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RESEARCH FINDINGS

DOMESTIC WORKERS IN INDONESIA



MAY 2015

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RAPID ASIA
KAP SCORE

INPUT FOR PROGRAM STRATEGY: INDONESIA

Potential Issues

- More than half (59%) employ a domestic worker and some 78 percent of these have a live-in domestic workers.
- All employers employ domestic workers from within Indonesia, not migrants.
- The vast majority pay a salary less than the lowest minimum wage for labourers in Indonesia. The fact that domestic workers are not recognized under Indonesian Labour law means there is limited incentive for change.

Media Scene

- Internet (90% regular usage) and Television (82% regular watching)
- All internet users subscribe to a social media site. Most access internet through PC or laptop but also mobile phone.
- BBM (77%) and Facebook Messenger (69%) are the most popular chat services.

Emotional Considerations

- Ignorance and denial are the most prominent negative attitudes. Many don't care if a domestic worker is exploited and also do not value the work of domestic workers.
- Females hold relatively stronger negative attitudes toward domestic workers than males.
- Target female audiences to address their attitude and behavioral gaps

Knowledge and Behaviour Gaps

- More than half lack knowledge regarding fair working hours and fair wages of live-in domestic workers and domestic workers are perceived to be servants.
- The majority lack knowledge about fair wages and fair working hours for live-in domestic workers and they are also ignorant, assuming that domestic workers should be available to work at any time. There is high probability that many domestic workers are treated unfairly compared to other labourers who are protected by the National Labour law.

OUTLINE

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SUMMARY AND RECOMMENDATIONS

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 AND RECOMMENDATIONS

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	Which of the following best describes what a domestic worker is? 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?
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 AND RECOMMENDATIONS

ABOUT THE STUDY

- ▶ The baseline study in Indonesia was carried out with sample of n=324 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 vast majority of participants in the baseline study had 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 9 percent work in retail or wholesale followed by government (8%), finance (8%) and manufacturing (6%). With regard to socioeconomic status, on average more than two thirds (68%) were in the socioeconomic class A and B.

EMPLOYMENT OF DOMESTIC WORKERS

- ▶ More than half of all participants (59%) employ a domestic worker. Of these, some 78 percent indicated that their domestic worker live in their home. Around two thirds of these employers employ domestic worker who is aged around 26 years and over. Some 3 percent employ domestic worker who is aged below 18 years.
- ▶ The domestic workers employed all come from Indonesia. Central Java was listed as the top province where most domestic workers (35%) come from followed by West Java (18%), East Java (15%) and Jakarta (12%). None of those surveyed hired a migrant domestic worker.

SUMMARY AND RECOMMENDATIONS

- ▶ Most of those who employ a domestic worker (85%) claimed that they provide sick leave on rest days for their domestic worker. Some 83 percent and 80 percent stated that they provide their workers with fair wages and reasonable working hours.
- ▶ More than half (56%) said that their domestic worker normally work around for 8-10 hours per day, whereas some 19 percent whose domestic worker have to work more than 10 hours per day.
- ▶ The vast majority of those who employ domestic worker (47%) pay a salary that is lower than the lowest minimum wage for labourers in Indonesia, which is 42,000 Rupiah/ day or 1.25 million Rupiah per month. Since domestic workers are not recognized under Indonesian Labour law, their salary is set based on the judgment of the employer employers and in many cases the salary set is lower than the minimum wage for labourers.
- ▶ Most rated their relationship with domestic workers as good (48%) and very good (47%). More than half of males (54%) perceived their relationship with domestic worker as very good, whereas most females (53%) rated their relationship with domestic worker as good and one percent of female indicated having poor relationship with their domestic workers.

SUMMARY AND RECOMMENDATIONS

EXPOSURE TO NEWS ABOUT MIGRATION AND HUMAN TRAFFICKING

- ▶ Nearly everyone (95%) has been exposed to news about domestic workers in Indonesia. More females have been exposed to such news compared to males. News about Indonesian domestic workers working abroad and being abused or exploited was found to be the most common issue reported in the news followed by news on domestic workers being abused or exploited in Indonesia (60%), and domestic workers advocating for their rights (42%). Other issues reported in the news were recalled to a lesser extent.
- ▶ News and media report and the internet were found to be the two most trusted information sources when seeking information about domestic workers. Internet was also mentioned as a trustworthy sources. People on average have 3 trusted information sources on domestic workers that they trust.
- ▶ With regard to migration experience, around half (51%) have migrated in the past. This splits into 41 percent who have migrated to another province and 10 percent who have migrated overseas. In terms intention to migrate in the future, some 76 percent have intention to migrate. Of these, some 40 percent claimed that migration is a necessity in order to support their family. Nearly half (42%) said that they would migrate to another province and more than half would migrate to overseas. Europe is the most popular destination with 15 percent followed by Singapore (9%), Japan (8%) and Korea (6%). Males have a stronger preference to migrate to other provinces whereas females are more keen to migrate to Europe.
- ▶ Nearly everyone (95%) would seek information on safe migration if they were to migrate for work. Internet was mentioned as the most common source for obtaining such an information followed by friends and family (56%) and local government office (52%).

SUMMARY AND RECOMMENDATIONS

- ▶ Awareness of human trafficking in Indonesia among the urban population is quite high with 91 percent. Females have slightly higher awareness than males and are also more familiar with human trafficking issues. News and media reports (88%) and internet (77%) were identified as the two most common sources where those aware of human trafficking have heard about this issue. Those aware also have on average heard about human trafficking from 4 separate media sources.
- ▶ To test whether respondents know what human trafficking is they were given four definitions and asked to pick the best one. The vast majority (84%) of those aware of human trafficking answered correctly but some still confuse human trafficking with people smuggling. More females know the correct definition compared to males. This finding is consistent with a higher percentage of females who say they are familiar with the human trafficking issue.

KAP RESULT

- ▶ Overall, the KAP Index at the pre stage was 60, indicating that there are some knowledge gaps regarding domestic workers' rights in Indonesia. The KAP Segmentation showed that most participants (72%) are at the early stages of the behavior change journey, at the Knowledge and Belief stage. This is a strong indication that basic education regarding domestic workers is needed.
- ▶ When comparing the KAP Index across different regions it is apparent that regional differences do exist. The highest KAP Index was found in Kalimantan and Sumatera, whereas Java-Bali and Sulawesi have the lowest KAP Index in Indonesia.

SUMMARY AND RECOMMENDATIONS

- ▶ Looking at the KAP Index by demographics, there was no significant difference between males and females. Those in the 25-39 and 40-50 year age groups have significantly higher KAP Index than those who are younger. Higher education was found to be associated with a higher KAP Index as those who have completed university or higher education had a higher KAP Index than those with lower education. Similarly, those working had a higher KAP Index than those who were studying or doing other activities. Significant differences were also found across people with different positions and socioeconomic status. The KAP Index is higher for those white collar workers but is significantly lower for blue collar workers. While people who are financially better off have a higher KAP Index than those worse off.
- ▶ The KAP index was found to be higher amongst those who are employers of domestic worker. Also, people who have been exposed to news about domestic workers in Indonesia have a significantly higher KAP Index. This indicates that experience and exposure to information contributes to a better understanding about domestic workers' rights.
- ▶ Knowledge levels about domestic workers' rights are relatively high, over 60 percent, when it comes to the right to have fully paid rest days and 1 full day off per week. However, lower knowledge levels are seen when it comes to fair working hours, fair wages for live-in domestic workers, and that domestic workers are employees. Females have somewhat higher knowledge levels than males on most aspects, except knowledge about fair working hours.
- ▶ More than two thirds (84%) stated that the most appropriate age to become a domestic worker is 18 years or older. That leaves 16 percent who indicated below 18 years or they were not sure. The vast majority of males and females also claimed that over 18 years old is the most appropriate age, while some 14 percent and 15 percent of males and females indicated below 18 years is appropriate to become domestic worker.

SUMMARY AND RECOMMENDATIONS

- ▶ Positive attitudes on average were found to be relatively low below 30 percent. The most prominent positive attitudes are not being discriminatory followed by not being denial. Males show on average stronger positive attitudes compared to females on most aspects. However, females tend to be a bit less in denial.
- ▶ Negative attitudes were found to be higher than positive ones, especially ignorance and denial. Females hold relatively stronger negative attitudes toward domestic workers than males on most aspects, except for discrimination. Ignorance is the most prominent negative attitudes amongst both males and females, meaning that domestic workers should be available to work at any time.
- ▶ Behavioral intent was found to be reasonably high over 50 percent. It was significantly higher for ‘seeking information about domestic workers’ rights’. Behavioral intent levels are on average similar between males and females but males are more inclined to report a crime.
- ▶ More than half (57%) indicated that they would report if they suspected their neighbor was exploiting his/her own domestic worker. Of these, 89 percent would report this case to police and 40 percent would report to NGO. Both males and females display the same intentions.
- ▶ Nearly everyone (94%) would seek information about domestic workers’ rights if they were about to hire a domestic worker. Searching Internet and consulting with friends or relatives were the most commonly mentioned sources where people would seek the information.

SUMMARY AND RECOMMENDATIONS

MEDIA PROFILE

- ▶ The vast majority (90%) use the internet followed by watching television (82%). However, because an online panel was used to collect the data, internet penetration may be inflated and not representative of the population as a whole. People use the internet on average almost 6 hours per day followed by television for nearly 4 hours per day. Time spent listening to the radio is on average 2 hours. Internet is consumed consistently from morning until night, whereas Television is consumed mostly in the evening. Press media is predominantly consumed in the morning and during midday. Radio is listened from morning until the afternoon.
- ▶ Nearly everyone owns a television and have an internet connection with 91 percent and 90 percent respectively, followed by PC or laptop (84%), and smart phone or tablet (81%). Television was found to be the most popular media owned by males, whereas internet was the most popular media owned by females.
- ▶ Nearly everyone (98%) watch television at home, whereas some 17 percent watch television on their PC. The most popular channel is Metro TV with 62 percent followed by Trans7 (59%), TVOne (57%) and Trans TV (55%). Other channels are significantly less popular. Local news is the most popular type of TV program with 84 percent of those who regularly watch TV. In addition, international news and international movies were found to also be popular program with 67 percent and 53 percent respectively.

SUMMARY AND RECOMMENDATIONS

- ▶ Internet penetration stands at 90 percent. Nearly everyone (96%) use a PC or laptop to access internet and more than half (54%) access the internet from their mobile phone. All internet users also use a chat service. BBM tops the list followed by Facebook Messenger and WhatsApp. Yahoo and Line were also found to be popular chat services in Indonesia.
- ▶ All those who used internet also subscribed to a social media site. Facebook is the most popular social media site with 95 percent, followed by Google+ (79%), Twitter (77%) and Instagram (45%). Facebook and Google+ were the most popular social media sites amongst males, while the vast majority of females used Facebook and Twitter. Internet users do a variety of activities when using social media, the most popular being searching (89%), connecting and networking (82%), downloading stuff (73%) and chatting (72%).

BACKGROUND AND METHODOLOGY



BACKGROUND AND OBJECTIVES

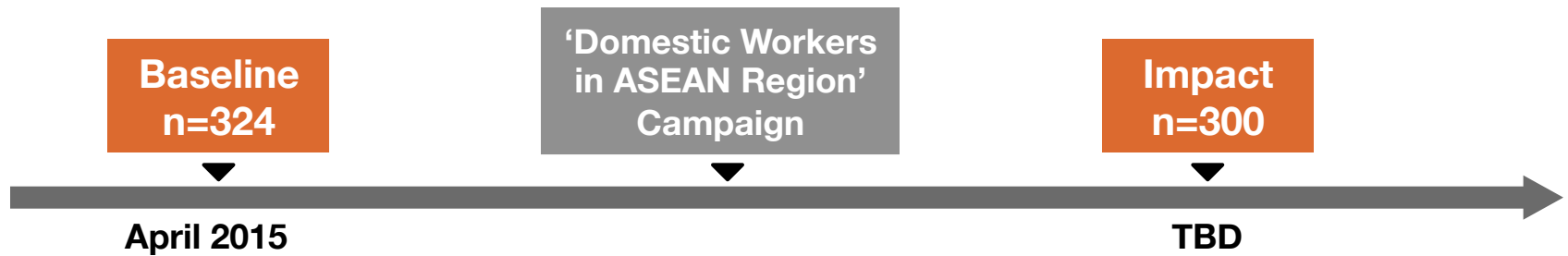
- ▶ Domestic workers constitute a significant part for the global workforce in the informal employment. It is estimated that there are an estimated 52 million domestic workers worldwide, of which 21.5 million are from Asia and the Pacific (ILO, 2013). However, due to the unique circumstances of working 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), will be launching a campaign on 'Domestic Workers in the ASEAN Region' by producing a piece of long-form video content for television and online broadcasting in the ASEAN region. The objective of this campaign is 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 employees, as well as the positive contributions domestic workers bring to the ASEAN community.

