)
<b>Age</b>		
15-24	40	43
25-39	40	42
40-50	20	15
<b>Region</b>		
Java-Bali	84	83
Sumatera	9	10
Sulawesi	1	2
Kalimantan	2	2
Nusa Tenggara	1	2
Other	3	2
<b>Education</b>		
Elementary school or less	1	-
Middle school	1	1
High school	17	17
Vocational education	5	7
Diploma or higher	78	76
<b>Main Activity</b>		
Employed	78	84
Studying	13	12
Home duties	3	3
Unemployed looking for work	2	1
Other	4	2

# Economic Profile

Amongst those working there is good representation across different industries as well as different work positions. Most are white collar workers due to the fact that the sample is more representative of urban areas. Socioeconomic status is also higher on average with slightly more than half within the socioeconomic class A and B. Differences between the two samples are not significant but shows good ground for comparability.

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

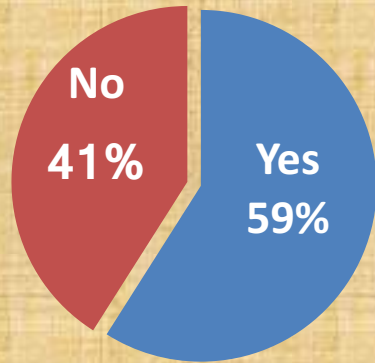
Profile	Baseline n=324 (%)	Impact n=307 (%)
<b>Industry of Work</b>		
Not working	31	24
Retail or wholesale	9	7
Government	8	7
Finance	8	12
Manufacturing	6	7
Personal services	4	4
Communication	4	4
Construction	3	4
Agriculture	2	4
Mining	-	2
Transportation	1	1
Electricity	1	1
Other	22	25
<b>Work Position</b>		
Not working	31	24
Manager	9	16
Supervisor	10	8
Office worker	29	27
Blue collar worker	4	3
Self employed	18	22
<b>Socioeconomic Class</b>		
SEC A – Better off	40	54
SEC B	28	17
SEC C	19	19
SEC D and E – Worse off	13	11

# Economic Profile of Employers of Domestic Workers

Amongst employers who are working, retail or wholesale, finance, government, and manufacturing are the top sectors where they are working. The vast majority of employers are white collar worker and also financially better off.

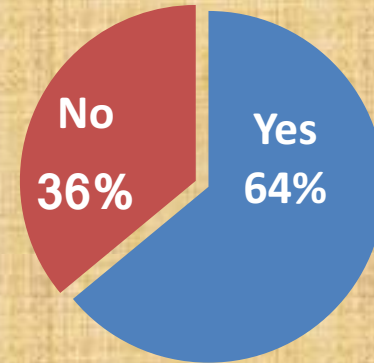
Profile	Baseline n=192 (%)	Impact n=197 (%)
<b>Industry of Work</b>		
Not working	22	16
Retail or wholesale	11	9
Government	9	8
Finance	8	14
Manufacturing	8	8
Personal services	5	4
Communication	5	6
Construction	4	4
Agriculture	3	5
Mining	-	2
Transportation	1	2
Electricity	1	-
Other	23	23
<b>Work Position</b>		
Not working	22	16
Manager	12	22
Supervisor	15	9
Office worker	30	28
Blue collar worker	1	2
Self employed	21	23
<b>Socioeconomic Class</b>		
SEC A – Better off	53	69
SEC B	27	17
SEC C	14	11
SEC D and E – Worse off	7	4

**Employment of Domestic Worker  
Baseline  
n=324**



Over half of all participants employed a domestic worker.

**Employment of Domestic Worker  
Impact  
n=307**



## Employment of Domestic Workers

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

# Origin of Domestic Worker

## Origin of Domestic Worker

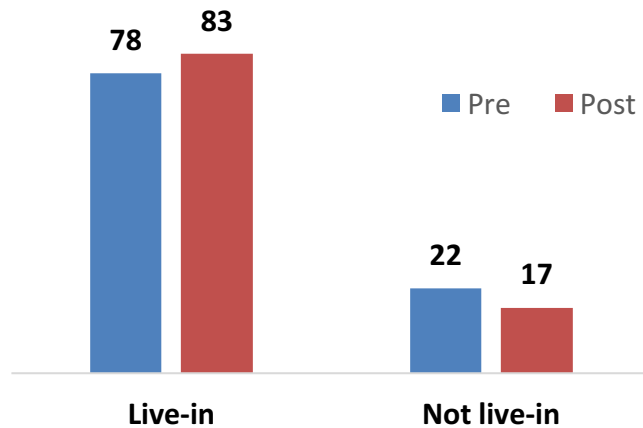
Amongst those who employ domestic worker, most employ workers from Central Java, East Java, West Java and Jakarta. None of those surveyed hired domestic workers from overseas.

Origin	Baseline n=192 (%)	Impact n=197 (%)
Central Java	35	31
East Java	15	17
West Java	18	14
Jakarta	12	12
North Sumatra	3	4
Special Region of Yogyakarta	2	4
Lampung	2	4
South Sumatra	3	2
Riau	2	2
Banten	1	2
Southeast Sulawesi	-	2
NTB	1	2
Other	6	4



# Live-in Status and Age

Live-in or Not



Age of Domestic Worker

Age	Baseline n=192 (%)	Impact n=197 (%)
Below 15 years	-	1
15-17 years	3	1
18-25 years	30	37
26 and over	66	60
Don't know	1	1

The vast majority indicated that their domestic workers live in their home. Most employed domestic workers who are aged 26 years or older. Very few hired domestic worker who were aged below 18 years.

# Entitlement to Domestic Workers

Rest days if sick, fair wages and reasonable working hours were entitlements provided to domestic workers by over 80 percent of employers. However, around half are allowed to make phone calls and have freedom to move. Only around one-thirds of employers provide a written work contracts to domestic workers and around one in five provide Wi-Fi access.

Entitlement to domestic workers	Baseline n= 192 (%)	Impact n= 197 (%)
Rest days if domestic worker is sick	85	87
Fair wages	83	84
Reasonable working hours	80	81
Own private bedroom	68	72
A safe and clean workplace	66	65
Allowed to make phone calls	53	54
Freedom to decide how and where to spend their free time	53	49
One day off every 7 days	46	50
A written work contract which domestic worker fully understood	32	38
Access to Wi-Fi internet	13	20
None	1	-

# Work Hours Per Day and Salary

## Work hours per day of domestic workers

Work hours/ day	Baseline n=192 (%)	Impact n=197 (%)
Less than 8 hours per day	26	20
8 - 10 hours per day	56	57
11 - 13 hours per day	13	16
14 - 15 hours per day	5	5
16 hours per day or more	1	2

## Salary of domestic workers

Salary of domestic workers	Baseline n=192 (%)	Impact n=197 (%)
Less than 42,000 Rupiah / day or 1.25 million Rupiah per month	47	33
42,000-90,000 Rupiah / day or 1.25-2.7 million Rupiah/ month	43	56
Over 90,000 Rupiah / day or 2.7 million Rupiah / month	7	11
Don't know	3	1

More than half said that their domestic worker normally work around for 8-10 hours per day. However, some 23 percent stated that their domestic worker have to work more than 10 hours per day.

Salaries appear to have increase on average since the baseline study was done in 2015. In 2016, more than half of employers paid a salary of between 42,000-90,000 Rupiah/day (1.25-2.7 million Rupiah/ month). This range is between the lowest and the highest minimum wage for laborers in Indonesia. While around one third of employers pay less than 42,000 Rupiah/day (1.25 million Rupiah per month), which is below the lowest minimum wage in Indonesia. Only 11 percent pay more than the highest minimum wage.

# Relationship with Domestic Worker

Relationship	Baseline n=192 (%)	Impact n=197 (%)
Very good	47	55
Good	48	42
Average	4	3
Poor	1	-

Around half of employers rated their relationship with domestic workers as very good and over 40 percent said that they had a good relationship. Almost none of the employers indicated having a poor relationship with their domestic worker.

## Exposure to News on Domestic Workers

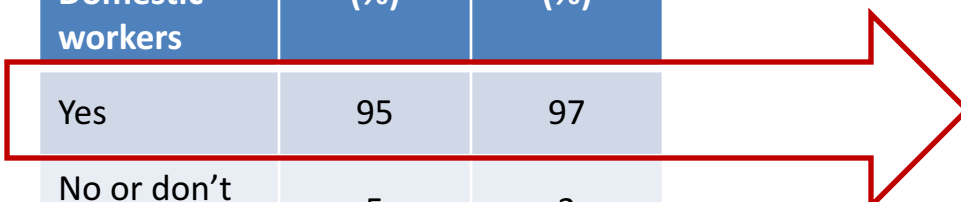
Exposed to news about domestic workers & trusted information sources

# Exposed to News about Domestic Workers

## Exposed to News about Domestic workers

Base: All participants

Exposed to news about Domestic workers	Baseline n=324 (%)	Impact n=307 (%)
Yes	95	97
No or don't remember	5	3



Nearly everyone has been exposed to news about domestic workers in Indonesia. News about Indonesian migrant domestic workers being abused or exploited abroad was the most common issue reported in the news followed by news on domestic workers being abused or exploited in Indonesia, and domestic workers advocating for their rights. Other issues appear not to be reported as much.

## This news about

Base: Those exposed to news

About	Impact n=307 (%)	Impact n=298 (%)
Indonesian Domestic workers working abroad being abused/exploited	91	91
Domestic workers being abused/exploited in Indonesia	60	59
Domestic workers advocating for their rights	42	42
Positive contributions that domestic workers bring to society or the family they are working for	36	37
Domestic worker rights	27	30
Other	5	3

# Trusted Information Sources

News and media reports were the most trusted information source about domestic workers. TV documentaries and internet were also mentioned as other trustworthy sources by 68% and 61% respectively.

Employers of migrant workers were on average a bit more informed but differences across different media sources were not significant.

Information Source

Information sources	Baseline n=324 (%)	Impact n=307 (%)
News and media reports	77	81
TV documentary or other programs	64	68
Internet	57	61
Through friends	34	37
NGOs	23	20
Through local government authorities	21	25
None	3	1
<b>Average number of sources</b>	<b>2.8</b>	<b>2.9</b>

# 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 for the Open Doors video 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 watched 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
<b>Effective Reach</b>	Mass media through television supported by social media
<b>Brand Attribution</b>	The video features the IOM X and USAID logos
<b>Processing Tactics</b>	<ul style="list-style-type: none"> <li>• Using celebrity associated with program for regional appeal, especially in Indonesia, Malaysia and Singapore.</li> <li>• Using romance and humor to appeal to a broader audience.</li> <li>• Humanize the character of the domestic worker(s), without making them objects of pity.</li> </ul>
<b>Awareness Objective</b>	<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>
<b>Attitude Objective</b>	To make people feel more appreciative of the work domestic workers do.
<b>Action Objective</b>	<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 them one day off per week.</p>

# The Open Doors Video

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

The video was produced in local language (Bahasa) and 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

Reach	Total n=307 (%)	Employer n=197 (%)	Non-employer n=110 (%)
Yes	46	55	30
No or don't remember	54	45	70

## Media Sources

Base: Those reached

Source of Exposure	Total n=141 (%)
Indonesian TV	56
Cable TV	26
YouTube	67
Facebook	36
Other online site	24
Vimeo	5
Other	4
Can't remember	2

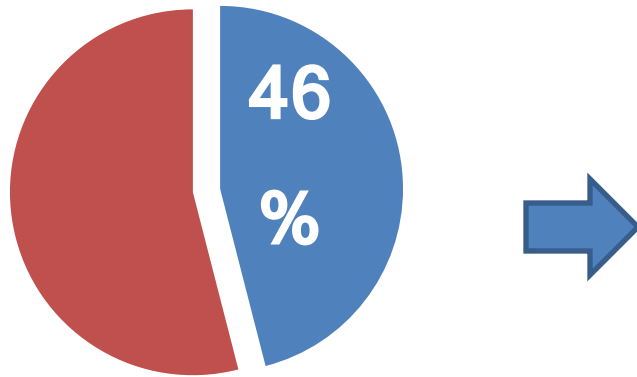
66%

78%

Nearly half (46%) had seen the Open Doors video. Reach was found to be significant higher amongst employers (55%) compared to non-employers (30%). Those who had seen the IOM X's 24-minute video were also asked where they had seen it. Internet was the media source with the highest reach overall (78%) followed closely by television (66%). YouTube (67%) and Indonesian TV (76%) were the sub-media with the highest reach.

