

The Influence of Information Campaigns and Outreach on the Knowledge, Attitudes and Intentions (KAIs) of Migrants in Pakistan

December 2022



This report was written by the Institute of Social and Policy Sciences (I-SAPS). I-SAPS helped collect and clean data, analyse the data and report results. The team at ICMPD- including, Audrey Misquith, Hina Maqsood and Isabelle Wolfsgruber provided inputs at various stages of the study, including in developing the research methodology, designing the survey instrument and reviewing the findings.

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Suggested Citation:

Zaidi, Mujtaba (2022). The Influence of Information Campaigns and Outreach on the Knowledge, Attitudes and Intentions (KAIs) of Migrants in Pakistan. Vienna: ICMPD.

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1 About the Study

1.1 Background

In Pakistan's context, overseas migration is of significant importance. According to the World Bank, as of 2019, there are an estimated 7.9 million Pakistanis living abroad, making it one of the largest diaspora communities in the world¹. According to the United Nations Department of Economic and Social Affairs (UNDESA), Pakistan has one of the highest rates of emigration in the world, with an estimated 5% of its population living abroad. The diaspora plays an important role in the economy of Pakistan, with remittances from abroad accounting for around 5% of the country's GDP². According to the World Bank, in 2019, Pakistan received \$22 billion in remittances, making it the 9th highest recipient of remittances in the world³. As per United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP) these emigrants may be categorized based on destination or purpose of migration. Most of the low-skilled Pakistani seek migration to GCC countries while others with more skills or resources aim for North America and Europe⁴. While this creates some positive prospects for the country, it also raises the country's vulnerability towards the risks associated with irregular migration, human trafficking and migrant smuggling.

Migrants' risks and levels of vulnerability as related to both regular and irregular migration are significant. Pakistani diaspora constitute the highest number of those smuggled in Europe.⁵ Those who are smuggled may become victims of trafficking.⁶ According to a report by the European Union Agency for Fundamental Rights (FRA), published in 2019, migrants and asylum seekers are particularly vulnerable to abuse, exploitation, and violence during their journeys, as well as in the countries of destination.⁷ The report highlights that many migrants and asylum seekers are forced to rely on smugglers to help them cross borders or reach their destinations. These smugglers (or agents) may subject them to exploitation, including charging exorbitant fees, withholding or stealing their documents, and subjecting them to physical or sexual abuse⁸. In 2019, the International Organization for Migration (IOM) reported that many migrants were deceived by recruiters or establishments about the conditions of their journey and their destination. The report states that many migrants are misled about the cost, duration, and risks of their journey, as well as the nature of the work and living conditions in the countries of destination. The report also highlights that many migrants were not aware of the risks of exploitation and abuse, such as forced labour, trafficking, and debt bondage. They may also be unaware of their legal rights and the protection measures available to them in the countries of

¹ World Bank (2019). "Migration and Remittances: Recent Developments and Outlook" (<https://openknowledge.worldbank.org/handle/10986/32751>)

² UNDESA (2019). "International Migration Report 2019" (<https://www.un.org/en/development/desa/population/migration/publications/migrationreport/docs/MigrationReport2019.pdf>)

³ World Bank (2019). "Migration and Remittances: Recent Developments and Outlook" (<https://openknowledge.worldbank.org/handle/10986/32751>)

⁴ <https://sitreport.unescapsdd.org/pakistan/out-migration>

⁵ Warsaw Frontex, "Risk Analysis for 2020"

⁶ United Nations Office on Drugs and Crime (UNODC), "Smuggling of migrants and trafficking in persons: A situational Analysis of Pakistan," December 2011

⁷ FRA (2019). "Migrants' and asylum seekers' vulnerability to abuse, exploitation and violence in the EU" (<https://fra.europa.eu/en/publication/2019/migrants-and-asylum-seekers-vulnerability-abuse-exploitation-and-violence-eu>)



destination⁹. European Union Agency for Fundamental Rights (FRA) also confirms similar instances of exploitation¹⁰.

Another major contributor to migration is links and contacts abroad¹¹. Family and community links in destination countries serve as major pull factors¹². Diaspora contacts reportedly provides information, guidance, networks and resources for potential migrants to opt for migration.