BACKGROUND AND OBJECTIVES

To support the campaign, Rapid Asia was hired 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
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	Indonesian nationals all over Indonesia
Quotas	50/50 split male/female 50 percent aged 15-24 years, 35 percent 25-39 years and 15 percent 40-50 years
Survey Method	Baseline survey was done using an online access panel.
Data Collection Period	Baseline conducted in April, 2015 Impact study will be conducted during August – September 2015
Sample Size	Baseline n=324, Impact n=300
Language	Bahasa Indonesia
Weighting	Data was not weighted.

SAMPLING

For the baseline, the sampling method used 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. The urban population was used as it is more representative of the population represented on the online panel and who have internet access. As can be seen, the sample is well in line with the population so no weighting of the data was necessary.

Region	Population *BPS 2007	%	Baseline Sample (%)
Java-Bali	67,900,000	70	79
Sumatera	16,600,000	17	10
Sulawesi	4,560,000	5	4
Kalimantan	4,640,000	5	3
Nusa Tenggara	2,350,000	2	1
Other	1,330,000	1	4
Total	97,380,000	100	100

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

DEMOGRAPHIC PROFILE

The participant profiles for the baseline are shown in the table on the right. The sample had quotas on sex and age to ensure good distribution across target participants.

In the baseline study, the vast majority had completed diploma, university or higher education and around two thirds are employed.

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

DEMOGRAPHICS PROFILE OF EMPLOYERS OF DOMESTIC WORKERS

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

Profile	Total n=192 (%)	Males n=92 (%)	Females n=100 (%)
Base: Those employ domestic worker			
Age			
15-24	40	30	48
25-39	40	37	43
40-50	20	33	9
Region			
Java-Bali	84	84	85
Sumatera	9	12	7
Sulawesi	1	-	1
Kalimantan	2	2	2
Nusa Tenggara	1	1	0
Other	3	2	4
Education			
Elementary school or less	1	1	-
Middle school	1	1	-
High school	17	17	16
Vocational education	5	2	7
Diploma or higher	78	78	77
Main Activity			
Employed	78	82	75
Studying	13	10	15
Home duties	3	1	5
Unemployed looking for work	2	2	2
Other	4	5	3

Base: Those employ domestic worker

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 more than two 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

Profile	Baseline n=324 (%)
Industry of Work	
Not working	31
Retail or wholesale	9
Government	8
Finance	8
Manufacturing	6
Personal services	4
Communication	4
Construction	3
Agriculture	2
Transportation	1
Electricity	1
Other	22
Work Position	
Not working	31
Manager	9
Supervisor	10
Office worker	29
Blue collar worker	4
Self employed	18
Socioeconomic Class	
SEC A – Better off	40
SEC B	28
SEC C	19
SEC D and E – Worse off	13

Base: All participants

ECONOMIC PROFILE OF EMPLOYERS OF DOMESTIC WORKERS

Amongst employers who are working, retail or wholesale, government, finance and manufacturing are the top sectors where they are working. Most male employers work in retail or wholesale and government, whereas most female employers work in retail or wholesale and finance. The vast majority of employers are white collar worker and also financially better off. More male employers are financially better off compared to female employers.

Profile	Total n=192 (%)	Males n=92 (%)	Females n=100 (%)
Industry of Work			
Not working	22	19	25
Retail or wholesale	11	11	11
Government	9	11	7
Finance	8	7	10
Manufacturing	8	8	9
Personal services	5	7	4
Communication	5	7	3
Construction	4	8	1
Agriculture	3	5	1
Transportation	1	-	2
Electricity	1	-	1
Other	23	17	28
Work Position			
Not working	22	19	25
Manager	12	15	9
Supervisor	15	16	13
Office worker	30	24	35
Blue collar worker	1	1	1
Self employed	21	25	17
Socioeconomic Class			
SEC A – Better off	53	57	50
SEC B	27	27	26
SEC C	14	10	17
SEC D and E – Worse off	7	7	7

Base: Those employ domestic worker

MEDIA PROFILE

The vast majority of participants owns a television and internet. PC or laptop and smart phone or tablet were also found as common media owned by people. Television was indicated as the most popular media owned by males, whereas internet was the most popular media owned by females.

Internet and television are the two media that people use most regularly. Internet and television are also most regularly used among both males and females.

Since internet penetration is quite high at 90 percent and it is also used regularly, all internet users subscribe to a social media site. Facebook and Google+ were found as the most popular social media sites amongst males, while the vast majority of females use Facebook and Twitter.

*Note: Since the survey was done using an online panel, internet penetration is likely to be inflated and may not be representative of the population as a whole.

Profile	Total n=324 (%)	Males n=161 (%)	Females n=163 (%)
Media ownership			
TV	91	88	95
Internet	90	85	96
PC or laptop	84	76	92
Smart phone or tablet	81	71	90
Regular mobile phone	55	51	60
Newspaper	53	48	59
Radio	52	44	60
Magazine	29	22	36
None of the above	1	2	1
Media usage			
Internet	90	86	94
TV	82	79	84
Newspaper	34	33	34
Radio	15	11	18
Magazine	8	6	10
None of the above	2	3	1
Social Media			
Base: Internet users	Total n=291 (%)	Males n=138 (%)	Females n=153 (%)
Facebook	95	91	99
Google+	79	79	78
Twitter	77	69	85
Instagram (IG)	45	38	52
Other	31	29	33
None	-	-	-

Base: All participants/ Internet users

MEDIA PROFILE OF EMPLOYERS OF DOMESTIC WORKERS

Regarding media profile of those who employ domestic worker, the vast majority own television followed by internet, PC or laptop and smart phone or tablet. More female employers own television and internet. Internet and television are also the two media that people use regularly. Internet and television are also used regular by both male and female employers. However, more female employers use internet and watch television compared to male employers. This finding is consistent with a higher percentage of those female employers who own these two media. All those who employ domestic worker subscribe to a social media site. Facebook tops the list followed by Google+, Twitter and Instagram. Most male employers use Facebook and Google+, whereas most female employers use Facebook and Twitter.

Profile	Total n=192 (%)	Males n=92 (%)	Females n=100 (%)
Base: Those employ domestic worker			
Media ownership			
TV	94	94	95
Internet	93	91	95
PC or laptop	89	85	93
Smart phone or tablet	88	83	92
Newspaper	65	62	67
Radio	57	55	59
Regular mobile phone	56	52	59
Magazine	37	30	43
None of the above	1	-	1
Media usage			
Internet	94	91	96
TV	84	82	87
Newspaper	41	45	37
Radio	18	15	21
Magazine	9	7	12
None of the above	1	1	1
Social Media			
Base: Those employers who use internet			
	Total n=180 (%)	Males n=84 (%)	Females n=96 (%)
Facebook	96	93	98
Google+	81	81	81
Twitter	80	71	88
Instagram (IG)	51	45	56
Other	28	31	26
None	-	-	-
Base: Those employ domestic worker/Those employers who use internet			

EMPLOYMENT OF DOMESTIC WORKERS (PRE-STAGE ONLY)

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

Employment of Domestic Worker
n=324



Over half of all participants (59%) employ a domestic worker.

ORIGIN OF DOMESTIC WORKER

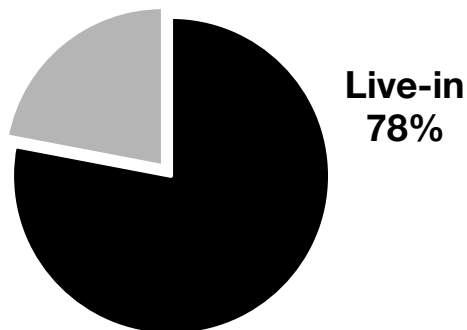
Amongst those who employ domestic worker (59%), employ workers from provinces in Indonesia, such as Central Java (35%), West Java (18%), East Java (15%) and Jakarta (12%). None of those surveyed hired a migrant domestic worker.

Origin	Total n=19 2 (%)	Origin	Total n=192 (%)
Central Java	35	Aceh	1
West Java	18	Jambi	1
East Java	15	East Kalimantan	1
Jakarta	12	Central Sulawesi	1
North Sumatra	3	NTB	1
South Sumatra	3	NTT	1
Special Region of Yogyakarta	2	Other province	1
Lampung	2	Another country	-
Riau	2	Don't know	3
Banten	1		

Base: Those who employ domestic worker

LIVE IN STATUS AND AGE

Live-in or Not



Age of domestic worker

Age	Total n=192 (%)	Male n=92 (%)	Female n=100 (%)
15-17 years	3	5	1
18-25 years	30	25	34
26 and over	66	67	65
Don't know	1	2	-

Base: Those who employ domestic worker

The vast majority indicated that their domestic workers live in their home. Nearly two thirds employ domestic worker who is aged around 26 years or older. Only 3 percent hire domestic worker who is aged below 18 years.

ENTITLEMENT TO DOMESTIC WORKERS

The vast majority claimed that they allow their domestic worker to have rest days if the domestic worker is sick. Some 83 percent and 80 percent stated that they provide their workers with fair wages and reasonable working hours. Other entitlements are provided by fewer employers and indicates there is opportunity for improving the working conditions of domestic workers in Indonesia, especially when it comes to giving time off each week and having written work contracts.

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

Base: Those who employ domestic worker

WORK HOURS PER DAY AND SALARY

Work hours per day of domestic workers

Work hours/ day	Total n=192 (%)
Less than 8 hours per day	26
8 - 10 hours per day	56
11 - 13 hours per day	13
14 - 15 hours per day	5
More than 16 hours per day	1

Salary of domestic workers

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

Base: Those who employ domestic worker

More than half said that their domestic worker normally work around for 8-10 hours per day. Some 26 percent indicated that their worker work less than 8 hours per day. However, there are also some 19 percent whose domestic worker have to work more than 10 hours per day.

The vast majority of those who employ a domestic worker pay a salary less than 42,000 Rupiah/ day or 1.25 million Rupiah per month, which is the lowest minimum wage for labourers in Indonesia. Some 43 percent pay their domestic worker' salary between 42,000-90,000 Rupiah/day or 1.25-2.7 million Rupiah/ month, which is a range between the lowest and the highest minimum wage for labourers in Indonesia.

RELATIONSHIP WITH DOMESTIC WORKER

Nearly half claimed that they have a good relationship with their worker and some 47 percent said that they have a very good relationship. More than half of males perceived their relationship with domestic worker as very good, whereas the vast majority of females rated their relationship with domestic worker as good and only one percent of females indicated having poor relationship with their domestic workers.

Relationship with Domestic Worker by Gender

Relationship	Total n=192 (%)	Males n=92 (%)	Females n=100 (%)
Very good	47	54	41
Good	48	42	53
Average	4	3	5
Poor	1	-	1

Base: Those who employ domestic worker

EXPOSURE TO NEWS ON DOMESTIC WORKERS, MIGRATION AND HUMAN TRAFFICKING

Exposed to news about domestic workers, trusted information sources, migration experience, intention to migrate and awareness of Human Trafficking



EXPOSURE TO NEWS ABOUT DOMESTIC WORKERS

Exposed to News about Domestic workers by Gender

Base: All participants

Exposed to news about Domestic workers	Total n=324 (%)	Males n=161 (%)	Females n=163 (%)
Yes	95	91	99
No or don't remember	5	9	1

Nearly everyone on average has had exposure to news about domestic workers in Indonesia. Females have been exposed to such news relatively more than males. News about Indonesian migrant domestic workers being abused or exploited abroad was found as the most common issue reported in the news followed by news on domestic workers being abused or exploited in Indonesia (60%), and domestic workers advocating for their rights (42%). Other issues are less commonly reported in the news.

This news about

Base: Those exposed to news

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

Base: All participants/ Those exposed to news

TRUSTED INFORMATION SOURCES ON DOMESTIC WORK

News and media report and the internet were found as the two most trusted information sources about domestic workers. Nonetheless, internet is also mentioned as a trustworthy source. Similarly, amongst males and females, news and media reports as well as the internet were identified as the most trusted sources for them to get information about domestic workers. People have on average around 3 information sources on domestic workers that they trust.