# Effective Reach & Brand Attribution

## Effective Reach



## Brand Attribution by Employer Status

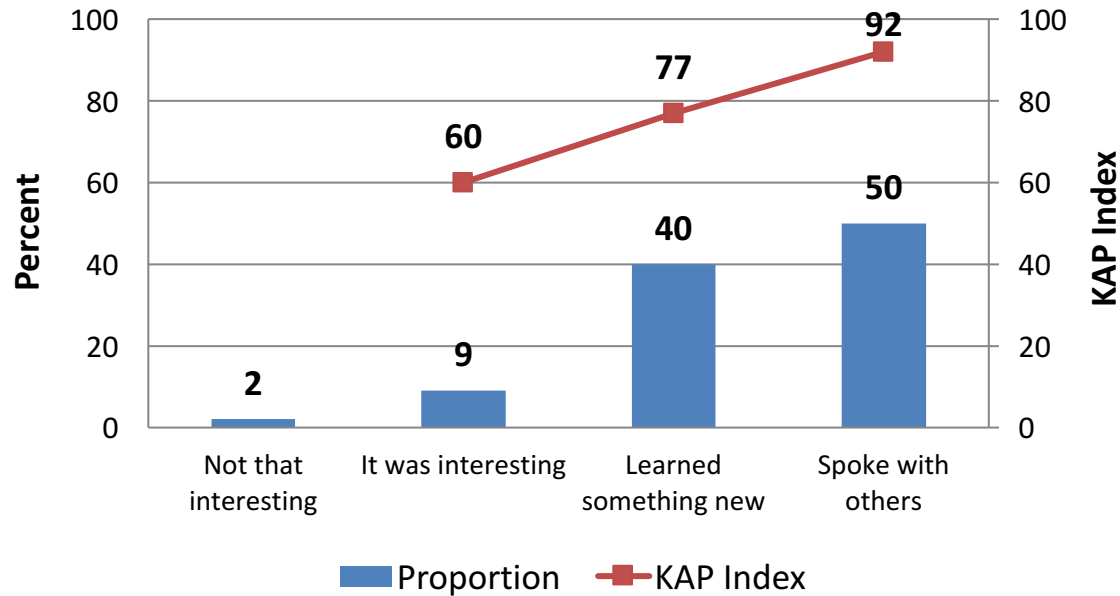
(Base: Those reached)

Source of Exposure	Total n=141 (%)	Employer n=108 (%)	Non-employer n=33 (%)
United States Government	4	6	-
IOM X	16	18	9
Indonesian Government	40	43	33
Don't know	40	34	58

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 Open Doors, 16 percent could correctly link it to the IOM X brand. Some 40 percent thought it was done by the Indonesia. Employers of domestic workers were able to pin point IOM X as the producer of the video more accurately.

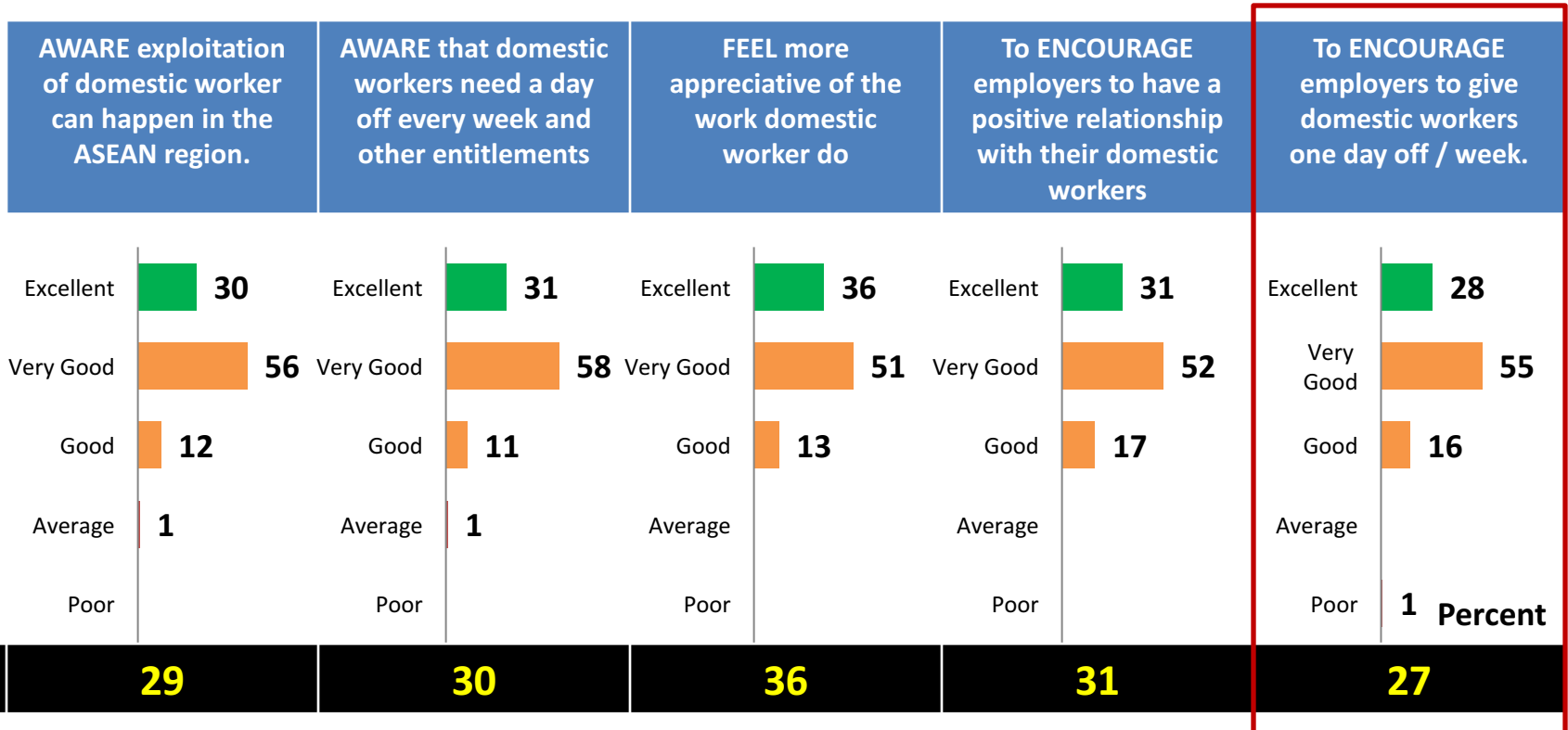
# Extent of Processing

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 90 percent were found to have processed the message, meaning not only did they find it interesting but they learned something new (40%) and some also spoke to others (50%) 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



Participants also rated the Open Doors based on its intended communication objectives. The set awareness, attitude and action objectives were all perceived to perform relatively well, all with an NPR of around 30 or higher. However, in terms of encouraging employers to give a weekly day off, performance was rated slightly lower with an NPR of 27. Those who rated poor performance of this objective claimed that the message in the video was not clear regarding when employers should give one day off. For example, they were not sure whether employers should routinely give a day off per week or give several consecutive days off when needed like when domestic worker's parents are sick.

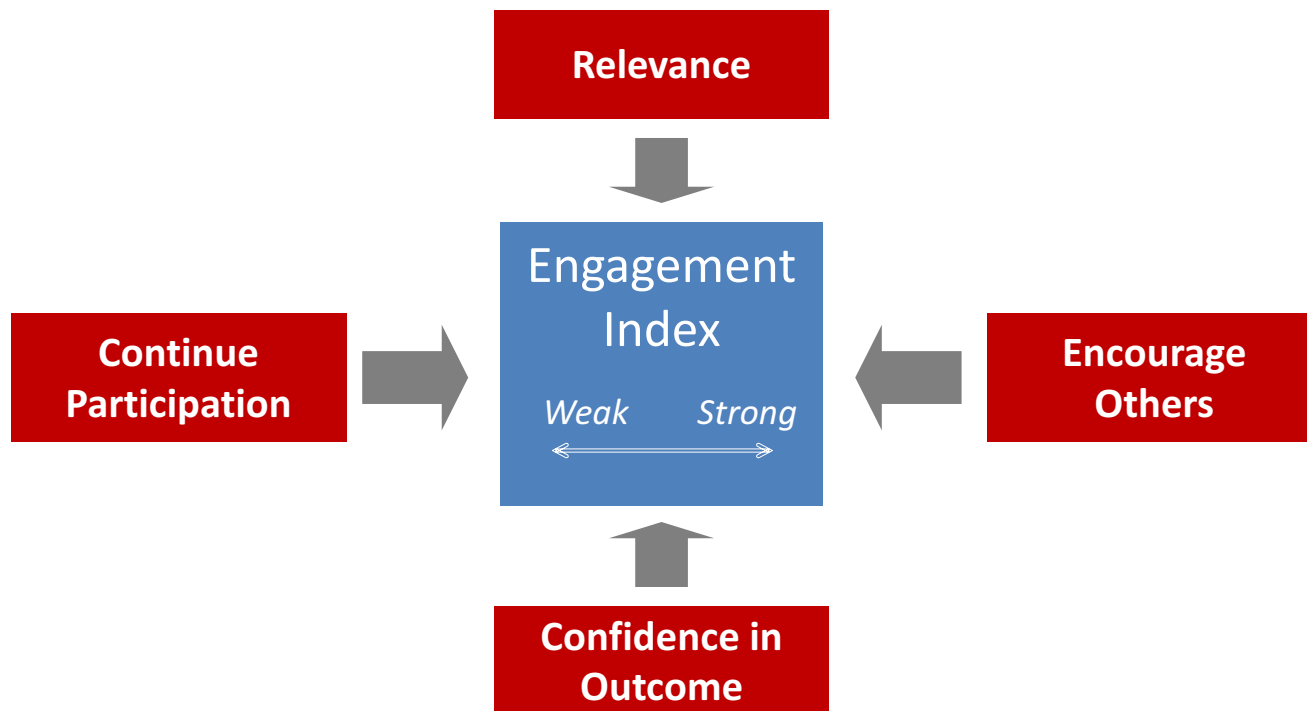
# Engagement Measurement

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.



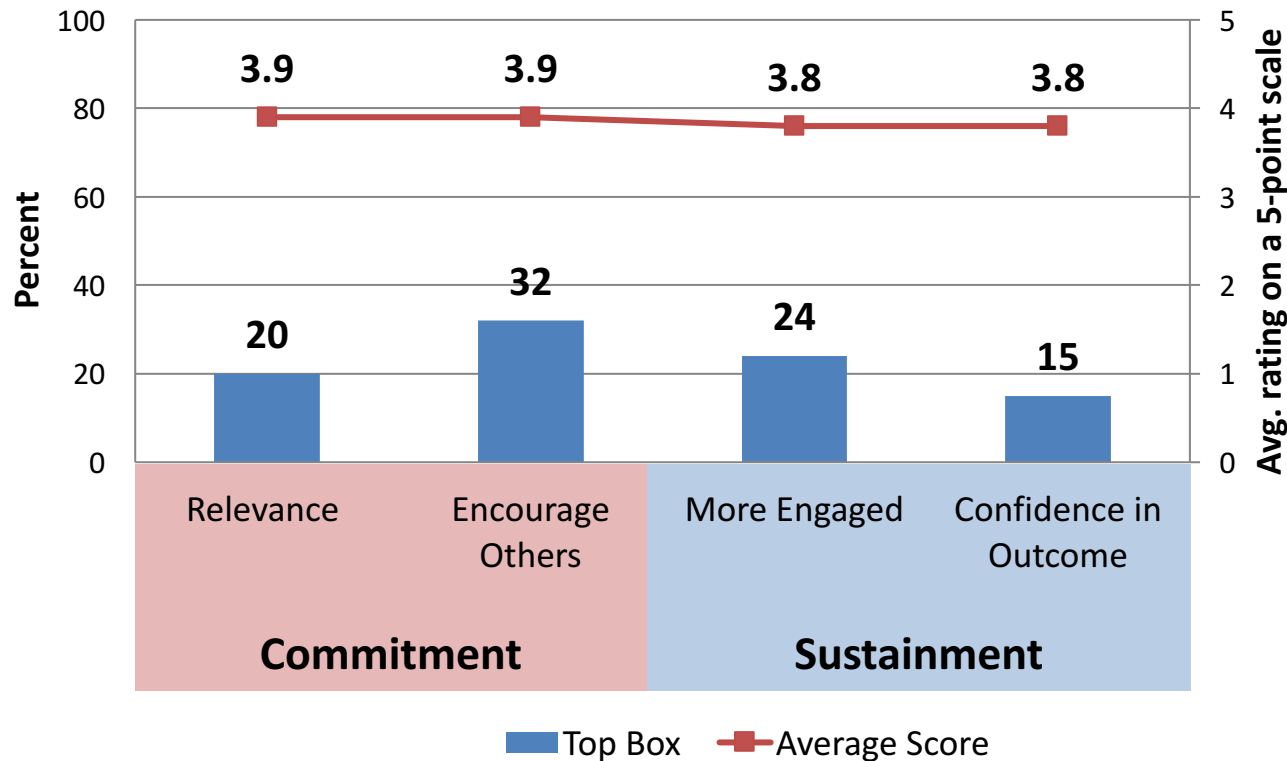
# Four Simple Questions

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 Indonesia?
4. How **confident** are that this video can make a difference in terms of preventing the potential exploitation of domestic workers in Indonesia?