With ever increasing migrant flows from Pakistan, it becomes vital to promote community outreach regarding prospects for regular migration and risks and complications related to irregular migration. Irregular migration may not be the only issue that migrants should be aware of, the need for structured and reliable counselling regarding emigration procedures and livelihood challenges associated with migration remain pertinent. In this regard, the European Commission-funded and ICMPD-implemented project in Pakistan, PARIM recognises the need to foster migration literacy in the geographical regions known to have high incidence of irregular emigration from Pakistan.

1.2 Introduction

Against this background, the International Centre for Migration Policy Development (ICMPD) implemented the 'Community Awareness Raising and Information Campaigns on the Risks of Irregular Migration in Pakistan (PARIM) project in six districts of the Punjab province in Pakistan. This project is implemented via ICMPD's flagship Migrant Resource Centers (MRCs) in Islamabad and Lahore. The PARIM project is aimed at decreasing overall irregular migration by promoting safe migration behaviors among potential migrants. In this regard, the MR s conducted activities to increase emigration literacy in the geographical regions with an estimated high incidence of irregular migration. To gather evidence on the influence of the PARIM project, a robust, descriptive study employing a comparison group was envisaged to inform whether and how PARIM activities contribute to and influence the Knowledge, Attitudes and Intentions (KAIs) of potential migrants and their behaviors concerning migration. The study aimed to complement the monitoring and evaluation aspects of PARIM. The study was conducted in the six districts of Punjab namely Faisalabad, Gujrat, Gujranwala, Jhelum, Mandi Bahauddin and Sialkot (districts identified with high irregular migration trends in the Punjab Province of Pakistan).

The data for this study has been collected from three key target groups namely, (1) Community Outreach Group: potential migrants attending the MRC's community outreach sessions in person, (2) Hotline group: potential migrants seeking counseling from the MRC, and © Comparison Group: potential migrants not exposed to the MRC campaign., The following section elaborates on the methodology and approach for the study followed by key findings and recommendations for subsequent phases of the PARIM project.

⁹ IOM (2019). "The IOM Migration Governance Framework: Assessing Migration Governance in the Countries of Origin, Transit and Destination" (https://www.iom.int/sites/default/files/our_work/MGT/IOM-Migration-Governance-Framework-Assessing-Migration-Governance-in-the-Countries-of-Origin-Transit-and-Destination-2019.pdf)

¹⁰ FRA (2020). "Exploitation and abuse of migrants and asylum seekers in the EU" (<https://fra.europa.eu/en/publication/2020/exploitation-and-abuse-migrants-and-asylum-seekers-eu>)

¹¹ ILO (2017). "Labour migration from Pakistan: patterns, policies and challenges" (<https://www.ilo.org/wcmsp5/groups/public/---asia/---ro-bang>)

¹² MPI (2018). "Diaspora Networks and Migration from Pakistan" (<https://www.migrationpolicy.org/research/diaspora-networks-and-migration-pakistan>)



1.3 Study Objectives

The main objectives of the KAI Surveys are to:

1. Assess the changes to knowledge, attitudes and intentions among the targeted communities towards irregular and regular migration.
2. Build a robust empirical foundation by comparing the group exposed to the MRCs with the group not exposed (or comparison group)
3. Assess the longevity of KAI changes, i.e., whether these changes sustain over time.

The survey adopted a two-phased approach with one round of data collection that was undertaken soon after the implementation of the community outreach campaign (information sessions, SMS campaign, rickshaw campaigns) whereas the second phase entailed a 3 months' follow-up survey to assess KAIs over time.

The key research questions of the study include:

Reach:

- Which channels have reached which target groups? (disaggregated by channels and target groups)
- Which messages have reached which target groups? (disaggregated by messages and target groups)

Behaviours Following Reach:

Which target groups have engaged with the MRCs further?

- Which target groups have attended in-person, group MRC information sessions?
- Which target groups have sought direct one-on-one counselling?

Knowledge, Attitudes and Intentions:

- Have MRC clients' knowledge about irregular and legal migration changed?
- Have MRC clients' attitudes towards irregular and legal migration changed?
- Have MRC clients' intentions to engage in irregular migration changed?
 - If so, for which target groups?
 - If so, in what ways?
 - If so, by how much?