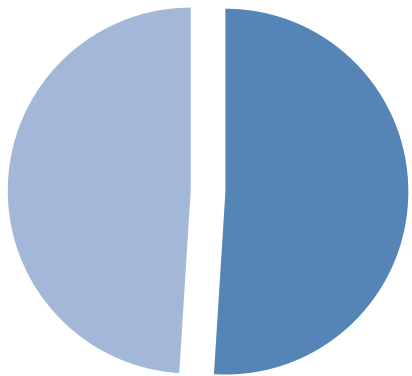
Information Source by Gender

Information sources	Total n=313 (%)	Males n=146 (%)	Females n=167 (%)
News and media reports	77	73	80
TV documentary or other programs	64	59	69
Internet	57	55	60
Through friends	34	37	31
NGOs	23	21	24
Through local government authorities	21	22	20
None	3	4	1
Average number of sources	2.8	2.7	2.9

Base: All participants

HAVE MIGRATED IN THE PAST

Have Migrated Overall



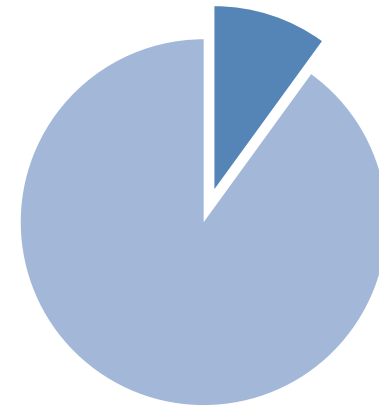
Yes
51%

Migrated to Other Province



Yes
41%

Migrated Overseas



Yes
10%

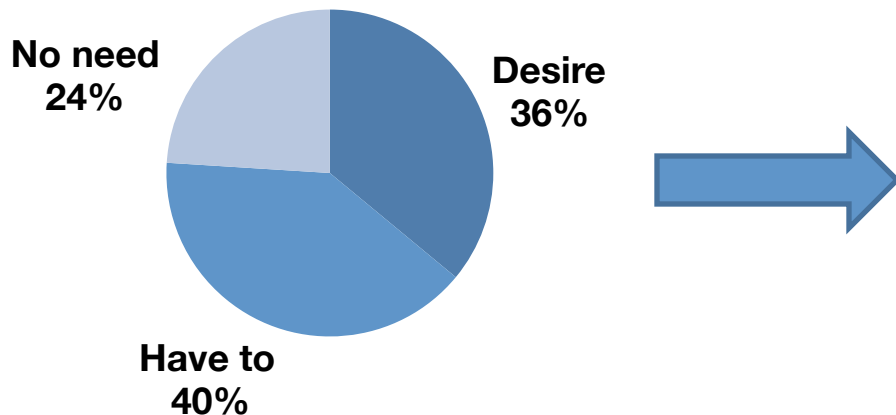
Base: All participants/ Those have migrated

On average, some 51 percent of those interviewed have migrated in the past. This splits into 41 percent who migrated to another province and 10 percent who migrated overseas.

INTENTION TO MIGRATE AND DESTINATION

Intention to Migrate

Base: All participants



In terms of intention to migrate in the future, 76 percent have intention to migrate and most of them do it because they want to support their family. Nearly half expected that they would migrate to another province and more than half would migrate to overseas. Europe is the most popular destination followed by Singapore, Japan and Korea. Males have a stronger preference to migrate to other provinces whereas more females want to migrate to Europe.

Destination Country by Gender

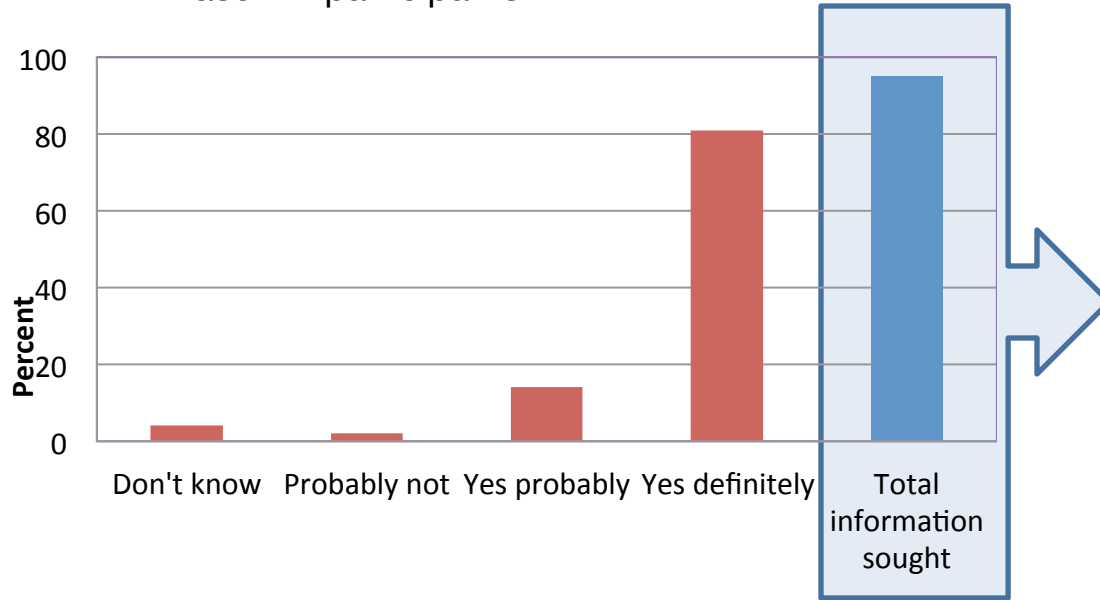
Base: Those who intend to migrate

Destination	Total n=245 (%)	Male n=117 (%)	Female n=128 (%)
To other province in Indonesia	42	52	34
Europe	15	12	17
Singapore	9	7	10
Japan	8	9	8
Korea	6	-	11
Australia / NZ	4	4	4
Malaysia	3	3	3
Saudi Arabia	3	4	2
China/ Hong Kong	1	2	-
Other Asian countries	1	1	1
Taiwan	<1	-	1
Thailand	<1	-	1
United Arab Emirates	<1	-	1
Other Middle Eastern countries	<1	-	1
Other	3	1	5
Don't know	4	5	3

SEEK INFORMATION ON SAFE MIGRATION

Seek information on safe migration

Base: All participants



On average, nearly everyone would seek information on safe migration if they were to migrate for work. Internet was identified as the most common source for getting such an information. Internet is also the most common source amongst males and females. Apart from internet, around half of males and females would seek information through their friends, family or relatives and the local government office. Over 40 percent view recruitment agencies as trustworthy.

Source of Information by Gender

Base: Those who would seek information

Source of information	Total n= 306 (%)	Male n=146 (%)	Female n=160 (%)
Internet	79	73	85
Friends, family or relatives	56	56	56
Local government office	52	56	49
Recruitment agency	42	38	45
NGOs	33	31	35
Police	16	22	11
Middle man or broker	4	5	3
Other	6	10	3
Average number of sources	2.9	2.9	2.9

AWARNESS OF HUMAN TRAFFICKING

Level of Awareness by Gender

Base: All participants

Level of awareness	Total n=324 (%)	Males n=161 (%)	Females n=163 (%)
Never heard about it	3	5	1
Have not heard much about it	6	8	5
Yes, I have heard about it but I'm not very familiar with it	43	45	41
Yes, I'm quite familiar with this subject	48	42	53

On average, awareness of human trafficking is high with 91 percent. Females have slightly higher awareness than males and are also more familiar with human trafficking. News and media report and the internet were identified as the two most common sources where those aware of human trafficking have learned about this issue. Those aware have on average heard about human trafficking from 4 separate media sources.

Source of awareness

Base: Those aware

Source of awareness	Total n=294 (%)
News and media report	88
Internet	77
TV documentary or other program	72
Films	34
Through family or friends	31
Public service announcements	21
Books	19
Posters, leaflets or brochures	17
Police	16
NGOs	15
Through local government authorities	12
Community event, festival, street show etc.	12
Job agency or broker	4
Average number of media sources	4.2

KNOW WHAT HUMAN TRAFFICKING IS

Description Tested	Total n=294 (%)	Male n=141 (%)	Female n=153 (%)
Unregistered migrant Someone who has left their country and has crossed a border without a valid visa or passport	6	7	5
Refugee Someone who has left their country because their life was in danger	1	1	-
Trafficking Someone who has left or was taken away from their country or community and tricked or forced to do a job in which they were exploited	84	78	90
People smuggling Someone who is assisted to cross borders without the correct documentation in exchange for money	4	6	2
Not sure	5	8	3

Base: Those aware

To test whether respondents know what human trafficking is they were given four definitions and ask to pick the best one. The vast majority of those aware of human trafficking answered correctly. More females know about this definition than males. This finding is consistent with a higher percentage of females who say they are familiar with the human trafficking issue.

EXPOSURE TO NEWS ON DOMESTIC WORKERS, MIGRATION AND HUMAN TRAFFICKING BY EMPLOYMENT

The vast majority of those who employ domestic worker and non-employers have had exposure to news about domestic workers. News and media reports, TV documentaries and internet are the top three information sources on domestic workers that these two groups trust. However, more employers would seek such an information through their friends. More employers of domestic worker have migrated to other provinces and overseas compared to non-employers. Most employers and non-employers indicated that they would seek information if they had to migrate. Some 91 percent of these two groups also have heard of human trafficking issue.

Topics	Employers of Domestic Worker N=192 (%)	Non-Employers N=132 (%)
Base: All Participants		
Exposed to news about Domestic workers	97	91
Trusted Information sources on domestic worker		
News and media reports	75	79
TV documentaries or other programs	66	62
Internet	59	55
Through friends	42	23
NGOs	23	22
Through local government authorities	20	23
None	3	2
Migration Experience		
Have migrated overall	58	33
Would seek information if they had to migrate	96	92
Human Trafficking Awareness		
Have heard of human trafficking issue	91	91

EVALUATION FRAMEWORK IN PERSPECTIVE

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



BASIC BEHAVIOR 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.

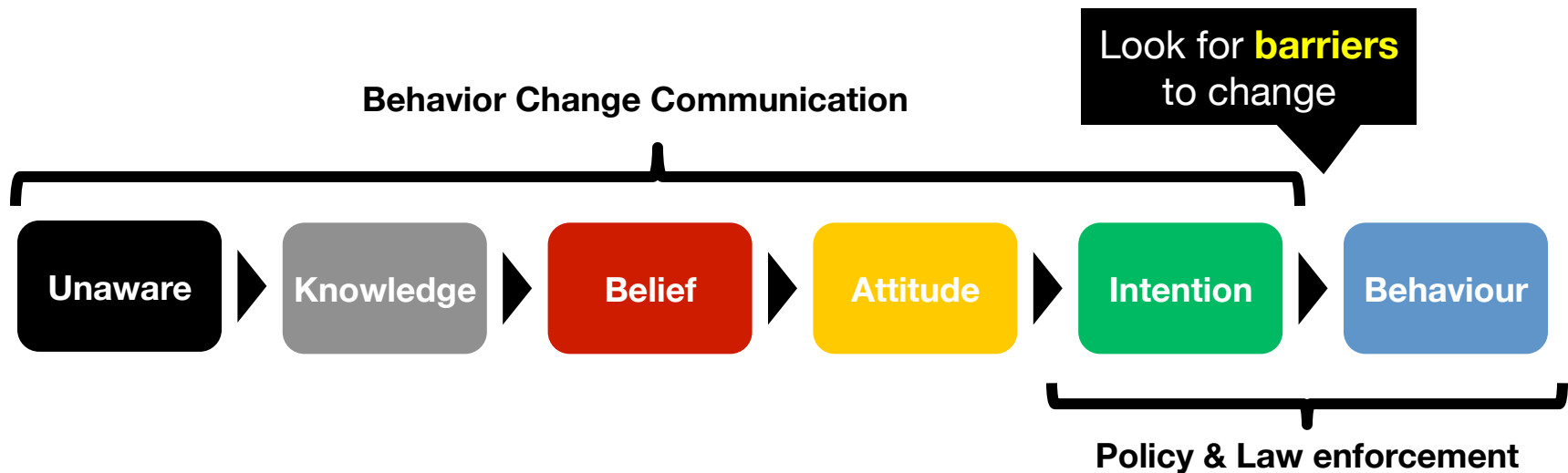
Based on this theory, Rapid Asia uses a proven model (i.e. KAP Score) that is able to replicate the behavioral change journey and identify at which stage of the journey a beneficiary is at any point in time. A single intervention can seldom move a beneficiary through all the stages but can make a contribution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



COMMUNICATION AND 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.