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.

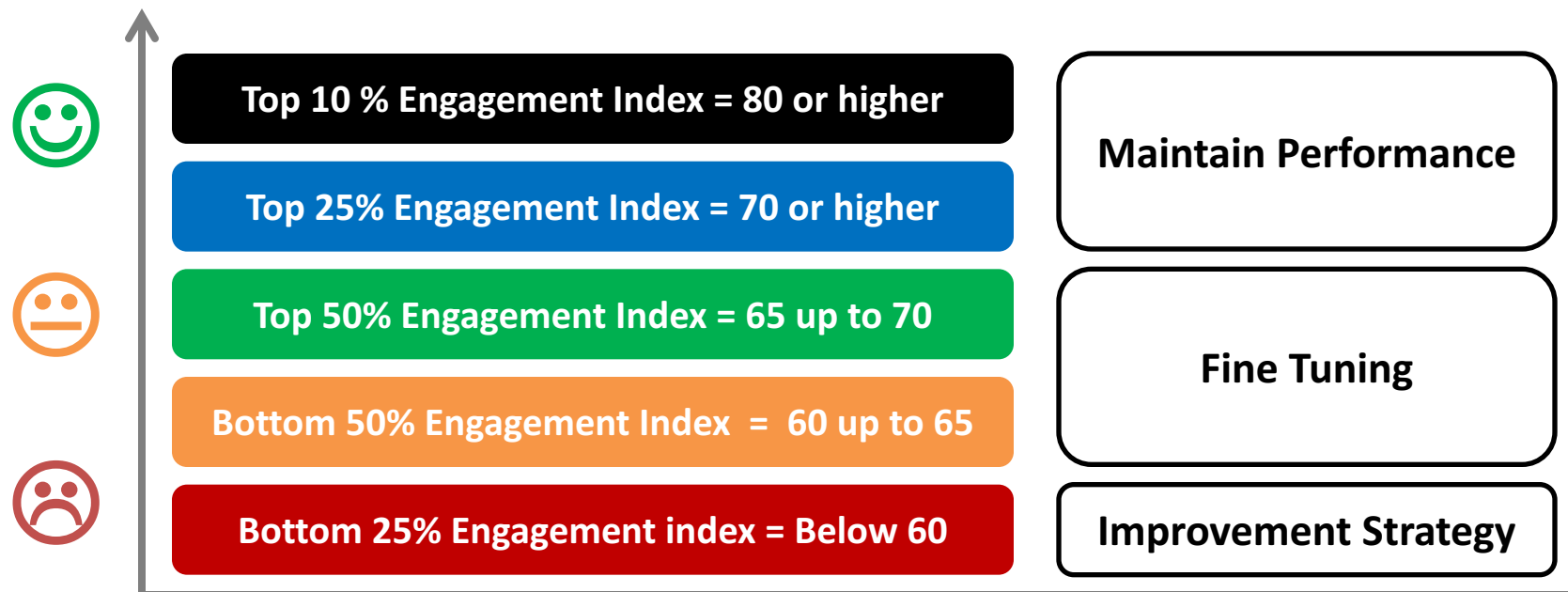
# Individual Dimension Scores

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 Indonesia. Top box scores were higher on 'Encourage others' (32%). However, average ratings are very uniform across the four dimensions and shows a balanced result.

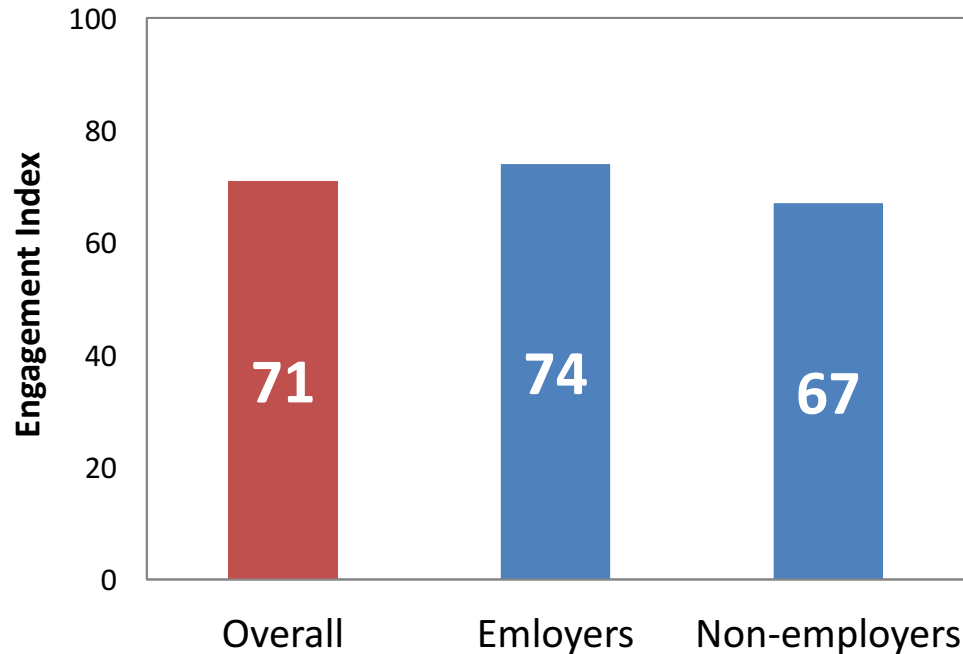


# Benchmarking & Performance Tiers

- ▶ 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



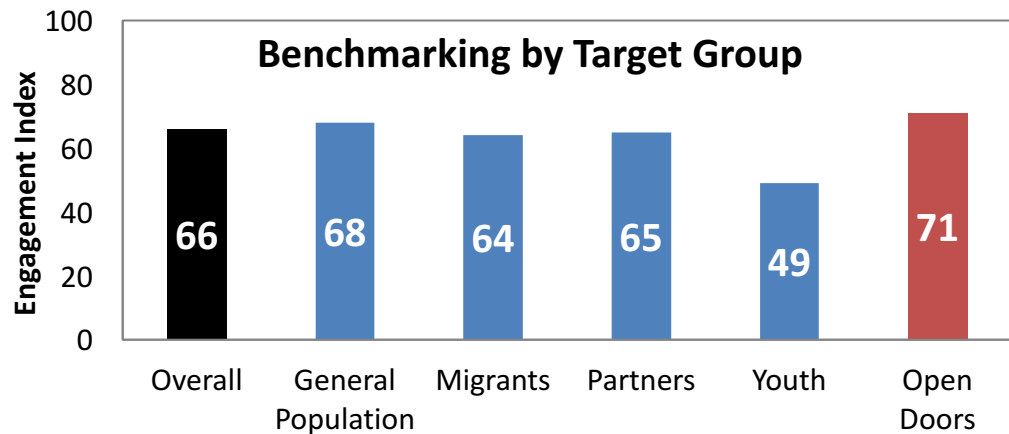
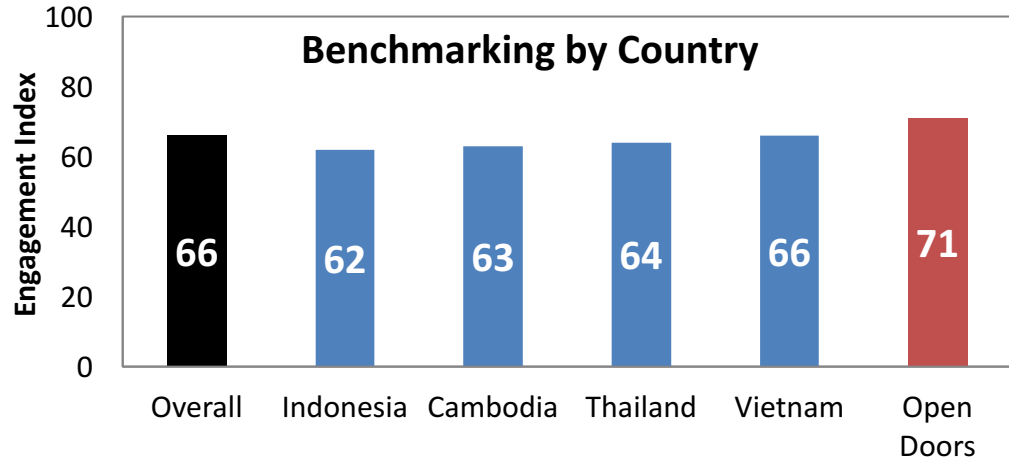
**With an index of 71, Open Doors is in the Top 25% compared to other interventions measured in the past.**

With an index of 71, 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 slightly higher engagement index compared to non-employers and shows they are more engaged in the issue which is positive. 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 Indonesia (62) and the target group benchmark for general population (68).



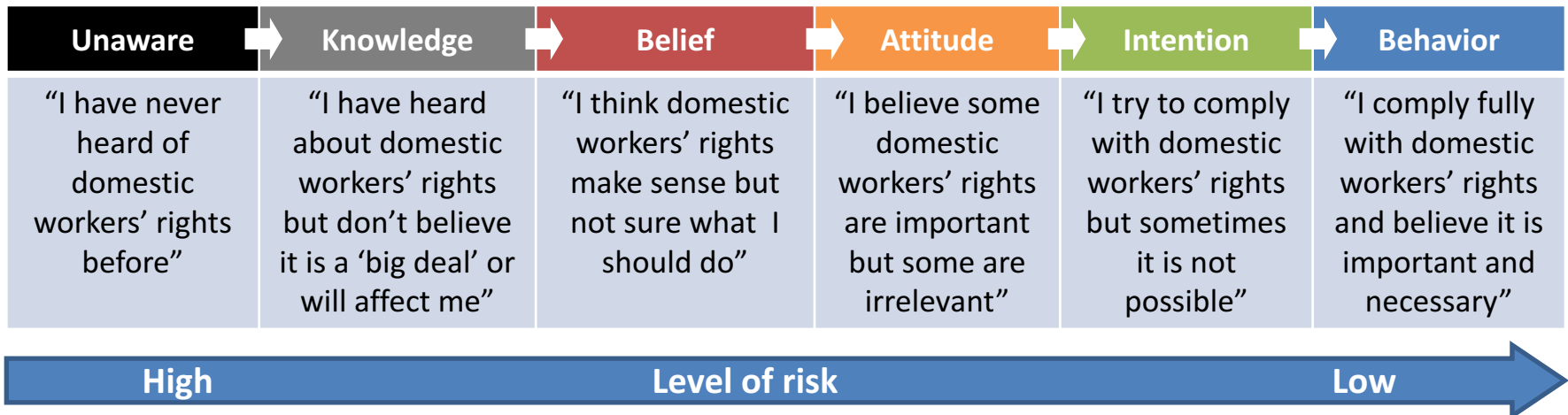
# Evaluation Framework in Perspective

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.