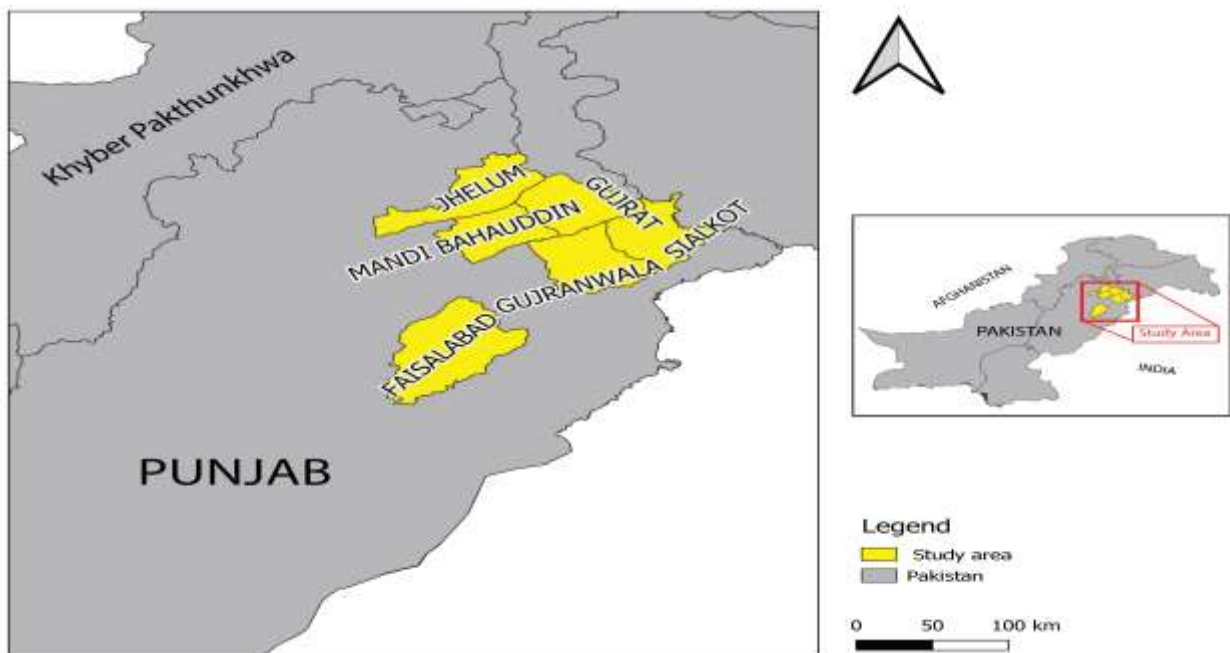


1.4 Study Scope

1.4.1 Geographical Focus

During the inception meeting with ICMPD, it was agreed to target six PARIM districts for data collection, where the MRC's campaigns were planned to be implemented. The districts were chosen due to their high irregular migration trends towards Europe based on information obtained from the Federal Investigation Agency (FIA) and literature review.¹³

1- Sialkot 2- Gujrat 3- Gujranwala 4- Jhelum 5- Faisalabad 6- Mandi Bahauddin



The list of tehsils and selected urban councils (Ucs) are available in the annex of this report.

1.4.2 Target Groups and Sources

The following categories were included as relevant respondent groups.

- **Hotline Group (HG):** One- to- one counselled MRC clients who sought counselling from the MRCs via its hotline; these clients belonged to districts that included districts other than the target locations.
- **Community Outreach Group:** Participants who attended sessions conducted by PARIM staff or partners from targeted districts.
- **Comparison Group:** Participants from areas in the target districts but who had not been exposed to the MRCs campaigns.

¹³ UNODC and FIA Pakistan, "Annual Report on Human Trafficking and Migrant Smuggling," 2015, 10–11, <https://doi.org/10.4324/9781315422770-2>.



1.5 Methodology

The KAI study aimed to be a robust, descriptive assessment of the contributions of the PARIM project in terms of changes to the knowledge, attitudes and intentions among the target and comparison groups. The key parameters of the study have been elaborated below.

1.5.1 Sampling Framework

Building on the inception and follow-up meetings with the ICMPD team, it was discussed that the sampling approach would be built on the classification of the intervention type and the associated target groups. Three types of target groups (as discussed above) were considered as sample spaces:

1. **Hotline Callers Group (HG):** Since this group was already engaged and exposed to intervention of the MRCs under PARIM, there was a database maintained that served to support selection of the sample.
2. **Community Outreach Group (OG):** The group was engaged in the sessions conducted by the MRCs and their partners; hence, participation/attendance sheets maintained by MRC staff provided the basis for composition of this sample
3. **Comparison Group (CG):** A clear sample space was not available hence a stratified sampling approach was applied using geographical models involving population clusters at rural and urban centers.