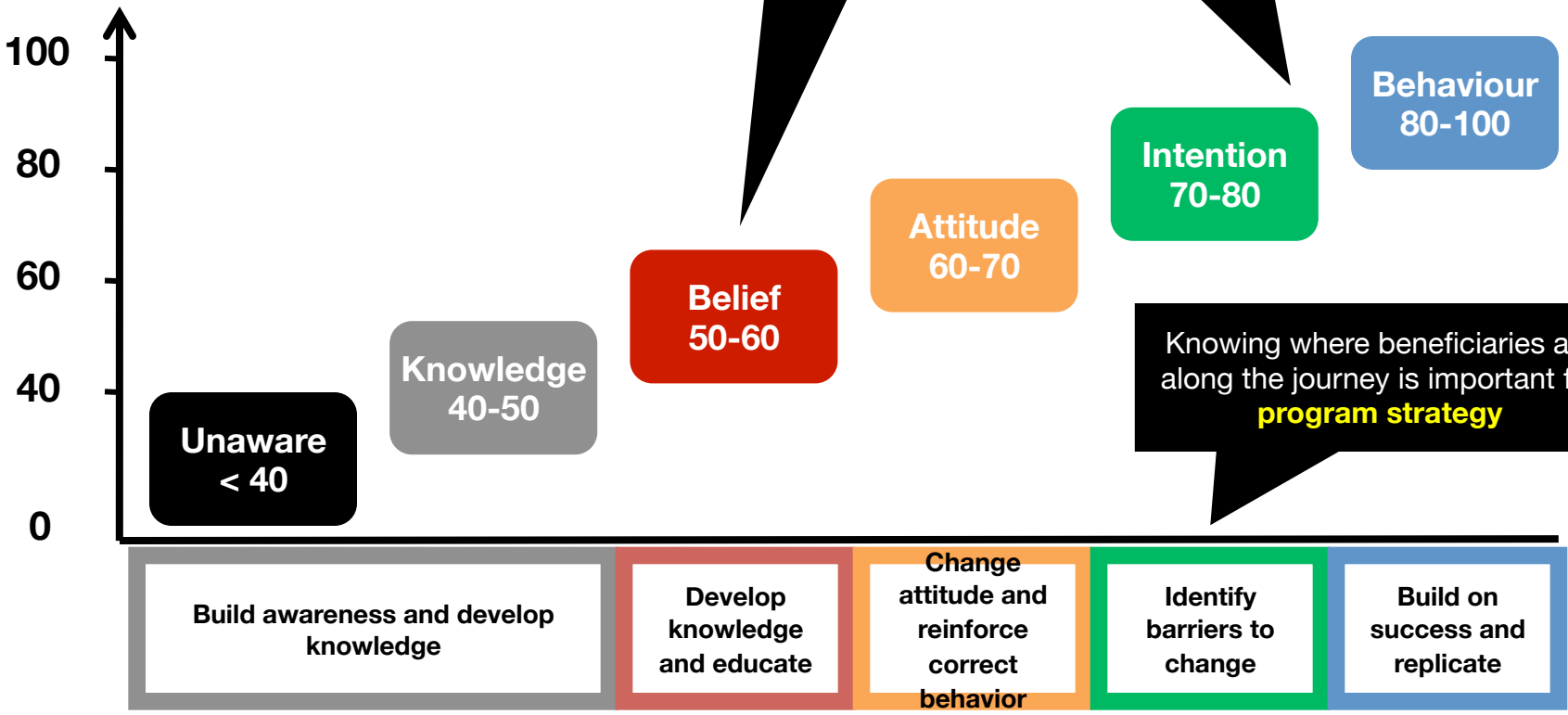
KAP SCORE INDICATORS

The **KAP Index** represents the average position of beneficiaries along the behavior change journey

KAP segmentation looks at the proportion of beneficiaries that can be found at each stage of the journey

KAP Mobility measures the net proportion of beneficiaries that an intervention has managed to shift from one stage to the next in the Journey.

KAP Index



Knowing where beneficiaries are along the journey is important for **program strategy**

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

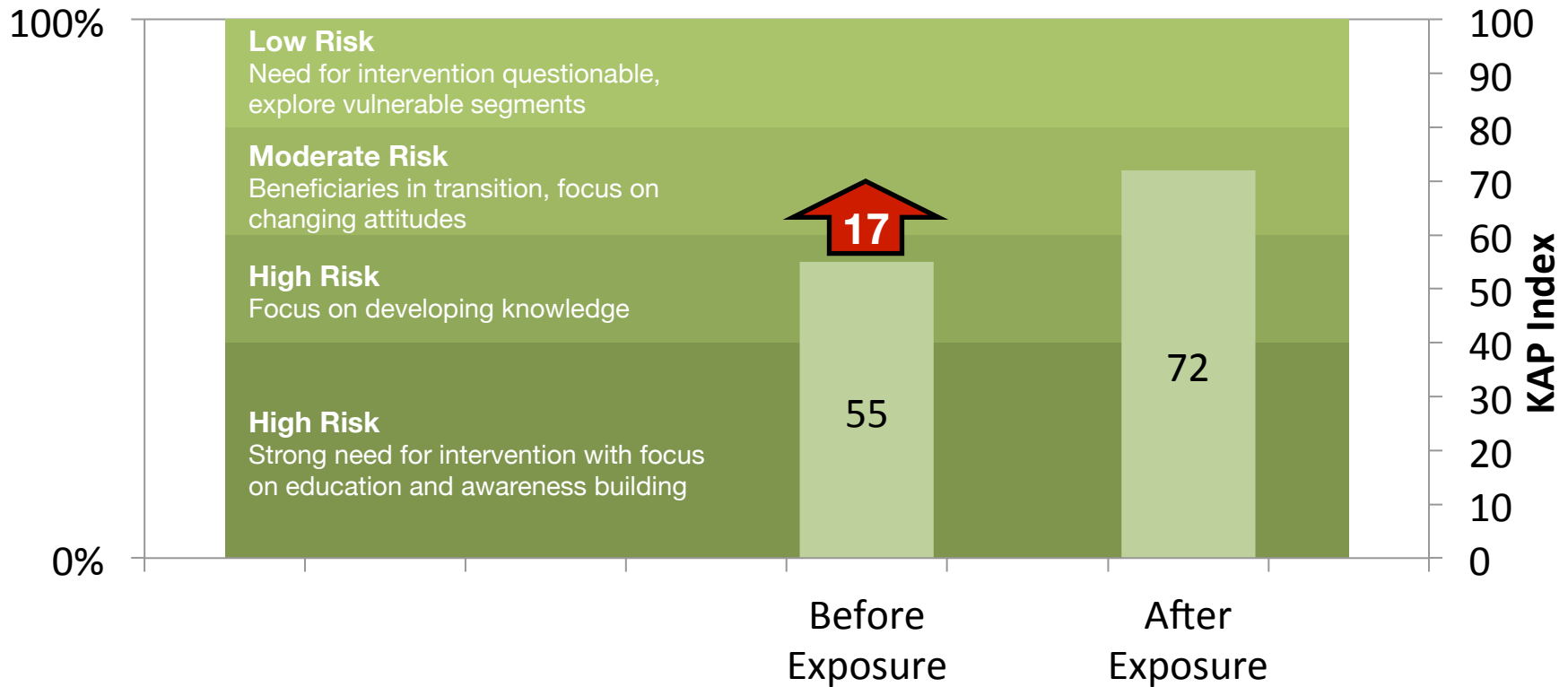
The foundation of the KAP Score framework is made up from 15 questions around knowledge, attitude and practice. The questions are always customized to each evaluation and in collaboration with the clients. Based on input from IOM X, as well as past experience with safe migration studies, the 15 key questions 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
Knowledge	<p>Which of the following best describes what a domestic worker is?</p> <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>
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>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>
Behavior (practice)	<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.



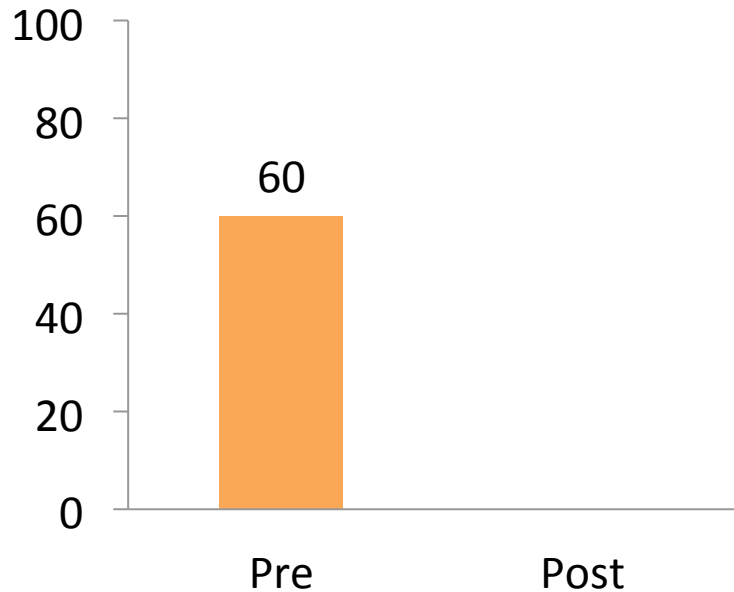
BASELINE KAP RESULT

Baseline measures using KAP results.