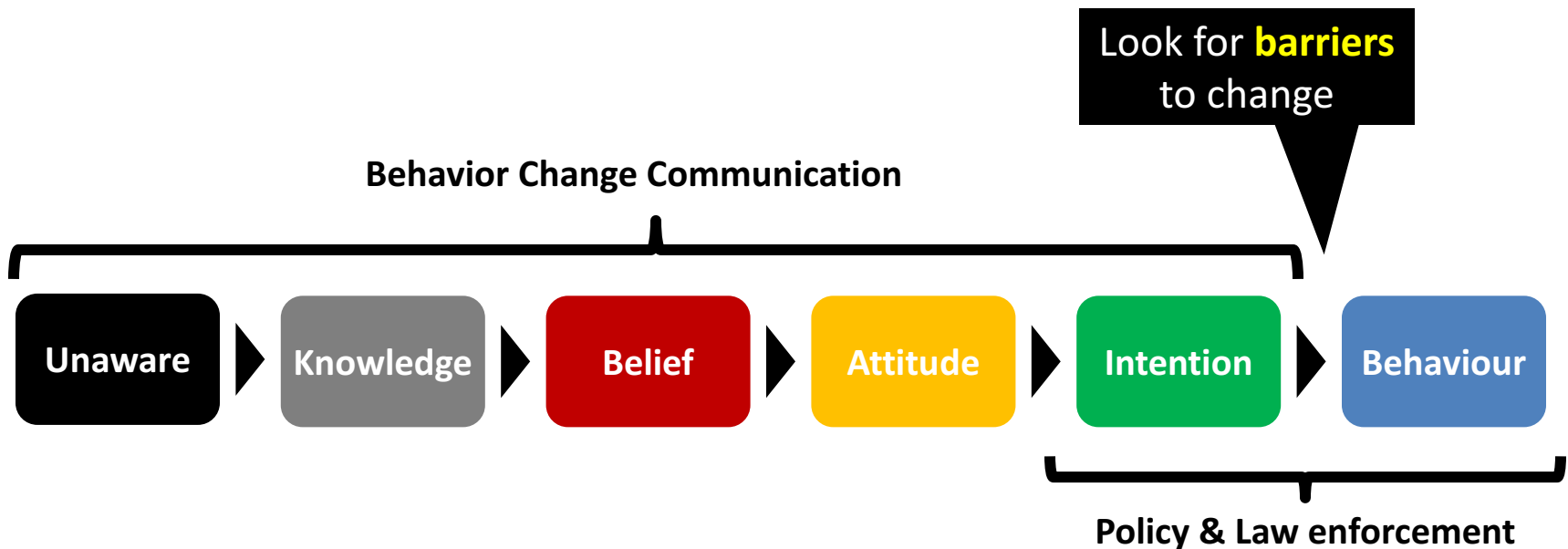




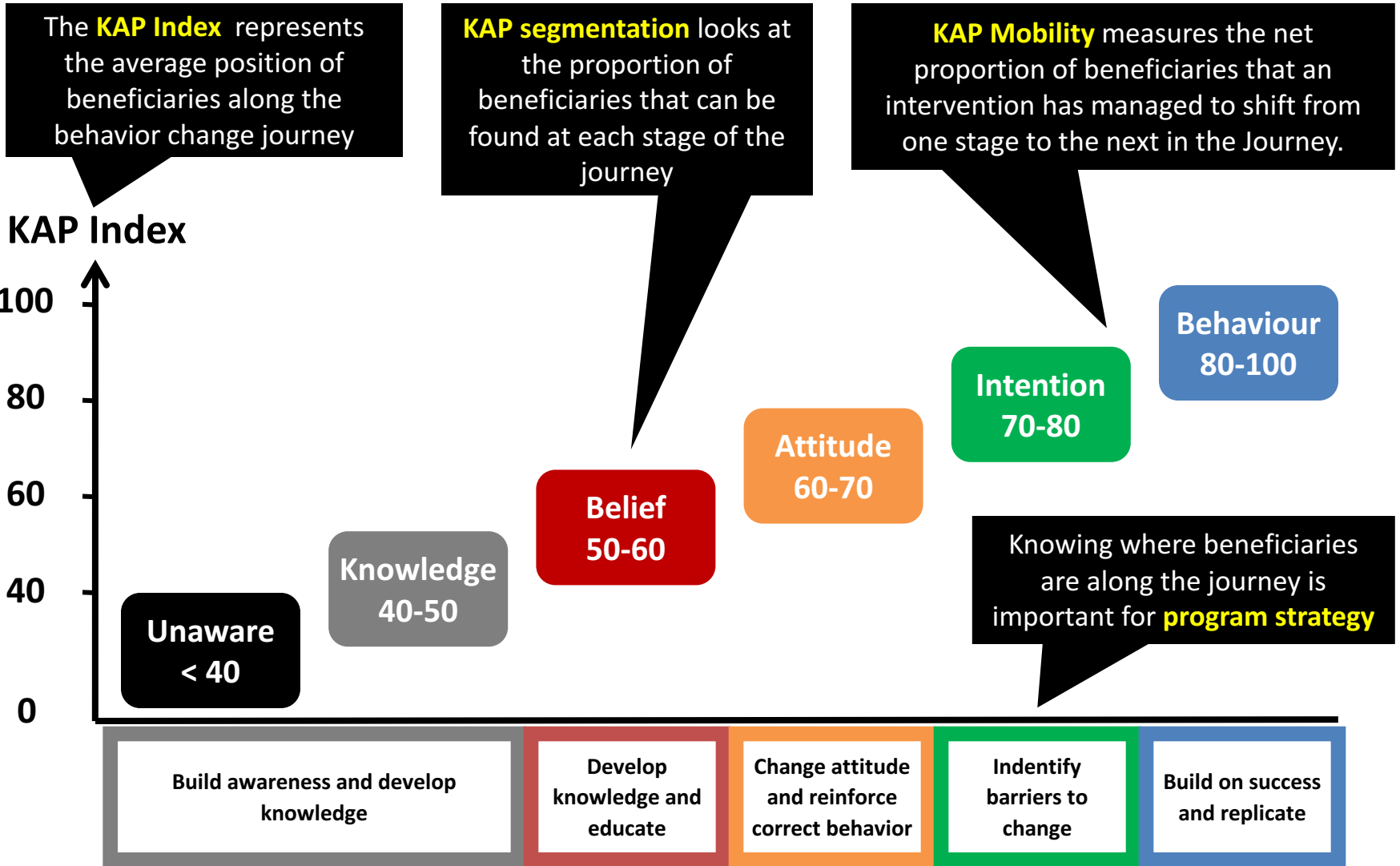
# Communication & Policy go Hand in Hand

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

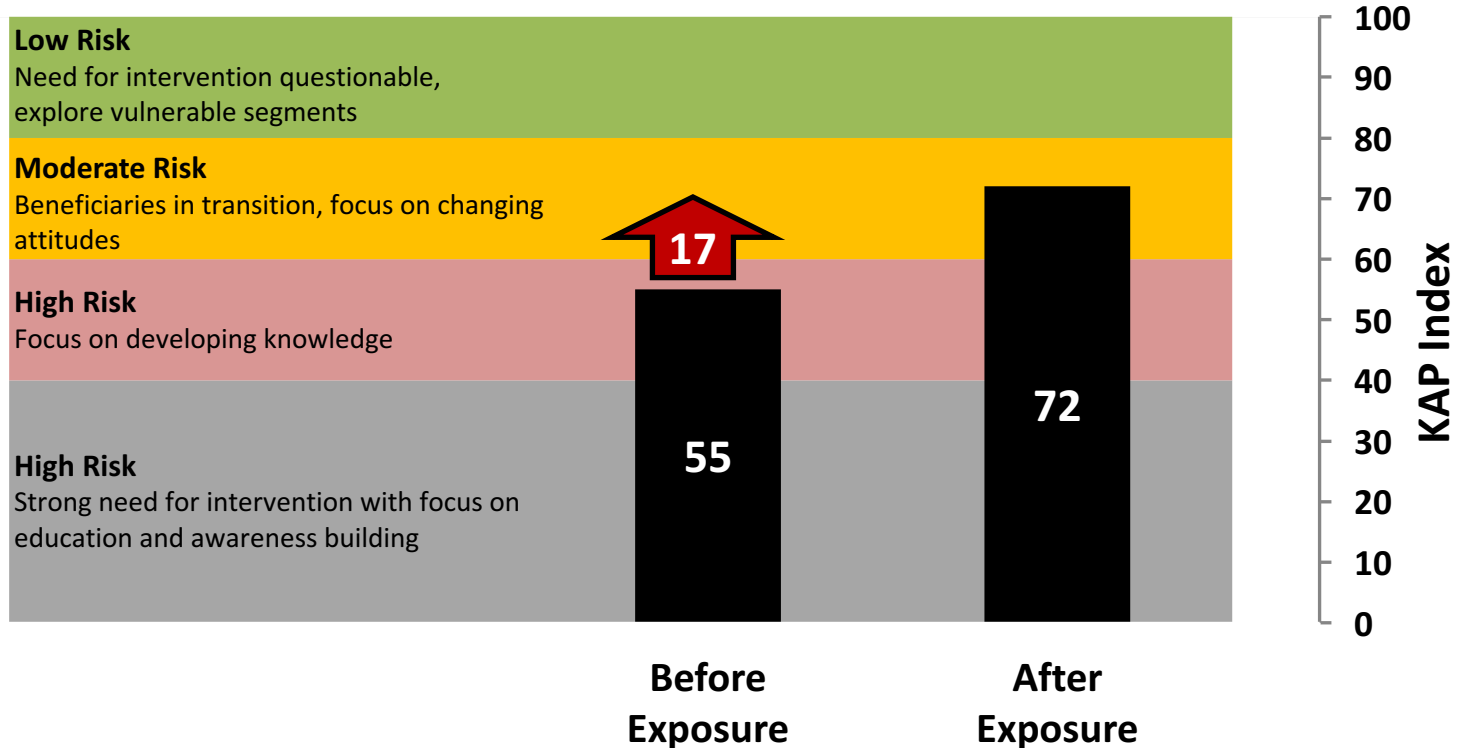
The foundation of the KAP Score framework is made up from 15 questions around knowledge, attitude and practice. The questions are always customized to each evaluation and in collaboration with the clients. Based on input from IOM X, as well as past experience with safe migration studies, the 15 key questions 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
<b>Knowledge</b>	<p>Are domestic workers entitled to have rest days if sick?</p> <p>If you hire a domestic worker, which of the following should you do?</p> <p>What is a fair wage for a domestic worker who also lives in your home?</p> <p>Which of the following best describes fair working hours for a domestic worker?</p> <p>What is the youngest age at which it is appropriate for someone to become a domestic worker?</p>
<b>Attitude</b>	<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>Female domestic workers don't deserve the same salary as male 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>
<b>Behavior (practice)</b>	<p>Reporting suspicious employer who exploits his/her domestic worker</p> <p>Seek information about domestic workers' rights</p> <p>Telling 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.