District wise distribution of the sample against the above three categories of respondents has been elaborated in Table 1:

Table 1: Respondents Sampling Framework

Target Respondent Group	Sampling Method	Planned Sample (No of Interviews)		Type of data
		Round 1 (R1) (Jul – Aug 2022)	Round 2 (R2) (Nov-Dec 2022)	
Community Outreach Group (OG): Potential migrants attending the MRC's community outreach sessions (20 from each of the 6 districts where these events were held; the sample was drawn from a list of participant attendance sheets of	Stratified Random Sampling from attendance sheets/list of participants of group events	120 for KAI 120 for Pre/post Survey*	120 for KAI – same respondents to the extent possible	Pre and post (first round only) KAI Survey Tool



Target Respondent Group	Sampling Method	Planned Sample (No of Interviews)		Type of data
		Round 1 (R1) (Jul – Aug 2022)	Round 2 (R2) (Nov-Dec 2022)	
two sampled community outreach sessions per district)				
Hotline Group : (HG) Potential migrants seeking counselling from the MRC	Random sampling of callers from the lists of callers	120	117 – same respondents to the extent possible	KAI Survey Tool
Comparison Group (CG): Potential migrants not exposed to the PARIM campaign	Stratified Random sampling applied through population clusters	240 (40 from each district) 20 from urban and 20 from rural areas;50% women representation	240 (40 from each district) same respondents to the extent possible	KAI Survey Tool
Total		480	477	
Grand Total		957		

Pre and post tests were only administered among the group attending the MRC’s community outreach sessions. This is because this group attended dedicated outreach sessions where a broad range of information concerning regular and irregular migration was shared. The pre and posttests therefore, were based on the information shared during these sessions, and were used to examine knowledge differences in the group before and after sessions. The hotline group, on the other hand, may or may not have attended a community outreach session, but reached out to the MRC for targeted one-to-one counselling on specific emigration enquiries. As such, given their unsuitability in this context, pre and post tests were not administered to this group.

For more details on the sampling approach, the reader is directed to the annex of this report.

1.5.2 Timeline

For this study, two rounds of data collection were conducted during 2022. The first round of data collection was conducted during the months of July and August 2022 while the second round of data collection was conducted during the months of November and December 2022.

1.6 Data Privacy and Quality Assurance Protocols

Rigorous quality checks, and efficient management systems were employed to ensure the quality and reliability of data. Quality assurance during the survey was ensured through (i) highly trained and qualified technical and field staff; and (iii) strong quality assurance by sufficient tiers of supervision at the field levels. The following protocols were employed for the study:



- i. While performing data collection, the team ensured that human subjects' ethical research standards for adult and minor human subjects were followed.
- ii. All information related to the study was disclosed in culturally and linguistically appropriate formats.
- iii. The study participants were made fully aware of the research objectives and procedures.
- iv. The field teams were trained to allow adequate time for discussion with the respondents before starting data collection.
- v. The principles of respondent's consent were considered an important component of the survey interview to ensure full confidentiality of respondents' details and the information provided.
- vi. The personal data was kept for comparison purposes between round 1 and round 2 and was only shared with strict confidentiality guidelines and with relevant personnel only.
- vii. Collecting data through online forms also ensured the privacy of respondents as the data could be viewed by the concerned research staff only.

1.7 Study Limitations

The following key challenges were observed in the field.

1. Contamination (i.e., the comparison group being exposed to the MRC as well), which occurred between round 1 and round 2 of data collection might have influenced study results, particularly in Round 2. A number of factors might have influenced contamination, including:
 - While the target and comparison communities were in the same district, communities frequently are in contact with friends and relatives and travel within tehsils.
 - It was not possible to limit the flow of information from MRC campaigns to the comparison tehsils. Further, this was also not the MRCs' objective.
 - Rickshaw campaigns covered whole districts, thereby (presumably) leading to exposure of the comparison group.
2. Conducting telephonic interviews posed some challenges as many respondents changed their contact numbers. In particular, the data collection team encountered difficulties in contacting hotline callers. During Round 2 in particular, it took significant effort to engage the same hotline caller. A dropout rate of 5% was observed in the hotline caller category.
3. The respondent reaction data indicated that more than 95% in the community outreach group and 90% in the hotline group were conducted with significant comfort and ease with community willingness to participate. In Comparison group, some unease was observed which improved over the period of interaction. Having local enumerators supported the data collection team in accessing members of the comparison group.
4. Hotline callers' data indicated that this group is different from the other two groups. This caller category for example, were keen on migrating, sure about their migration prospects and more prepared for emigration. A separate niche study may draw better results and understanding