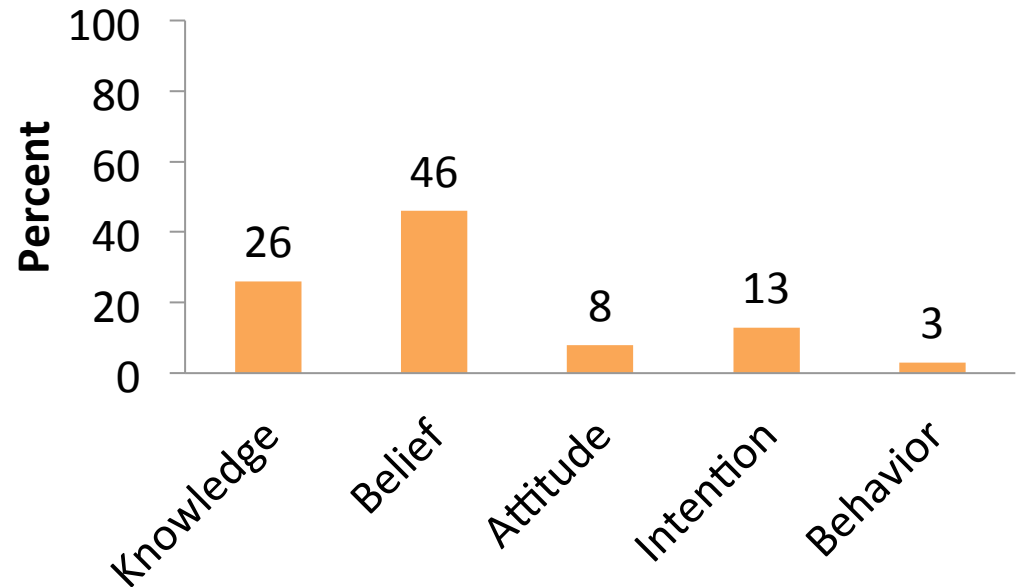


KAP INDEX AND KAP SEGMENTATION

KAP Index



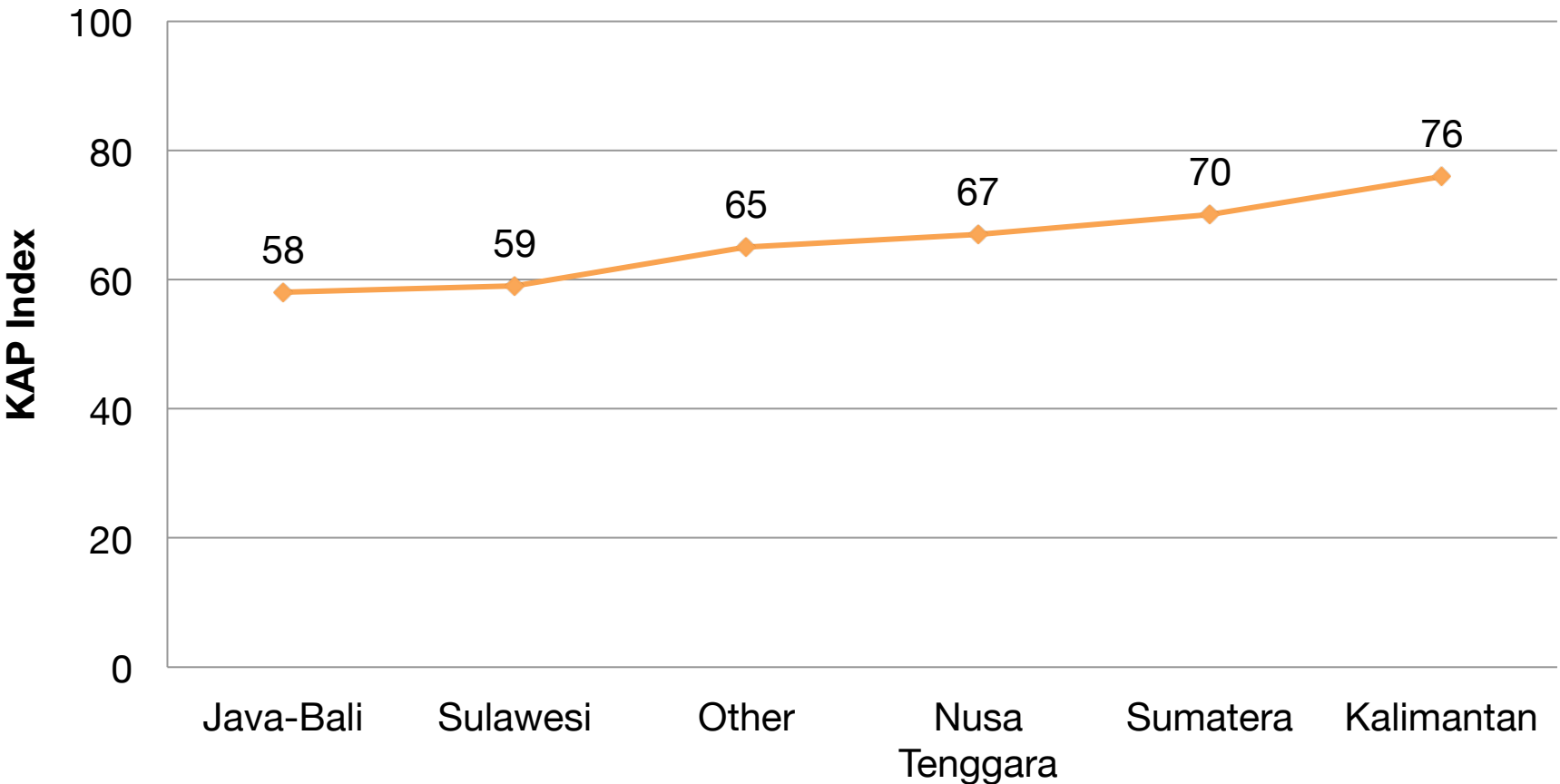
KAP Segmentation



Base: All participants

Overall, the KAP Index at the pre stage was 60, showing that there are some knowledge gaps regarding domestic workers' rights in Indonesia. The KAP Segmentation showed that most participants (72%) are at the Knowledge and Belief stage, indicating that basic education regarding domestic workers is needed.

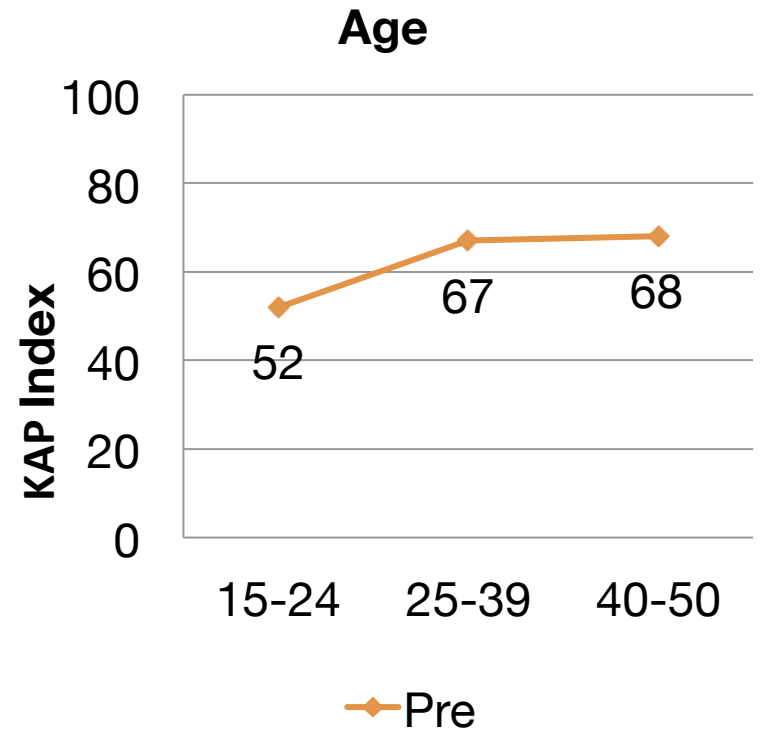
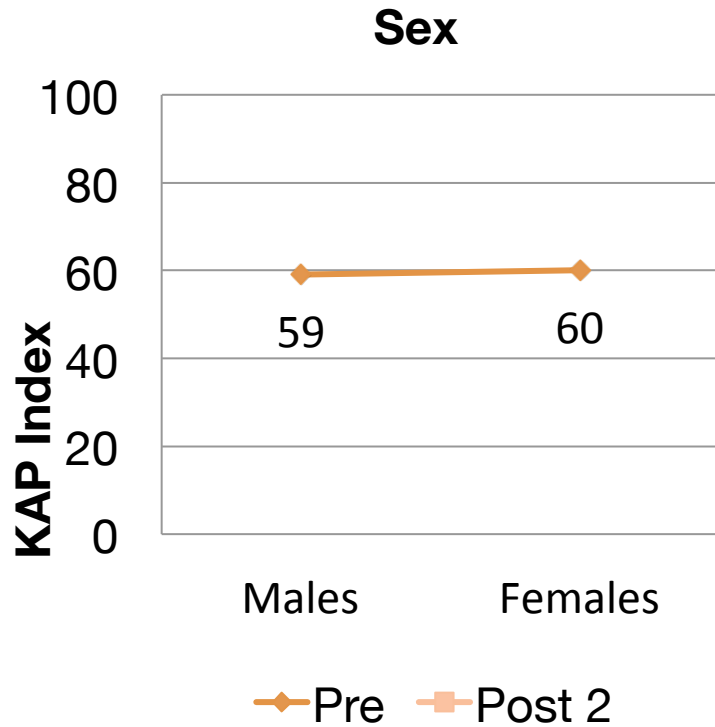
KAP INDEX BY REGION



Base: All participants

When comparing the KAP Index across different regions it is apparent that regional differences do exist. The highest KAP Index was found in Kalimantan and Sumatera, whereas Java-Bali and Sulawesi have the lowest KAP Index in Indonesia.

KAP INDEX BY DEMOGRAPHICS

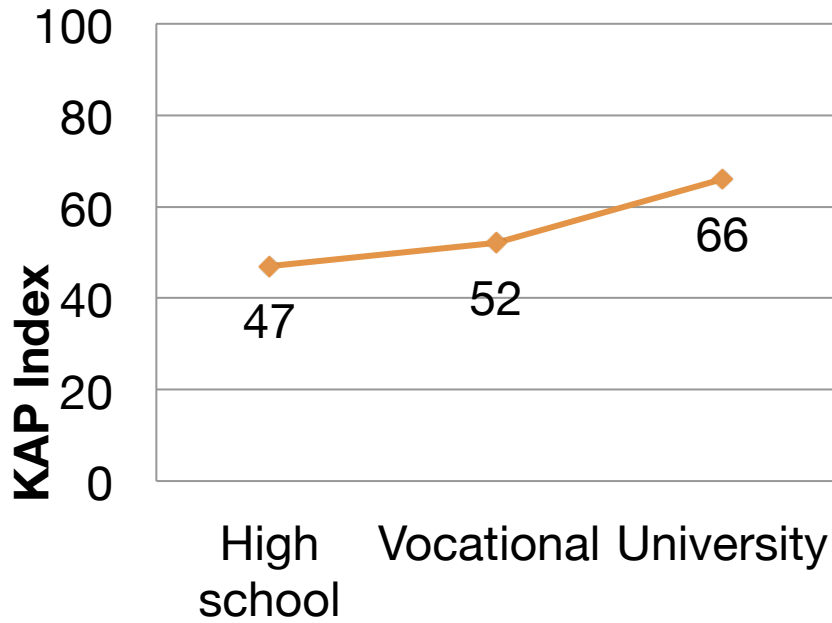


Base: All participants

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 have significantly higher KAP Index compared to younger people.

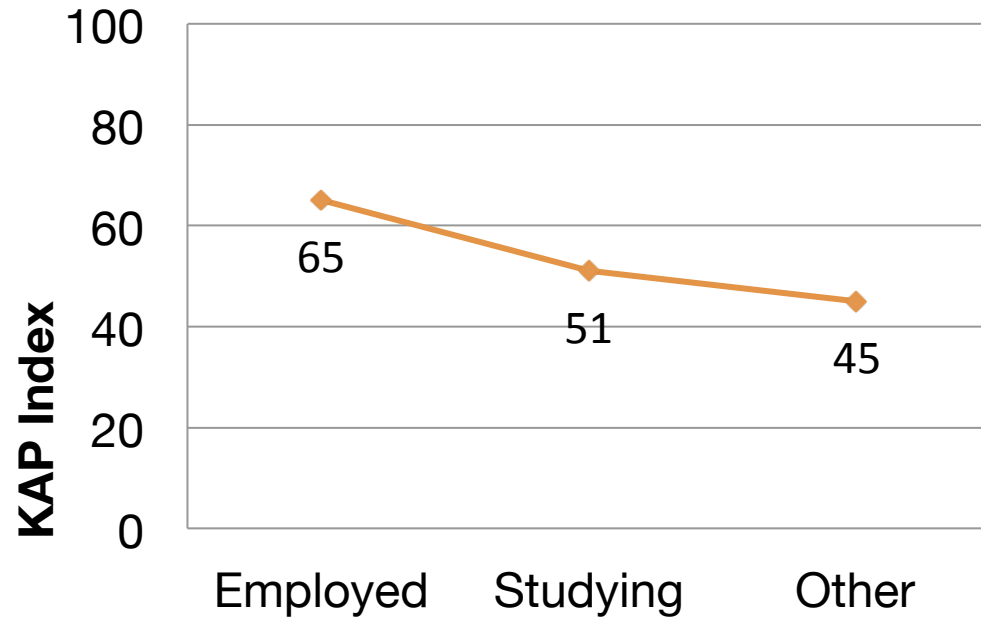
KAP INDEX BY DEMOGRAPHICS

Education



◆ Pre ■ Post 2

Current Activity



◆ Pre ■ Post 2

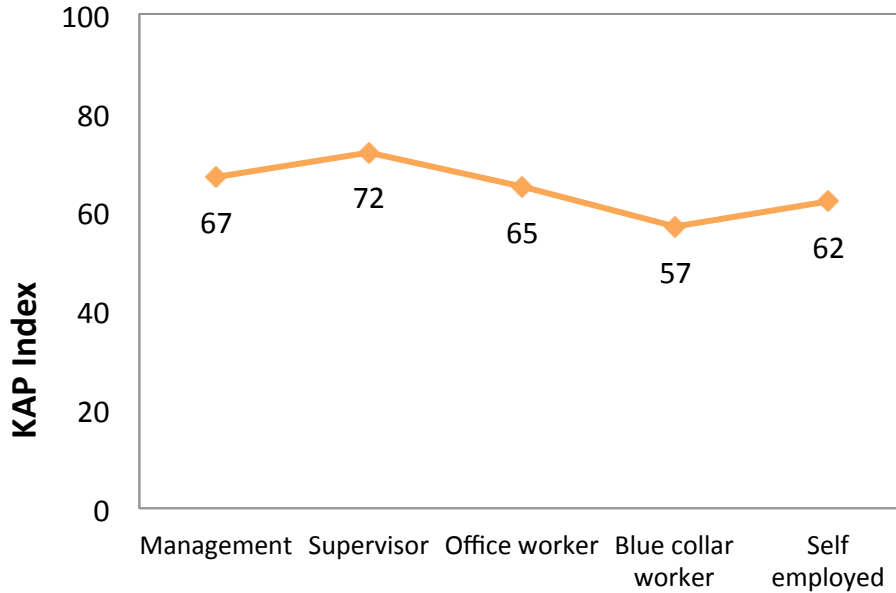
Base: All participants

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.