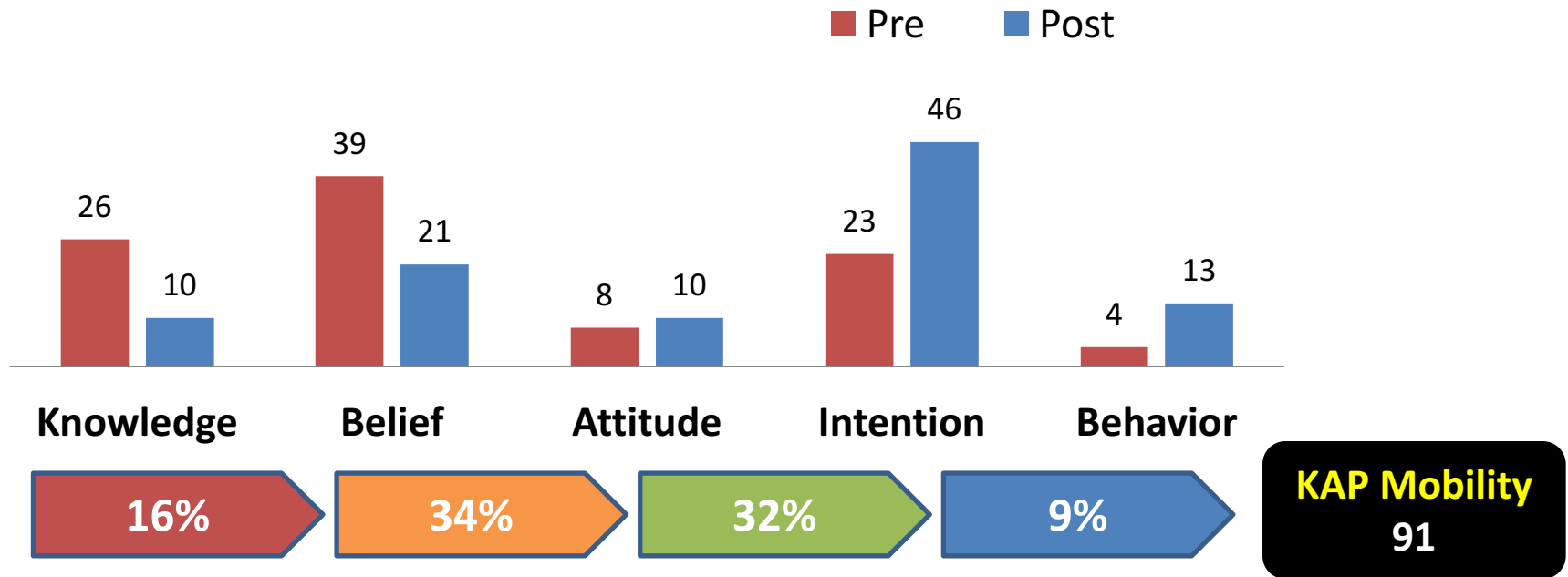
# Impact KAP Result

Impact measures using KAP Score

# KAP Segmentation & KAP Mobility

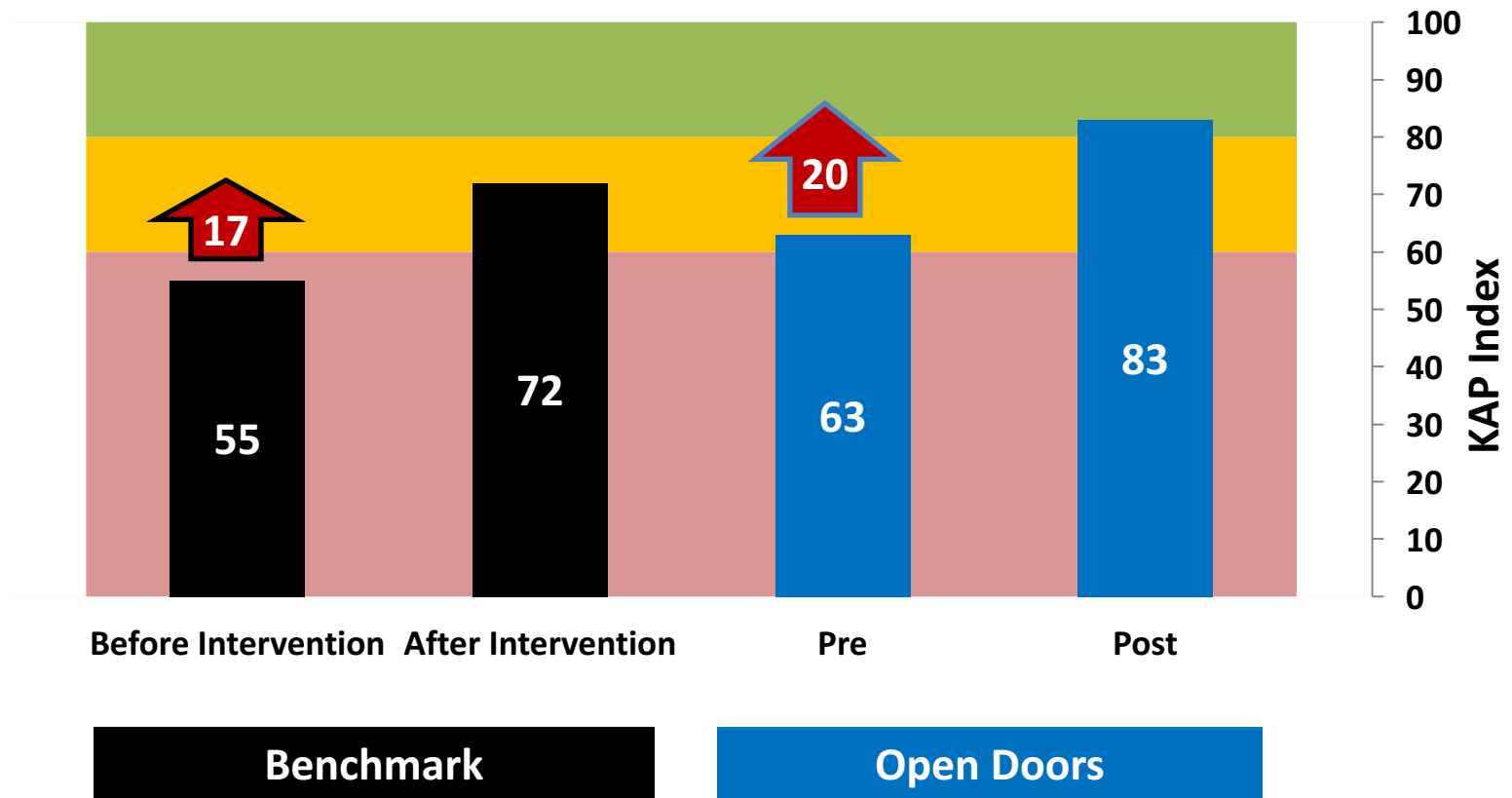
Looking at the KAP Segmentation along the behavior change journey it can be seen that following exposure to Open Doors, 16% shifted out of the Knowledge segment into the Belief segment and 34% went from Belief to Attitude. A further 32% have shifted into Intention and 9% into the Behavior stage. This shows significant impact, especially in terms of educating people about domestic worker's rights.

Taking all shifts into account the total KAP Mobility score is 91, meaning that 91 out of 100 people shifted up one stage in the journey on average after being exposed to the Open Doors video.



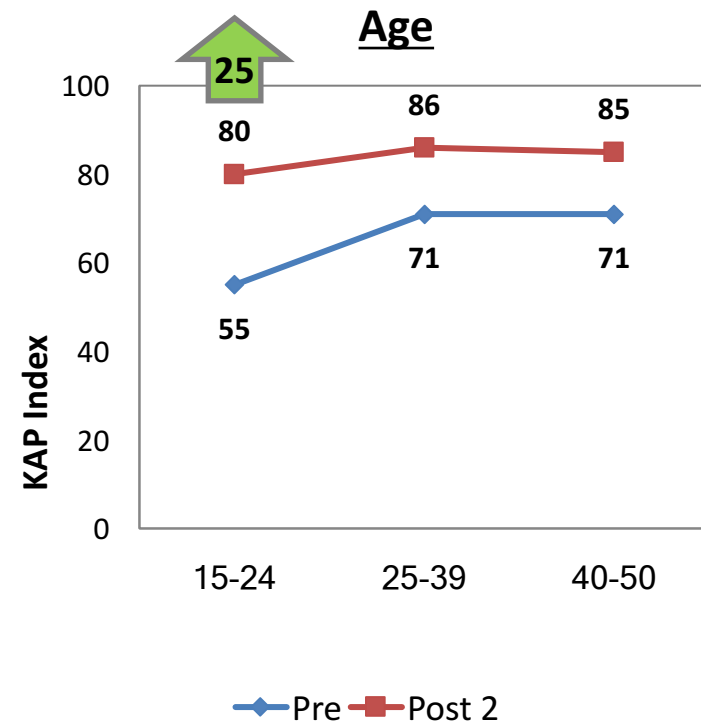
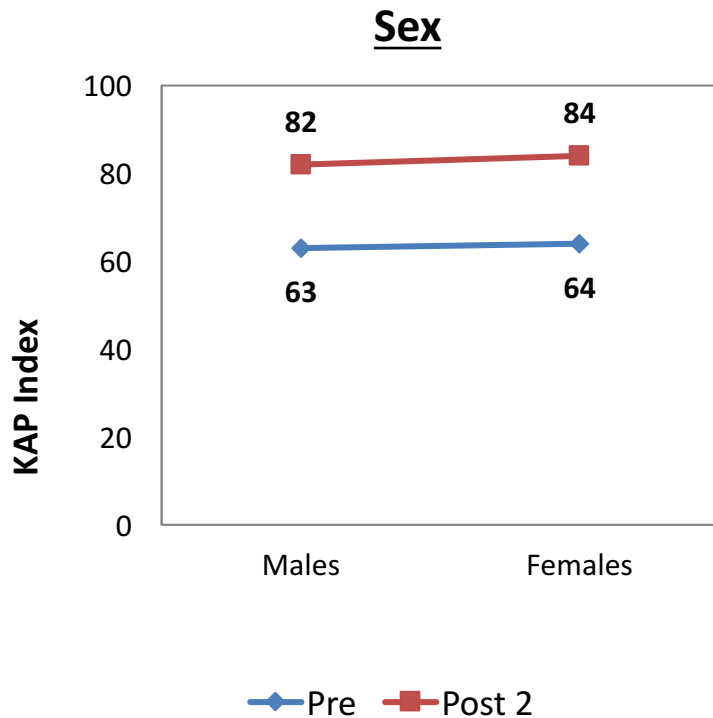
# KAP Index Benchmarking

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 20 points on the KAP Index which is significantly higher. This shows that Open Doors is performing very well and should be considered for future interventions.





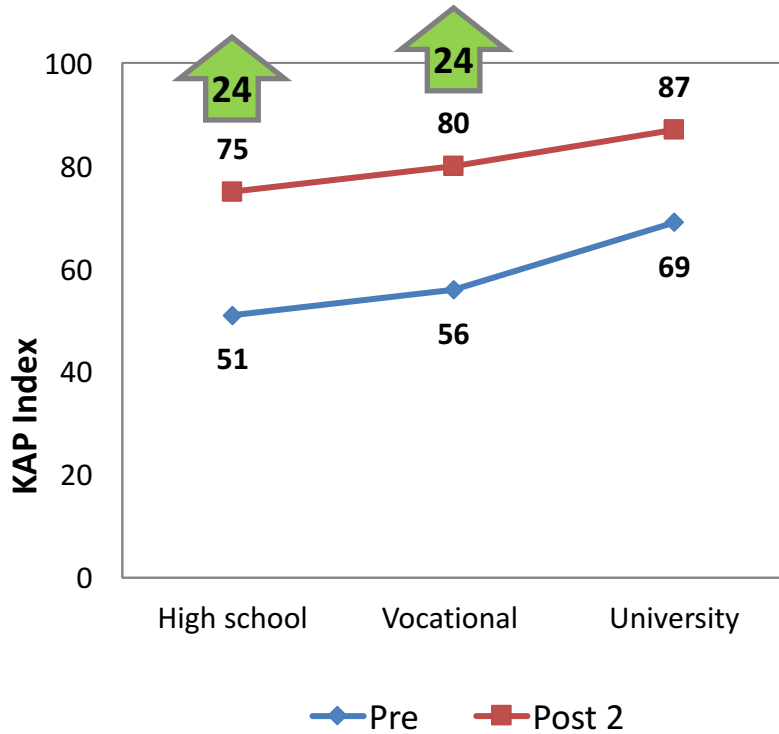
# KAP Index by Demographics



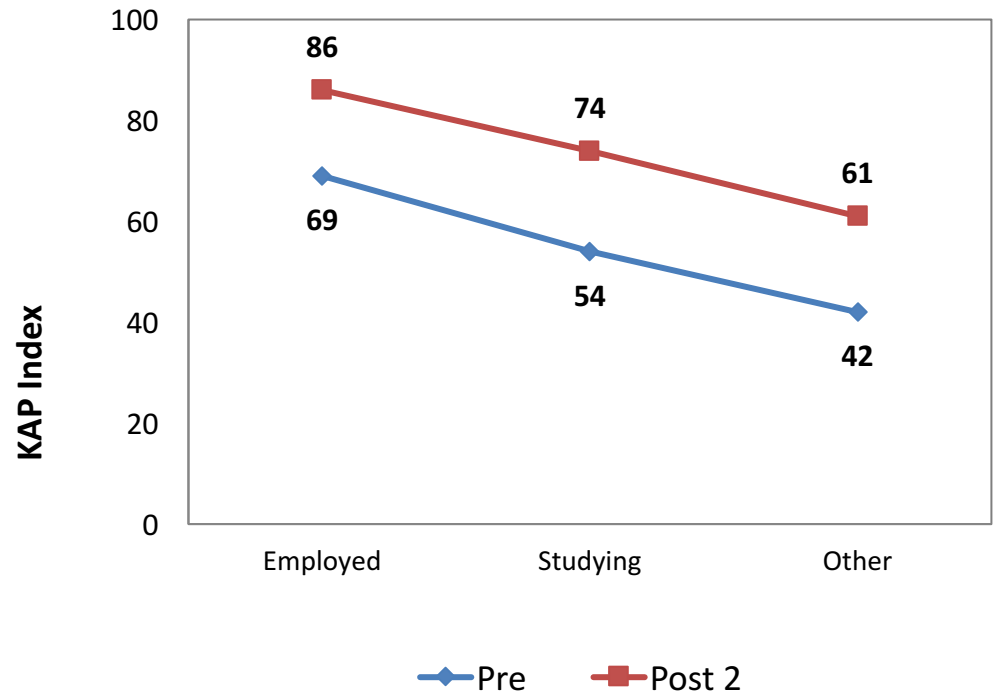
There is almost no difference amongst males and females in terms of the KAP Index. Those in the 25-39 and 40-50 year age groups had a significantly higher KAP Index compared to younger people. The result of the post stages shows that impact has been achieved uniformly across different age groups as well as for males and females, suggesting Open Doors is effective with a diverse audience. The shift has been very significant with the younger age group, shifting the index over 20 points.

# KAP Index by Demographics

Education



Current Activity

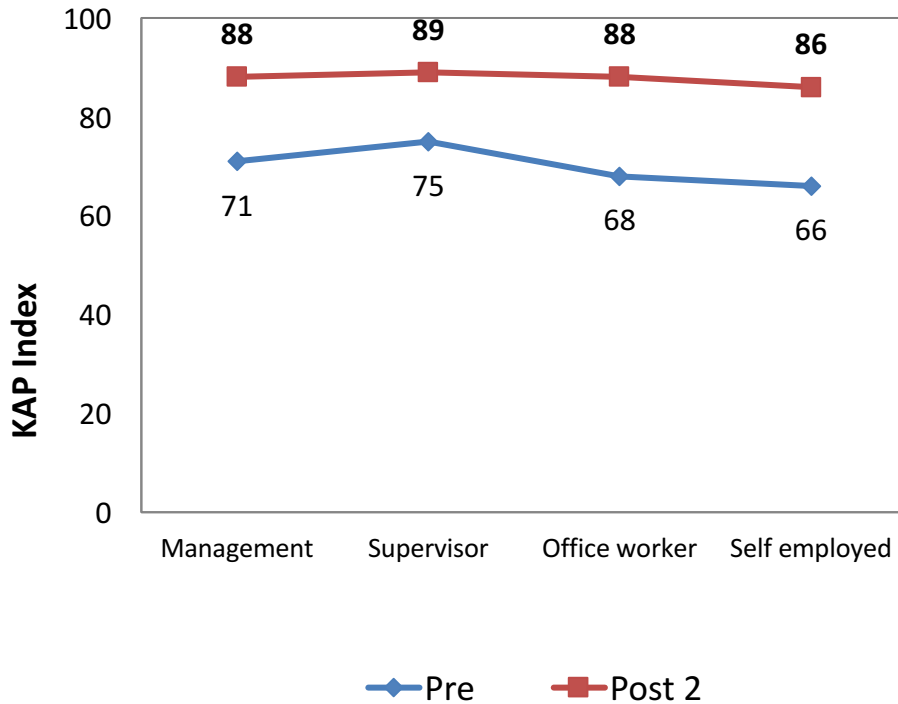


A higher KAP Index is associated with a higher education as those who have completed university or higher education has the highest KAP Index compared to those with lower education. The same was true for those working. Again, impact can be seen across different groups but was found to be more pronounced among those with high school and vocational education.

# KAP Index by Demographics

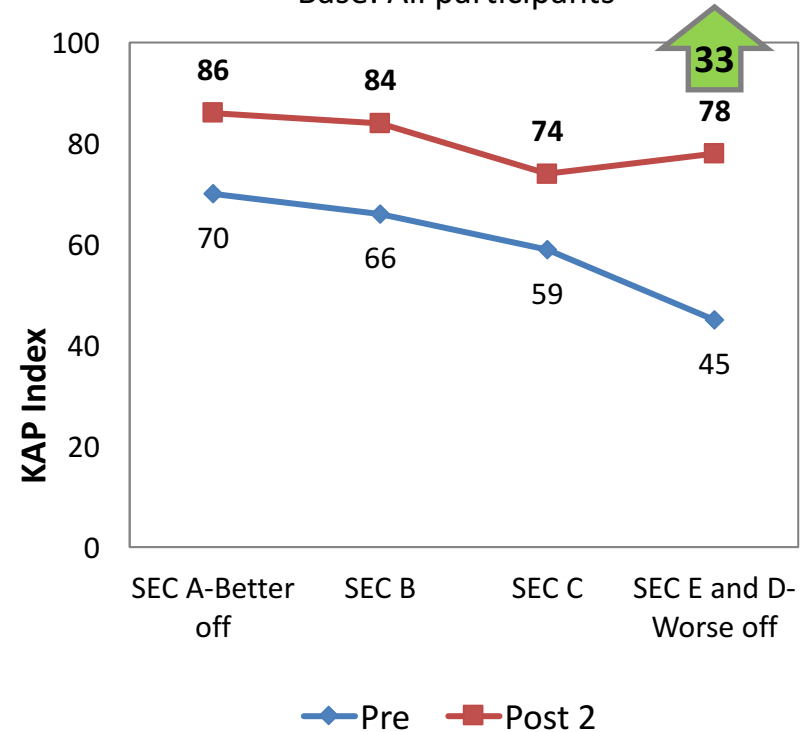
## Current Position

Base: Those working



## Financial Situation

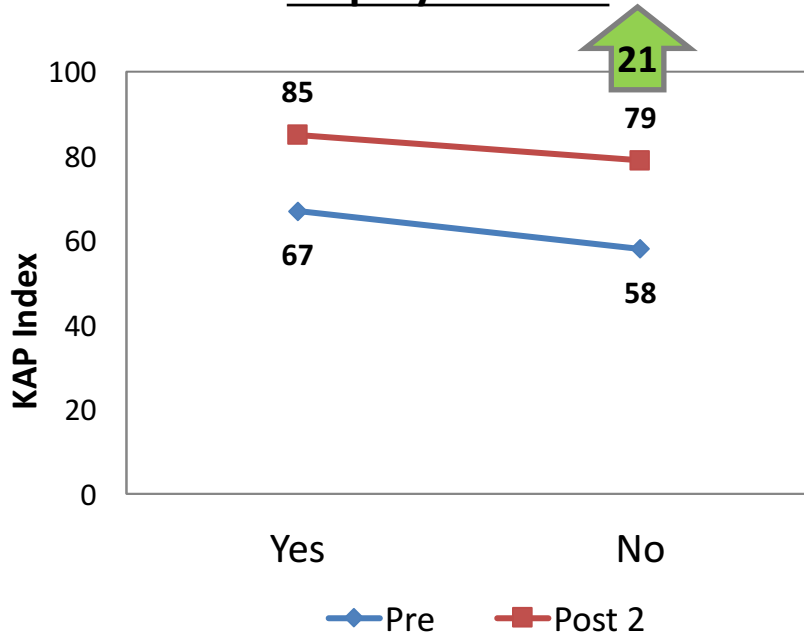
Base: All participants



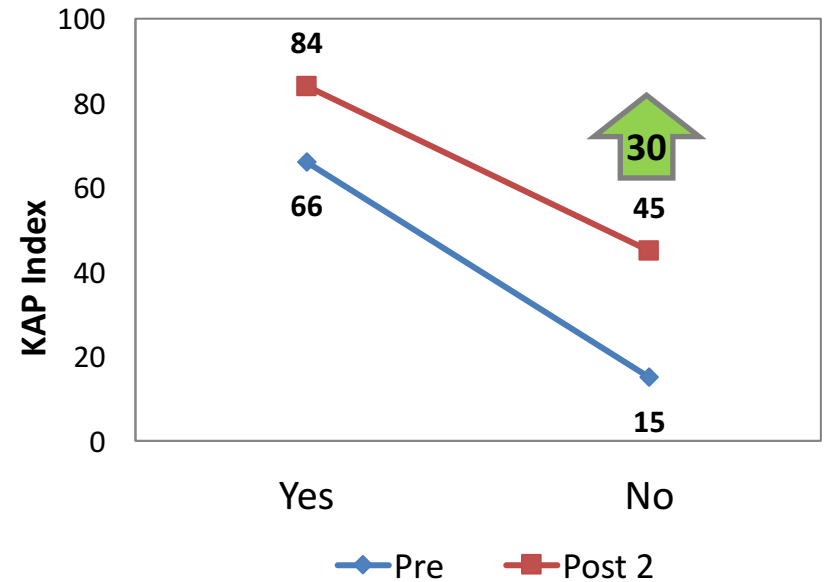
The KAP Index was initially higher for white collar workers and self employed. Being better off financially is associated with a higher KAP Index and is consistent with having higher education. Impact was evident across almost all groups but was significantly higher for people with lower socioeconomic status, office worker and self employed.

# KAP Index by Employer Status & News

Employer Status



Exposed to News

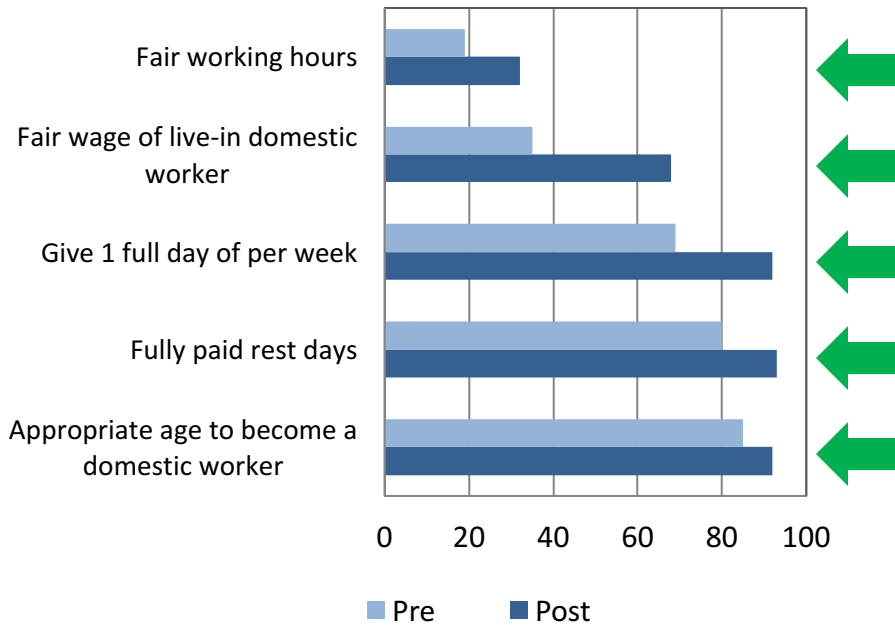


Employers of domestic workers had a higher KAP Index than those who did not. Also, people who have been exposed to news about domestic workers in Indonesia have significantly higher KAP Index than those who have not been exposed to such news. This shows that experience and exposure to information contributes to a better understanding about domestic worker rights. The result of post stage shows that impact was higher amongst non-employers and those who had not been exposed to domestic worker news.

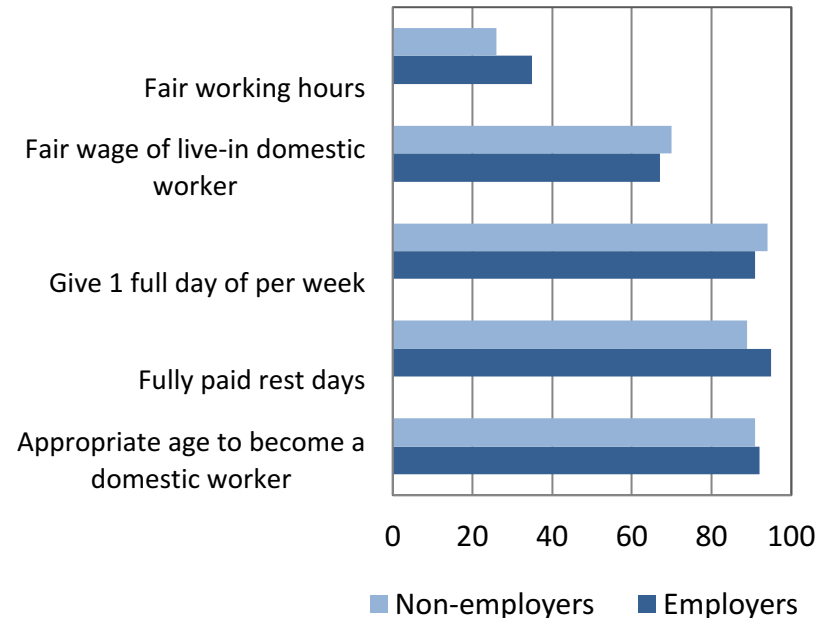
# Knowledge

Proportion of People who are aware

Knowledge Awareness



Knowledge Awareness by Employer Status (Post stage)



Knowledge levels were relatively high over 60 percent with respect to fully paid rest days and giving 1 full day per week. However, knowledge levels are significantly lower when it comes to fair working hours, perception that domestic workers are employers, and fair wages for live-in domestic workers. Open Doors has done a good job in building knowledge on most issues, especially on the fair wage. Knowledge levels amongst employers and non-employers during the post stage were overall quite similar.

# How Domestic Workers are Perceived

	Baseline n= 324 (%)	Impact n=307 (%)
A servant or helper	28	6
An employee	48	29
A member of family	21	64
Not sure	3	1

In the Pre stage, nearly half perceived domestic workers as regular employees. However, results in the post stage show that 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 28 down to 6 percent seems to support that view.