KAP INDEX BY DEMOGRAPHICS

Current Position

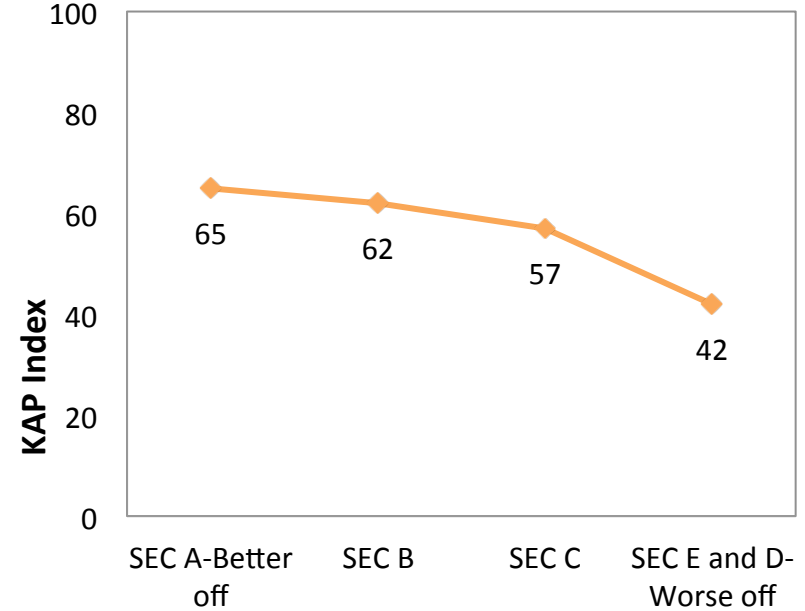
Base: Those working



—◆— Pre —■— Post 2

Financial Situation

Base: All participants



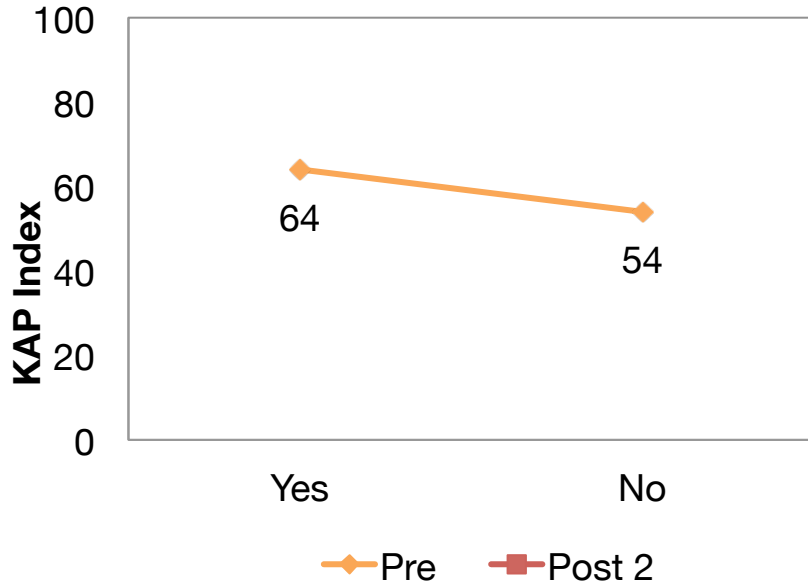
—◆— Pre —■— Post 2

Base: Those working/ All participants

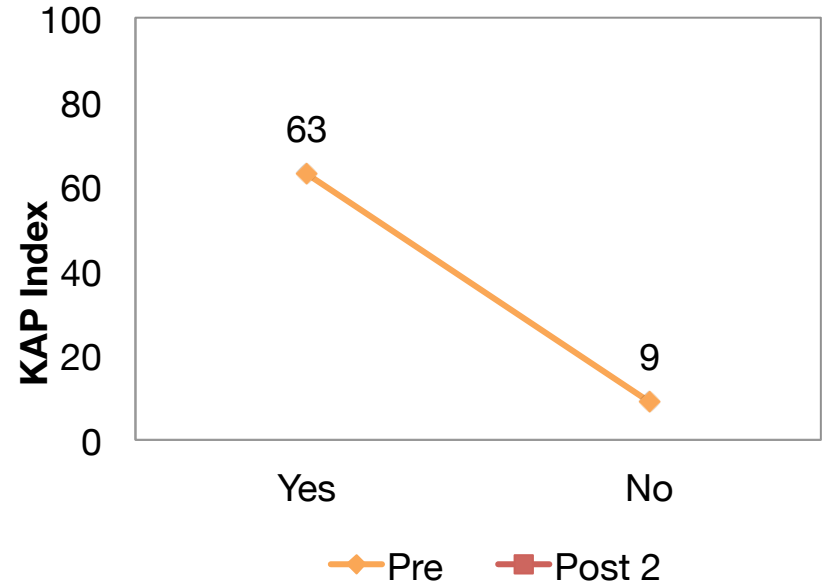
The KAP Index is higher for white collar workers and self employed but is significantly lower for blue collar workers. Being better off financially is associated with a higher KAP Index and is consistent with past studies.

KAP INDEX BY EMPLOYMENT OF DOMESTIC WORKER AND EXPOSED TO NEWS

Employment of Domestic Worker



Been Exposed to News

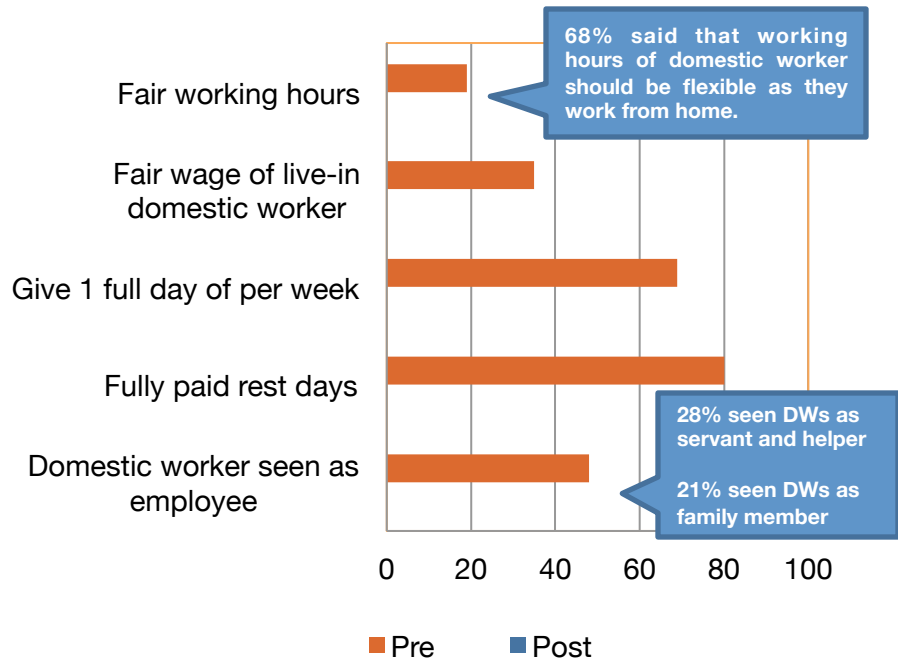


Base: All participants

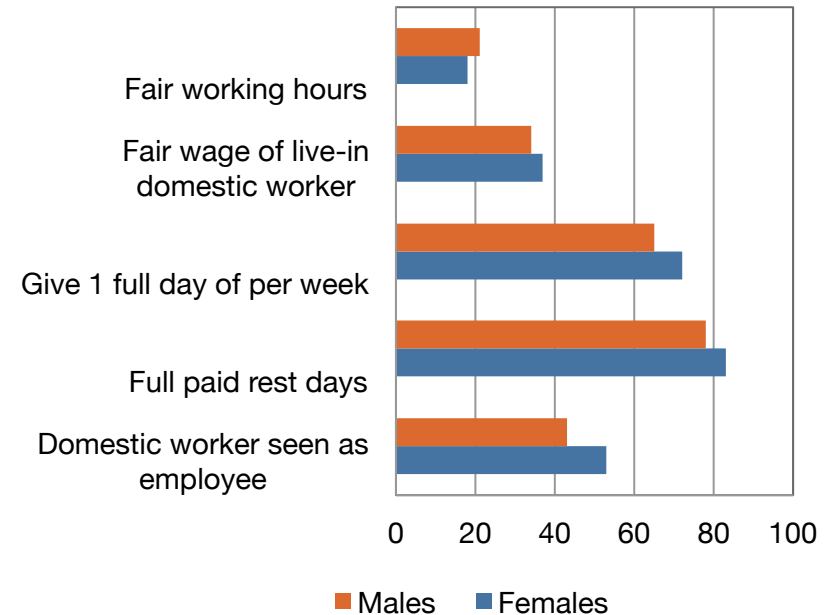
Those who employ a domestic worker have a higher KAP Index than those who don't. Also, people who have been exposed to news about domestic workers in Indonesia have significantly higher KAP Index than those who have not been exposed to such news. This shows that experience and exposure to information contributes to a better understanding about domestic worker rights.

KNOWLEDGE (PROPORTION OF PEOPLE THAT ARE AWARE)

Knowledge Awareness



Knowledge Awareness by Gender



Base: All participants

Knowledge levels are 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 employees, and fair wages for live-in domestic workers. Females have somewhat higher knowledge levels than males on most aspects, except knowledge about fair working hours of live-in domestic worker.

KNOWLEDGE (APPROPRIATE AGE TO BECOME A DOMESTIC WORKER)

More than two thirds (69%) stated that the most appropriate age to become a domestic worker is over 18 years old. Some 16 percent said 18 years old, whereas 16 percent indicated below 18 years or are not sure. There is not much difference between males and females on this subject matter. The vast majority of males and females also claimed that over 18 years old is the most appropriate age, while some 14 percent and 15 percent of males and females indicated below 18 years is appropriate to become domestic worker.

Appropriate Age	Total n= 324 (%)	Male n=161 (%)	Female n=163 (%)
15 years old	2	3	2
16 years old	1	1	1
17 years old	11	10	12
18 years old	16	14	18
Over 18 years old	69	71	66
Don't know	2	3	1

Base: All participants

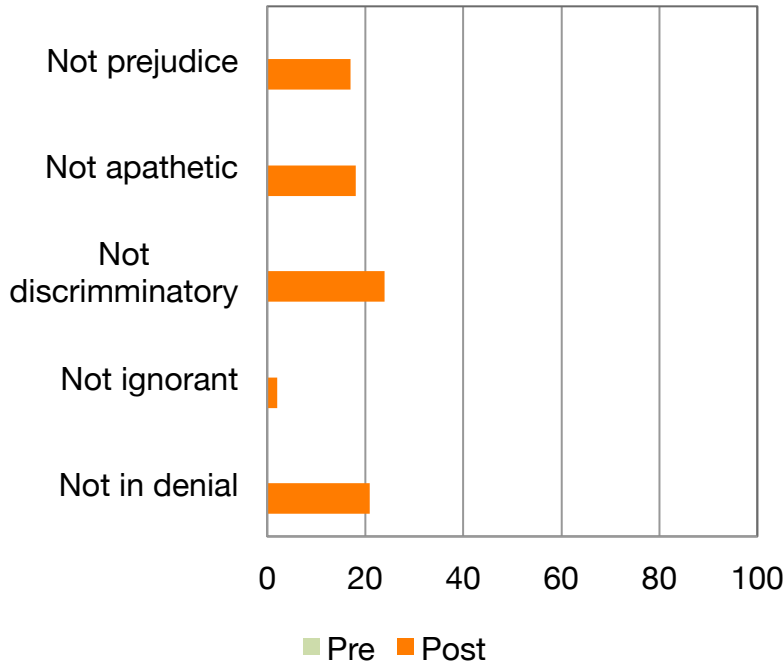
ATTITUDE ANALYSIS

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.