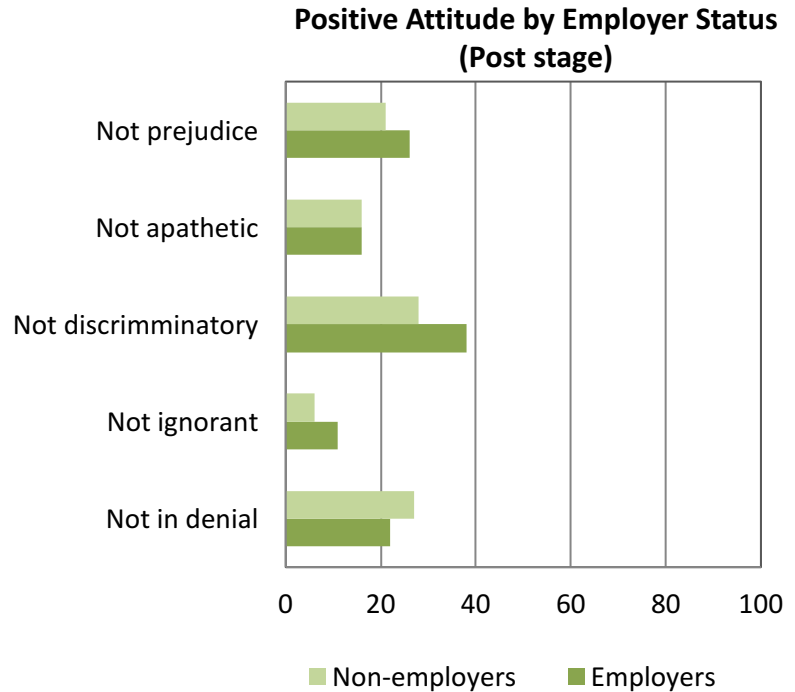
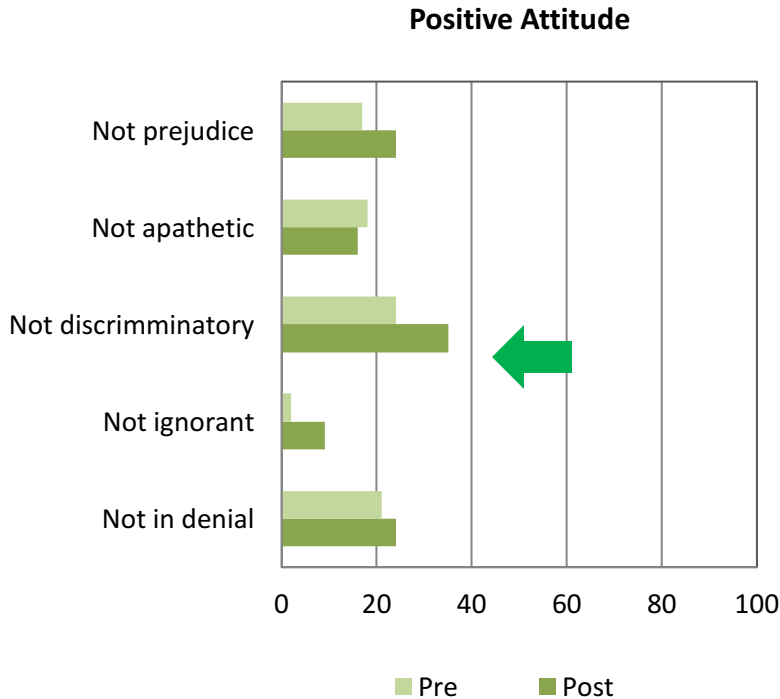
# Attitude Analysis

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	<b>Denial</b>	<b>Not in denial</b>
A live-in domestic worker should be available to work at any time	<b>Ignorance</b>	<b>Not ignorant</b>
Female domestic workers don't deserve the same salary as male domestic workers	<b>Discrimination</b>	<b>Not discriminatory</b>
People don't really care if domestic workers are mistreated	<b>Apathy</b>	<b>Not apathetic</b>
When a domestic worker is mistreated it is usually because they did something wrong that deserve punishment	<b>Prejudice</b>	<b>Not prejudice</b>

# Positive Attitudes

Proportion with clearly POSITIVE attitude



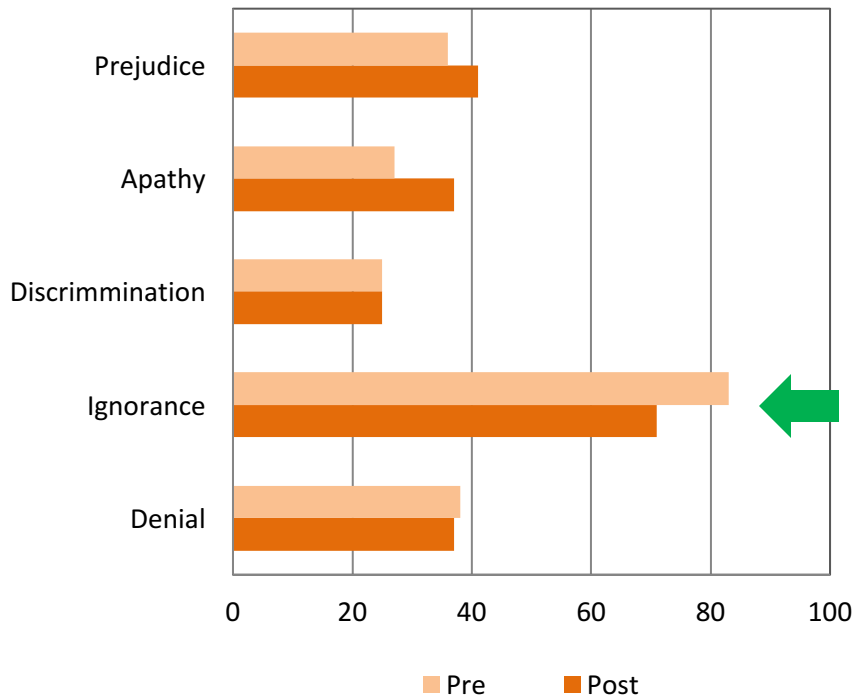
Positive attitudes were on average relatively low below, around 20 percent or lower. The most prominent positive attitudes were not being discriminatory followed by not being in denial. Open Doors helped to strengthen positive attitudes with respect to not discriminating against female domestic workers. Other attitudes, on the other hand, remained largely unchanged. Employers hold relatively more positive attitudes compared to non-employers on most aspects, especially for not being discriminatory.



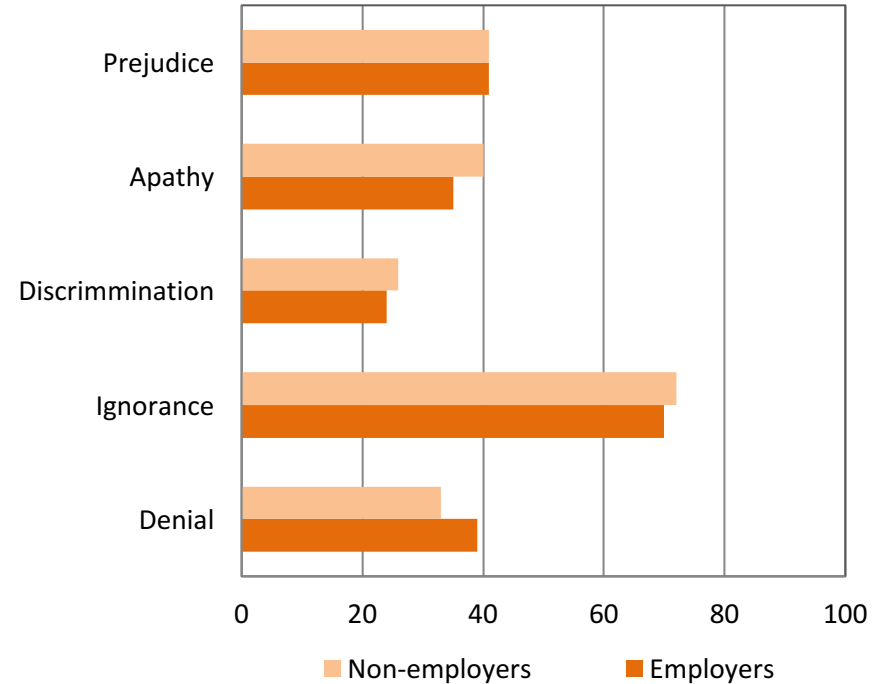
# Negative Attitudes

Proportion with clearly NEGATIVE attitude

Negative Attitude



Negative Attitude by Employer Status (Post stage)



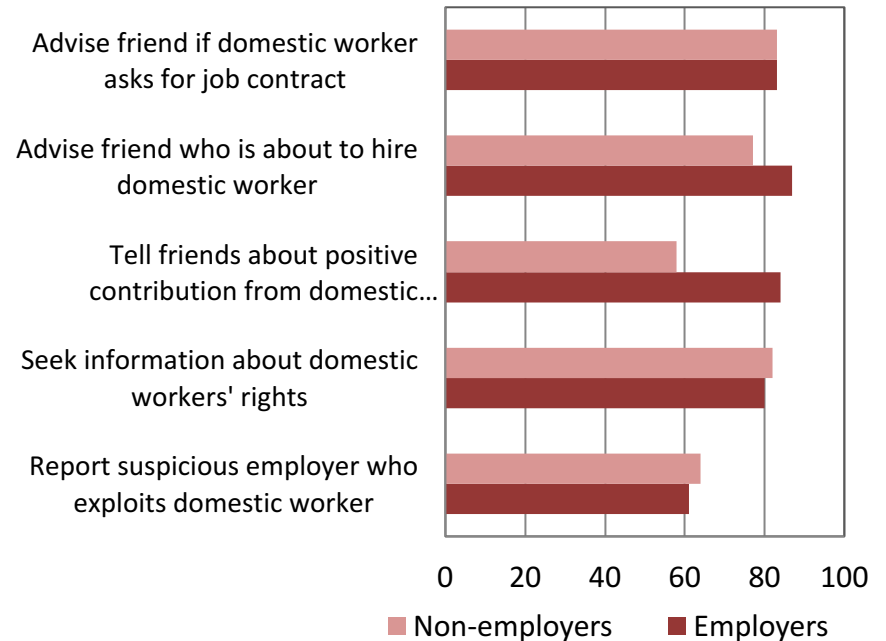
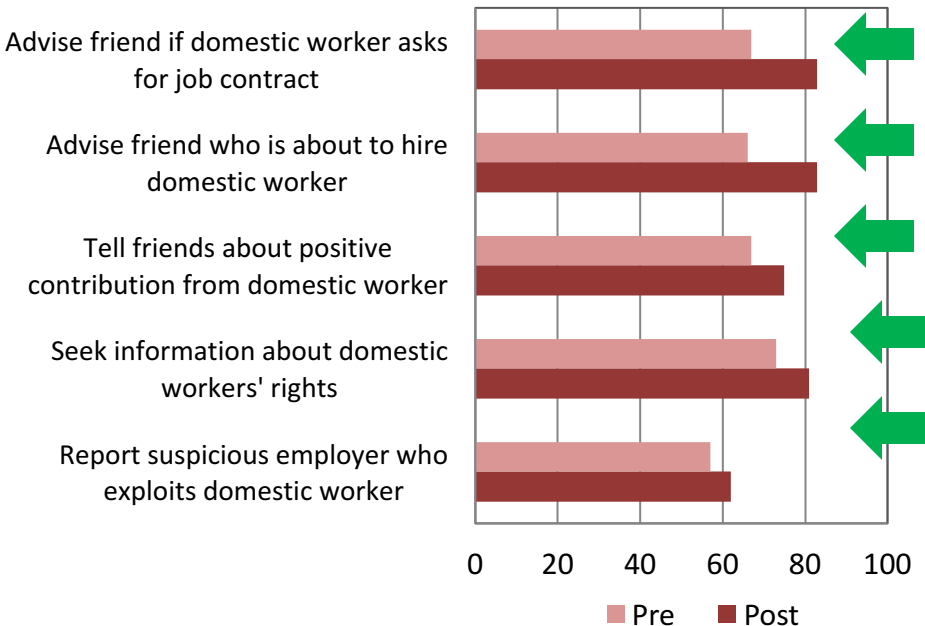
Negative attitudes are on average significantly higher than positive ones. The Open Doors video helped to reduce ignorance to some extent but at the same time, apathy and prejudice increased somewhat. There is not much different amongst employers and non-employers in terms of holding negative attitudes toward domestic workers.