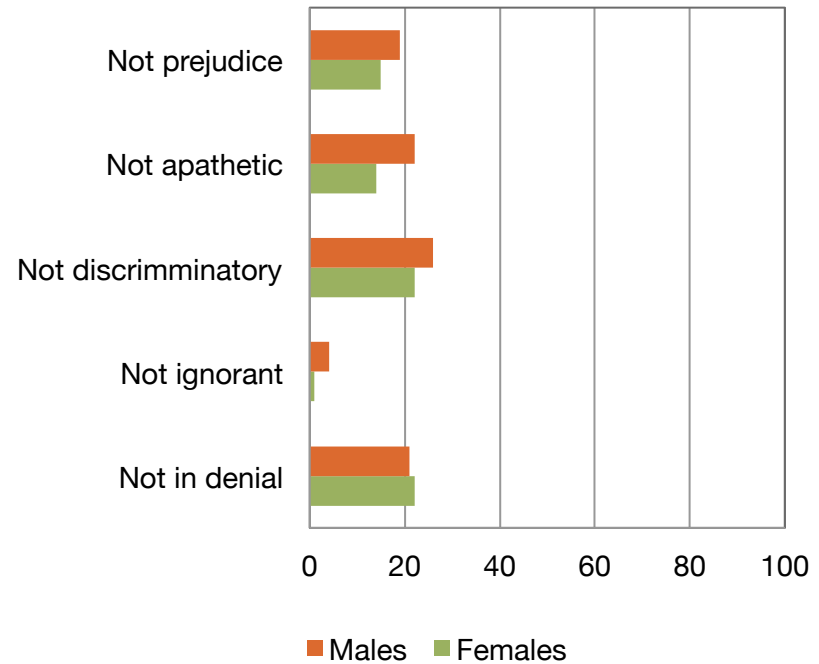
Statement	Negative (If agree)	Positive (If Disagree)
Exploitation of domestic worker is not a big issues in this country	Denial	Not in denial
A live-in domestic worker should be available to work at any time	Ignorance	Not ignorant
Female domestic workers don't deserve the same salary as male domestic 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 Attitude



Positive Attitude by Gender

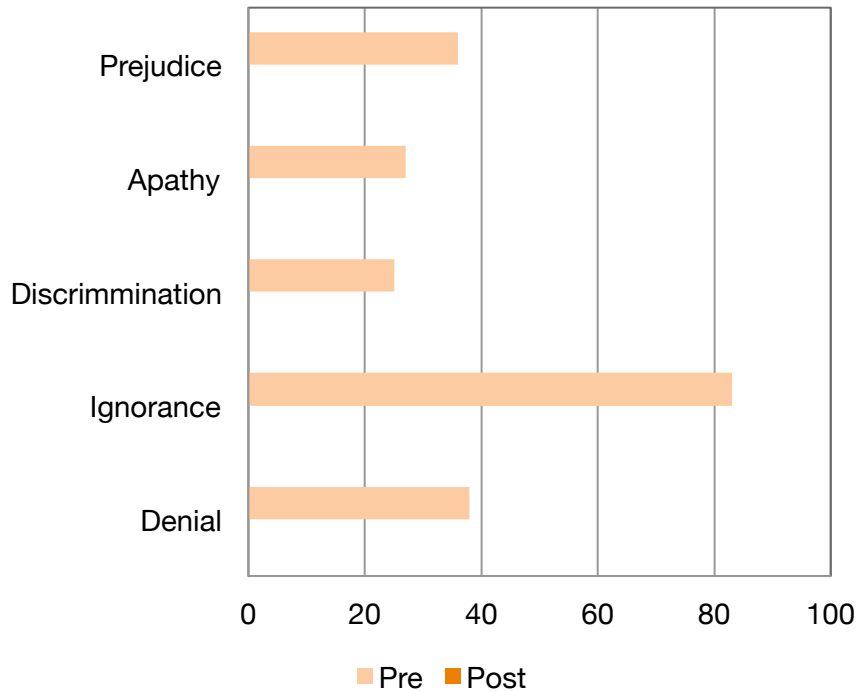


Base: All participants

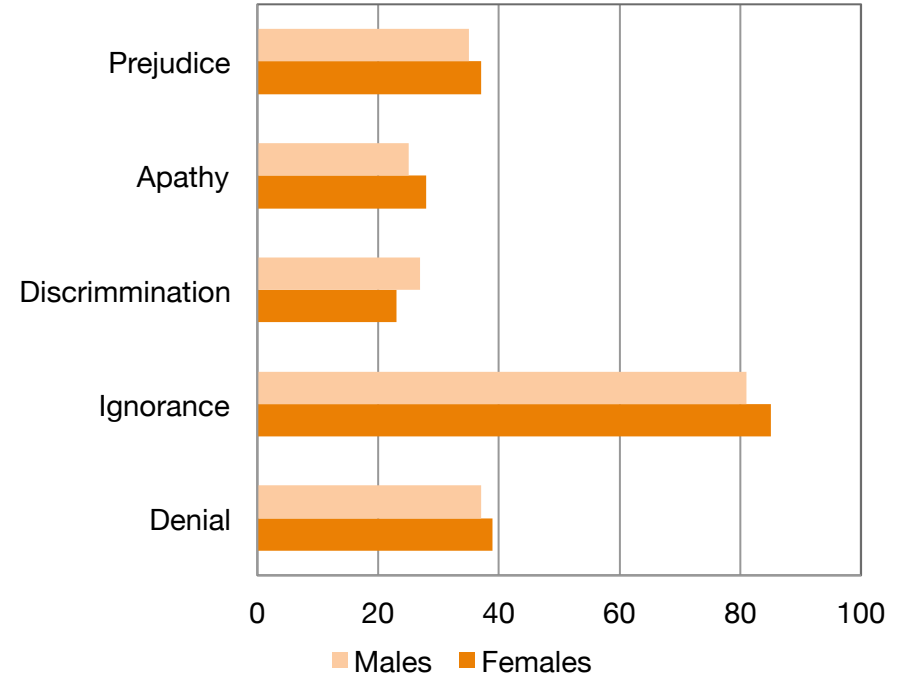
Positive attitudes are on average relatively low below, around 20 percent or lower. The most prominent positive attitudes are not being discriminatory followed by not being denial. Males hold somewhat more positive attitudes than females on most aspects, except not being in denial.

NEGATIVE ATTITUDES (PROPORTION WITH CLEARLY NEGATIVE ATTITUDE)

Negative Attitude



Negative Attitude by Gender

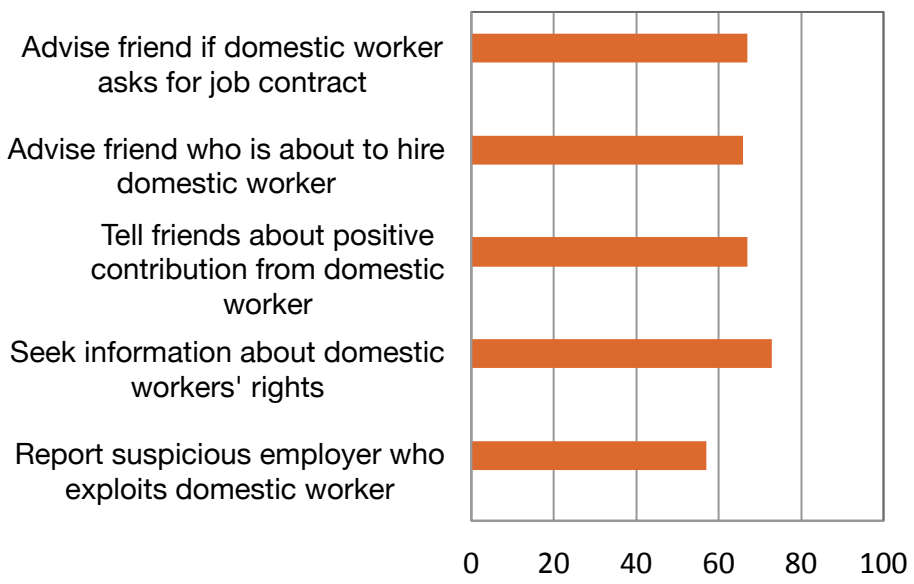


Base: All participants

Negative attitudes are on average significantly higher than positive ones. Females hold somewhat stronger negative attitudes toward domestic workers than males, except for discrimination. Ignorance is the most prominent negative attitudes amongst both males and females, meaning that domestic workers should be available to work at any time.

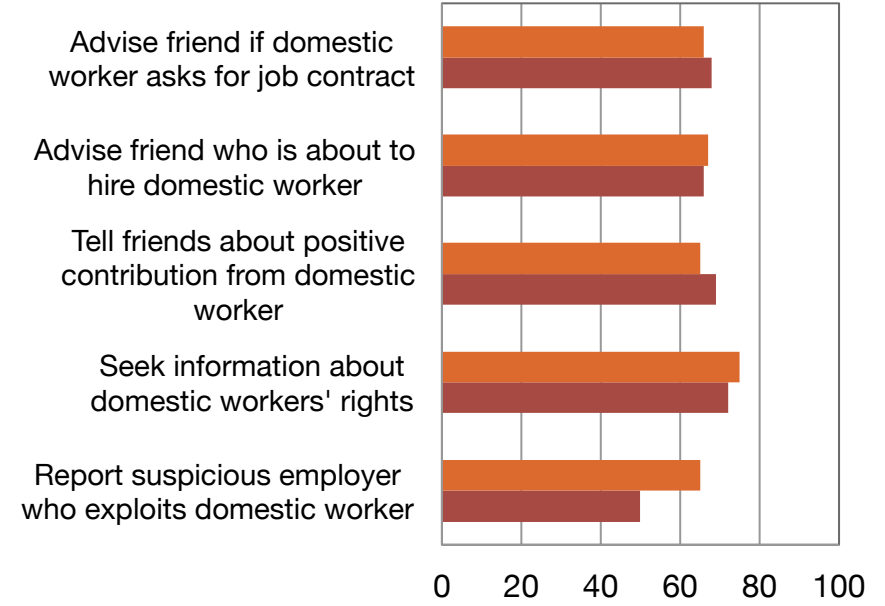
BEHAVIORAL INTENT (PROPORTION WHO INDICATE THEY WILL FULLY COMPLY)

Behavioral Intent



■ Pre ■ Post

Behavioral Intent by Gender



■ Males ■ Females

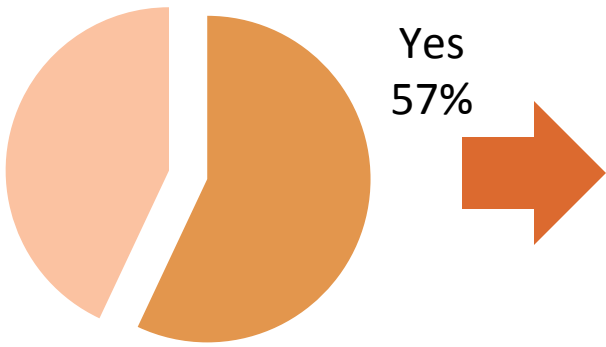
Base: All participants

Behavioral intent is reasonably high over 50 percent, particularly for ‘seeking information about domestic workers’ rights’. Behavioral intent levels are on average similar between males and females but males are more inclined to report a crime.

REPORT SUSPICIOUS BEHAVIOUR

Would report suspicious employer who exploits his/her domestic worker

Base: All participants



Report to (Base: Would report)	Total n=185 (%)	Males n=104 (%)	Females n=81 (%)
Police	89	90	88
NGO	40	34	47
Call a hotline	16	15	16
Other	8	10	6

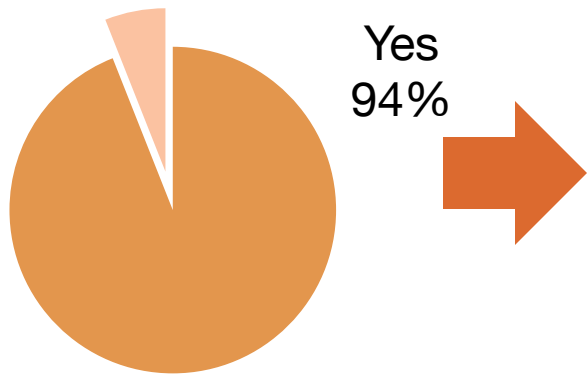
Base: All participants / Would report

More than half indicated that they would report if they suspected their neighbor was exploiting a domestic worker. Of these, 89 percent would report to the police and 40 percent would report to an NGO. Both males and females display similar intentions.

INFO SOURCE ON DOMESTIC WORKER RIGHTS

Would seek information on domestic workers' rights

Base: All participants



Information sources (Base: Would seek information)	Total n=304 (%)	Males n=148 (%)	Females n=156 (%)
Internet	66	60	72
Friends and relatives	49	50	47
Local Government office	44	49	40
NGO	36	33	38
Other	4	6	1

Nearly everyone (94%) would seek information about domestic workers' rights if they were about to hire a domestic worker. Searching internet and consulting friends or relatives were mentioned as the most common sources where people would seek the information. Both males and females display similar intentions.

KAP RESULT BY EMPLOYMENT DOMESTIC WORKER

Those who employ domestic worker have significantly higher KAP Index than those who don't hire. Employers also on average have a higher knowledge awareness compared to non-employers. Knowledge with respect to fair wage and fair working hours of live-in domestic worker was found to be lower amongst these two groups. Not surprisingly, non-employers on average hold a stronger negative attitudes on most aspects, except being denial and being apathetic. In addition, employers of domestic worker have somewhat higher behavioral intent on most aspects, particularly on 'telling friends about positive contribution from domestic worker'.

Topics Base: All participants	Employers of Domestic Worker n=192 (%)	Non-Employers n=132 (%)
KAP Index	64	54
Knowledge Awareness		
Domestic worker seen as employee	52	42
Fully paid rest day	84	75
Give 1 full day per week	71	66
Fair wage of live-in domestic worker	38	32
Fair working hours	20	18
Negative Attitudes		
Denial	39	36
Ignorance	81	86
Discrimination	21	30
Apathy	31	20
Prejudice	32	40
Behavioral Intent		
Report suspicious employer who exploit domestic workers	58	56
Seeking information about domestic workers' rights	72	74
Tell friends about positive contribution from domestic worker	78	52
Advise friend who is about to hire domestic worker	69	63
Advise friend if domestic worker asks for job contract	68	65

Base: All participants

MEDIA BEHAVIOR PROFILES (PRE STAGE ONLY)

Ownership and usage of mass and social media.