# Behavioral Intent

Proportion who indicate they will fully comply

Behavioral Intent

Behavioral Intent by Employer status (Post stage)

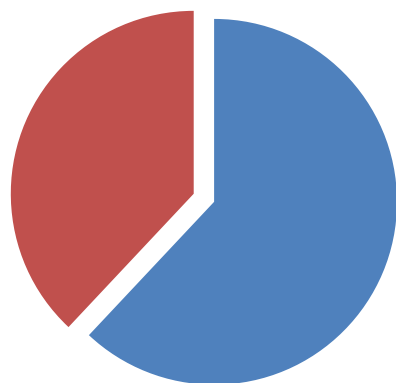


Behavioral intent was reasonably high over 50 percent, particularly for ‘seeking information about domestic workers’ rights’. The Open Doors video helped to strengthen intentions, improving all behavioral components over 80% on advising friends about job contract, hiring a domestic worker and seeking information about domestic worker’s rights. Not surprisingly, employers had higher behavioral intent levels in most aspects compared to non-employers.

# Report Suspicious Employers

## Would report a suspicious employer

Base: All participants



**Yes**  
**62%**



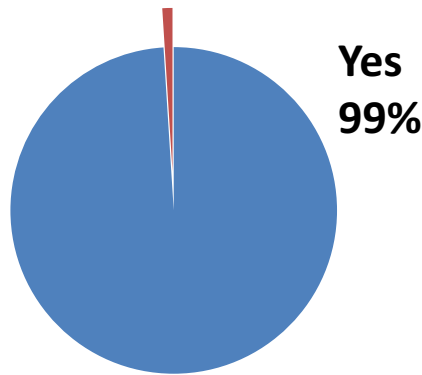
Report to (Base: Would report)	Impact n=190 (%)	Employer n=120 (%)	Non-employer n=70 (%)
Police	76	75	79
NGO	46	51	37
Call a hotline	20	24	13
Other	7	6	10

More than half indicated that they would report if they suspected their neighbor was exploiting a domestic worker. **The vast majority of these participants (76%) would report to the police followed by an NGO (46%).** Both Employers and non-employers displayed similar intentions. But more employers would report to an NGO and call a hotline compared to non-employers.

# Information Sources on Workers' Rights

Would seek information on domestic workers' rights

Base: All participants



Information sources (Base: Would seek information)	Total n=303 (%)	Employer n=196 (%)	Non-employer n=107 (%)
Internet	62	64	58
Local Government office	50	53	45
NGO	47	46	48
Friends & relatives	43	42	43
Other	4	2	8

Nearly everyone (99%) would seek information about domestic workers' rights if they were about to hire a domestic worker. Searching internet and seeking information from the local government office were the most common sources mentioned. Both employers and non-employers display similar intentions.

## **Gender Analysis (Post stage only)**

Exploring differences between males and females in relation to knowledge, attitude and behavior regarding domestic workers

# Relationship with Domestic Worker

Relationship	Impact n=197 (%)	Male n=91 (%)	Female n=106 (%)
Very good	55	59	51
Good	42	38	45
Average	3	2	4

More than half of male and female employer indicated a very good relationship with their domestic workers. More females rated their relationship with domestic worker as good compared to males.

# Effective Reach & Brand Attribution

## Exposed to the Open Doors Video by Gender

Base: All participants

Exposed to this video about Domestic workers	Total n=307 (%)	Male n=154 (%)	Female n=163 (%)
Yes	46	46	46
No or don't remember	54	54	54



## Brand Attribution

(Base: Those reached)

Source of Exposure	Total n=141 (%)	Male n=70 (%)	Female n=72 (%)
United States Government	4	6	3
IOM X	16	7	23
Indonesian Government	40	50	31
Don't know	40	36	44

Reach was found to be similar amongst males and females but more females who had seen the video could correctly link it to the IOM X brand compared to males. Only few males had a correct answer. Most males thought that the Indonesia Government produced the video.

# Extent of Processing

## Immediate reaction after seeing the Open Doors video

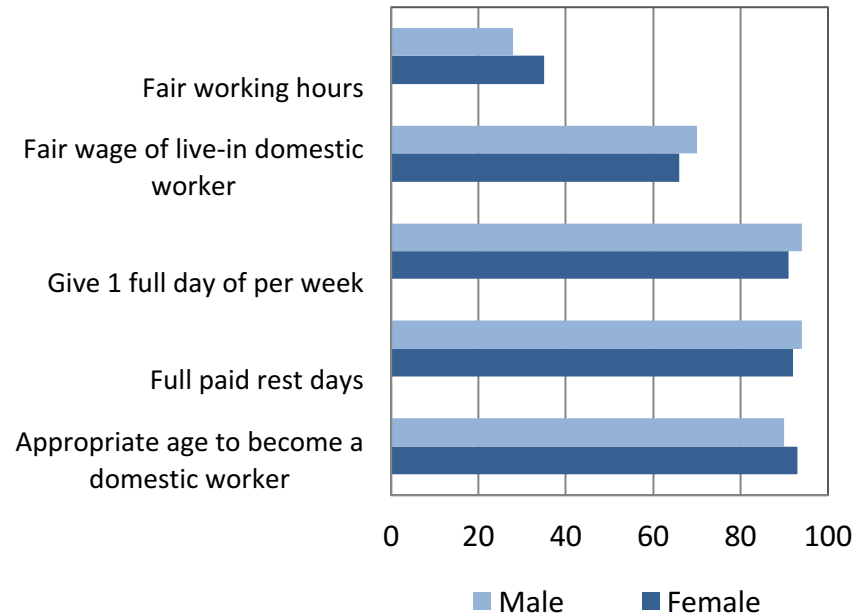
Reaction	Total n=307 (%)	Male n=154 (%)	Female n=153 (%)
I did not think it was that interesting	2	1	2
I thought it was interesting	9	11	7
It was interesting and I learned something new	40	44	37
I learned something new and I will probably talk to people I know about it	50	45	55

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 females indicated that they learned something new and would speak to others about the issue.



# Knowledge

## Proportion of People who are aware



Males and females have relatively similar knowledge levels regarding domestic worker issues. However, females have slightly higher knowledge levels than males on fair working hours.

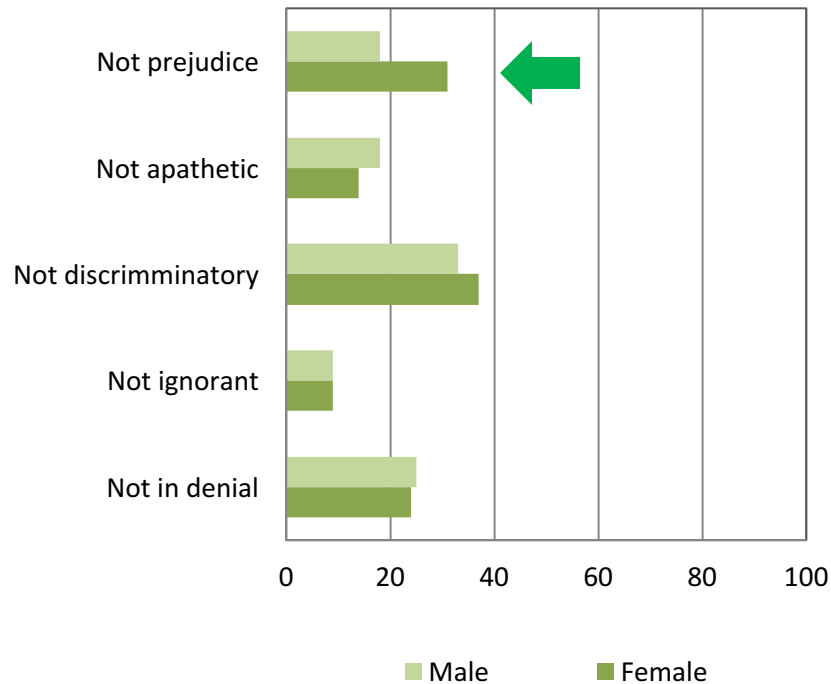
# How Domestic Workers are Perceived

	Male n= 154 (%)	Female n=153 (%)
A servant and helper	10	2
An employee	21	37
A member of family	69	60
Not sure	-	2

Females perceiving domestic workers to be employees to a greater extent compared to males. But after watching Open Doors, most females perceive them to be family members.

# Positive Attitudes

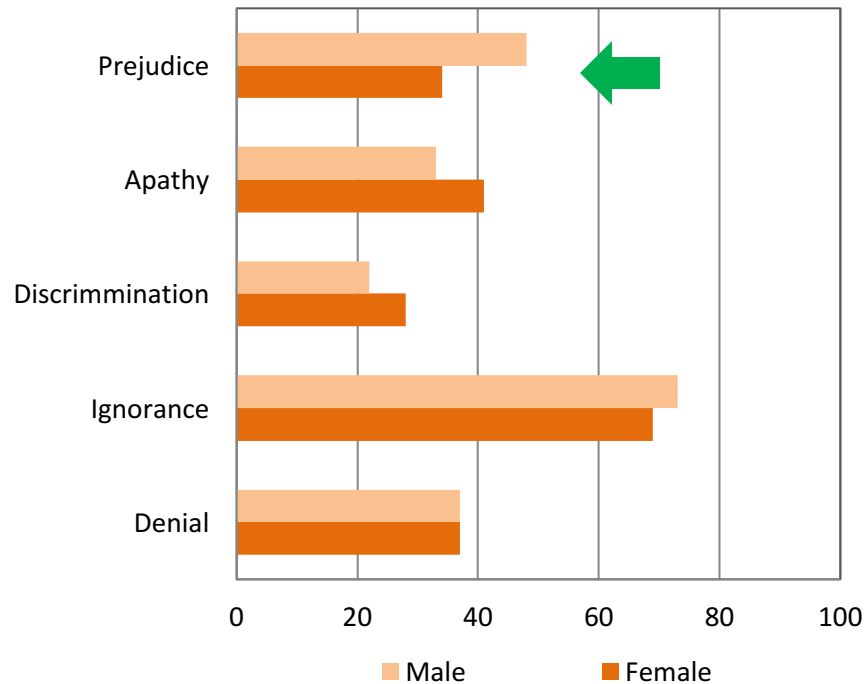
Proportion with clearly POSITIVE attitude



Males and females hold quite similar positive attitudes in most aspects. Nonetheless, females hold significantly more positive attitudes than males with respect to not being in prejudice.

# Negative Attitudes

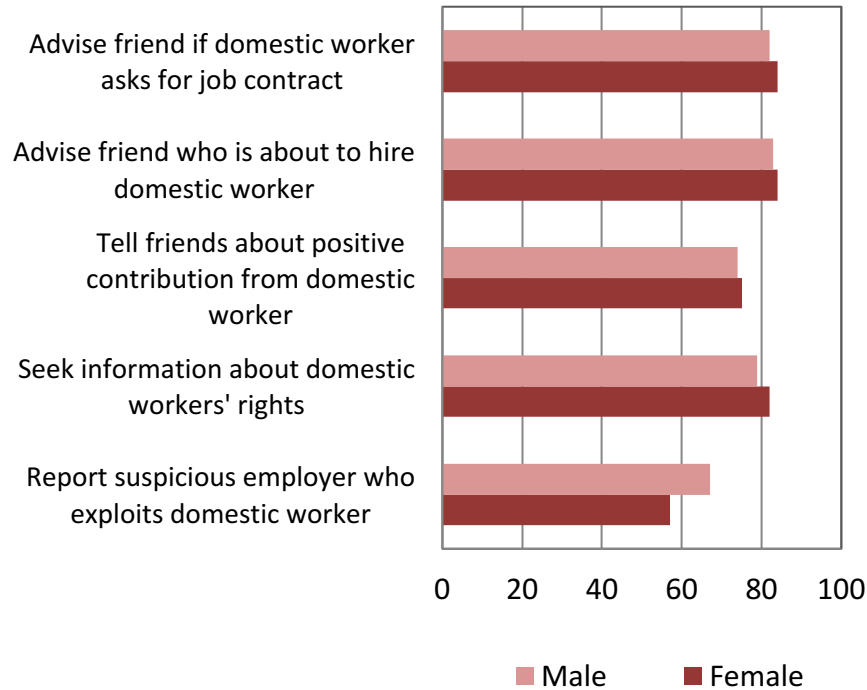
Proportion with clearly NEGATIVE attitude



The differences between males and females with respect to prejudice were also reflected in the negative attitudes with females found to be less prejudice towards domestic workers.

# Behavioral Intent

Proportion who indicate they will fully comply



Behavioral intent levels are on average similar between males and females but males were found to be more inclined to report a crime.

**For more resources, please visit [IOMX.iom.int](http://IOMX.iom.int)**