MEDIA OWNERSHIP AND REGULAR USAGE

Media Ownership	n=324 (%)
Television	91
Internet	90
PC or laptop	84
Smart phone or tablet	81
Regular mobile phone	55
Newspaper	53
Radio	52
Magazine	29
None of the above	1

Media Regularly Used	n=324 (%)
Internet	90
Television	82
Newspaper	34
Radio	15
Magazine	8
None of the above	2

Base: All participants

Nearly everyone owns television and internet with 91 percent and 90 percent respectively, followed by PC or laptop (84%) and smart phone or tablet (81%). Internet and television are the two media that people use most regularly.

*Note: Since an online panel was used, internet penetration may be inflated and may not be representative of the population.

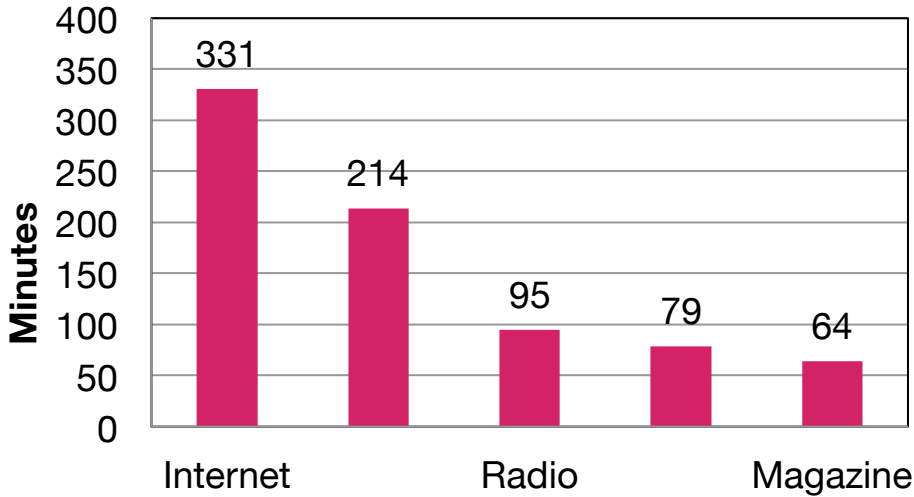
MEDIA OWNERSHIP AND REGULAR USAGE BY EMPLOYMENT OF DOMESTIC WORKER

Television and internet are the most popular media owned by both employer of domestic worker and non-employer. PC or laptop as well as smart phone or tablet are also popular amongst these two groups. More employers own press media compared to non-employers. These two groups also use internet and television most regularly. More employers read newspaper.

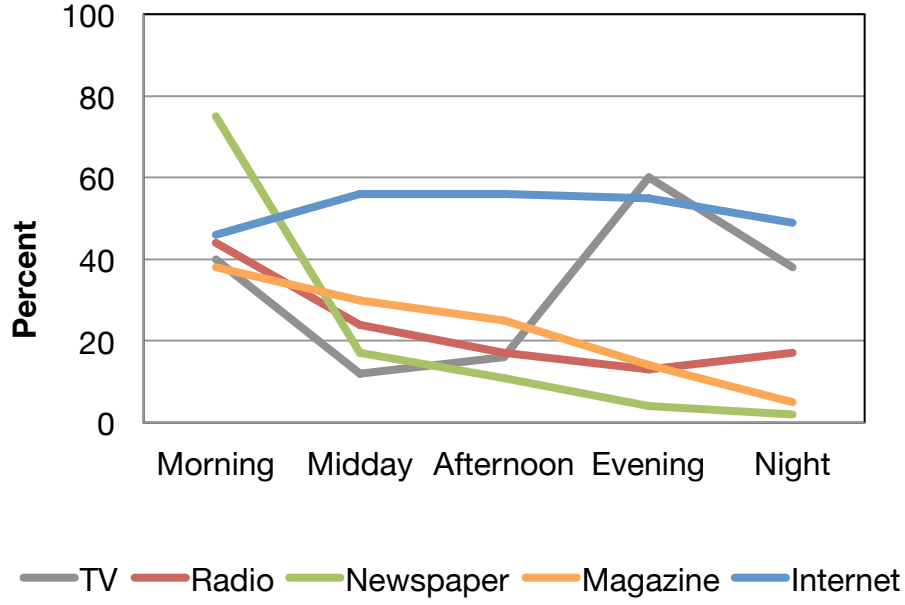
Media Base: All participants	Employers of domestic worker n=192 (%)	Non- Employer n=132 (%)
Media ownership		
TV	94	86
Internet	92	86
PC or laptop	89	77
Smart phone or tablet	88	71
Regular mobile phone	56	55
Newspaper	65	37
Radio	57	45
Magazine	37	17
None of the above	1	2
Media usage		
Internet	94	84
TV	84	77
Newspaper	41	24
Radio	18	10
Magazine	9	6
None of the above	1	3

MEDIA CONSUMPTION

Media Consumption per Day



Time of Media Consumption



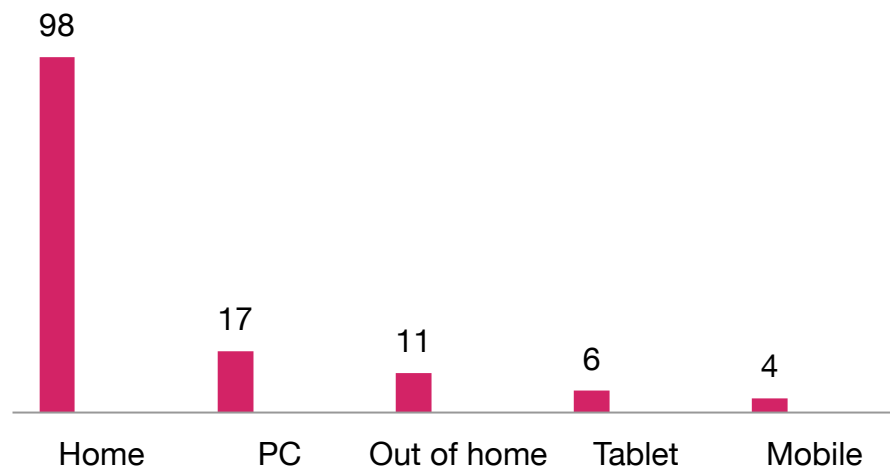
Base: Those who regularly use the media

Internet was found as the media that people spend time using the most with almost 6 hours per day, followed by television with nearly 4 hours per day. Time spent listening to the radio is on average 2 hours. Reading newspapers and magazines both have less than 2 hours. Internet is consumed quite consistently from morning until night, whereas Television is consumed mostly in the evening. Press media is predominantly consumed in the morning and during midday. Radio is listened from morning until the afternoon.

TV CHANNELS WATCHED

TV Channel Base: Those who watch TV	Total n=264 (%)
Metro TV	62
Trans7	59
TVOne	57
Trans TV	55
RCTI	49
Global TV	41
SCTV	35
Net TV	32
Indosiar	31
Kompas TV	31
ANTV	28
MNCTV	26
Cable channels	25
TVRI	15
RTV	13
Other TV channels that are aired in the provincial level	3
Other	4

Location of TV Watching



Base: Those who regularly watch television

The most popular channel is Metro TV with 62 percent followed by Trans7 (59%), TVOne (57%) and Trans TV (55%). Other channels are less popular. Nearly everyone watch television at home, whereas some 17 percent watch television on their PC.

TV CHANNELS WATCHED BY EMPLOYMENT OF DOMESTIC WORKER

Metro TV, Trans7 and TVOne are the most popular tv channels amongst employers of domestic worker, whereas most non- employers watch Trans7, Trans TV and TVOne.

TV Channels Base: Those who watch TV	Employers of domestic worker n=162 (%)	Non-Employer n=102 (%)
Metro TV	67	53
Trans7	56	64
TVOne	56	58
Trans TV	51	63
RCTI	48	50
Global TV	42	40
SCTV	35	35
Net TV	32	33
Indosiar	30	33
Kompas TV	38	21
ANTV	30	25
MNCTV	27	25
Cable channels	26	23
TVRI	14	16
RTV	14	13
Other TV channels that are aired in the provincial level	4	1
Other	3	6

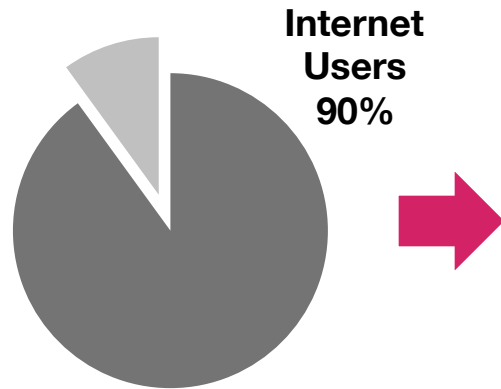
TV PROGRAMS WATCHED REGULARLY

Local news is the most popular type of TV program among those who regularly watch TV. Apart from this, international news and international movies were found to also be popular program.

Program type	Total
Base: Those who watch TV	n=264 (%)
Local News	84
International News	67
International movies	53
Talk shows	49
Variety or comedy shows	45
Animation	41
Sport	37
Reality shows	35
Documentaries	31
Local movies	26
Infotainment	24
Soap opera	18
Game shows	16
Docu-drama	10
Other	5

ACCESS TO INTERNET & CHAT SERVICE USED

Use internet regularly



Internet Users
90%

Device used Base: Internet users	n=291 (%)
PC or laptop	96
Mobile phone	54
Tablet	41

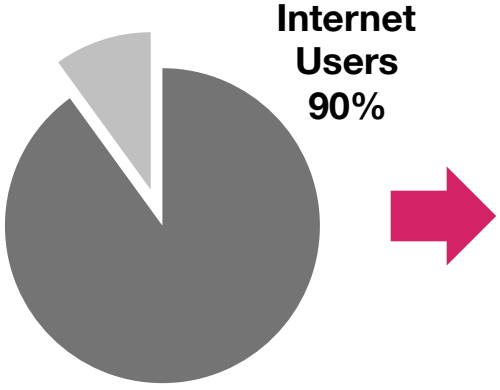
Chat service Base: Internet users	n=291 (%)
BBM	77
Facebook Messenger	69
WhatsApp	69
Yahoo	61
Line	53
Skype	34
Google Chat	30
Wechat	25
Kakao Talk	15
Other	12
Viber	5
None	<1

Base: Those who regularly use the internet

Internet penetration stands at 90 percent. Nearly everyone use PC or laptop to access internet and more than half access the internet from their mobile phone. All internet users use a chat service. BBM tops the list followed by Facebook Messenger and WhatsApp. Yahoo and Line were also found to be popular chat services in Indonesia.

SOCIAL MEDIA USED & ACTIVITIES

Use internet regularly



Social Media Base: Internet users	n=291 (%)
Facebook	95
Google+	79
Twitter	77
Instagram	45
Other	31
None	-

Activities Base: Social media users	n=291 (%)
Searching	89
Connecting and networking	82
Downloading stuff	73
Chatting	72
Reading material	67
Sharing stuff	62
Competition and games	43
Other	8

Every internet user subscribes to a social media site. Facebook is the most popular social media site with 95 percent, followed by Google+ (79%), Twitter (77%) and Instagram (45%). Social media users are active and perform a number of activities on their social media site. Searching and connecting are the most common activities but many also download material and use the chat service.

SOCIAL MEDIA AND CHAT SERVICES BY EMPLOYMENT OF DOMESTIC WORKER

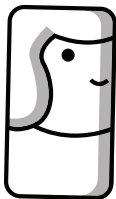
The vast majority of both employers of domestic worker and non-employers use Facebook followed by Google+ and Twitter. More employers use Instagram. With regard to chat services, BBM and WhatsApp were found to be popular amongst employers, while most non-employers use BBM and Facebook Messenger.

Media Base: Internet users	Employers of domestic worker n=180 (%)	Non-Employer n=111 (%)
Social Media		
Facebook	96	95
Google+	81	75
Twitter	80	73
Instagram (IG)	51	36
Other	28	35
None	-	-
Chat Services		
BBM	82	70
Facebook Messenger	71	65
WhatsApp	77	58
Yahoo	62	58
Line	57	46
Skype	39	26
Google Chat	29	30
Wechat	27	23
Kakao Talk	18	9
Other	11	15
Viber	6	3
None	1	-

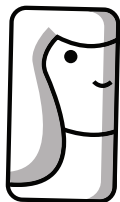


STOP EXPLOITATION
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