about callers' behaviors and may require different data collection tools, approach and methodology.



2 Key Findings

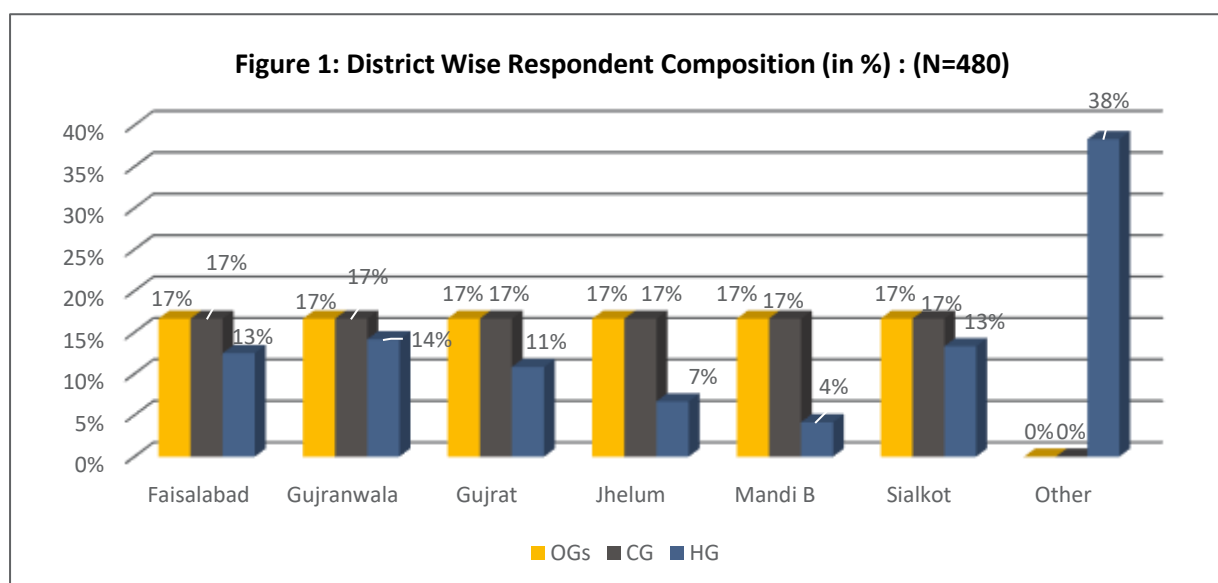
This section of the report presents key findings in relation to the research questions outlined in Section 1 of this report. Findings are based on a comprehensive analysis of the collected data, over two rounds of KAI survey and through pre and post-tests administered during the community outreach sessions. The analysis aims to capture not only the outreach of PARIM activities but also the influence of these activities on the Knowledge, Attitudes and Intentions (KAIs) of potential migrants concerning irregular and legal migration, mobility plans and behaviors, over time.

2.1 Respondent Profile

This section covers a number of aspects of respondent profile which may influence and shape their knowledge, attitude and intentions pertaining migration¹⁴. The section discusses the location (district), environment (urban or rural), gender, age, employment, income, education, marital status, family size, linkages abroad and any experience of staying abroad. Study data show how these elements vary among the three respondent groups.

A. District:

Respondents in the community outreach (OG) and comparison groups (CG) were equally distributed across the six PARIM districts (16.7 % each district). Respondents in the hotline group (HG), on the contrary, were not equally distributed across the six districts due primarily to, the fact that these respondents were sampled from MRC caller data. Since the MRC received counselling requests from potential migrants all over Pakistan, district-wise classification did not apply in this context. To that end, 38 per cent of hotline callers hailed from other districts in Pakistan, which were not part of the target reach under PARIM.

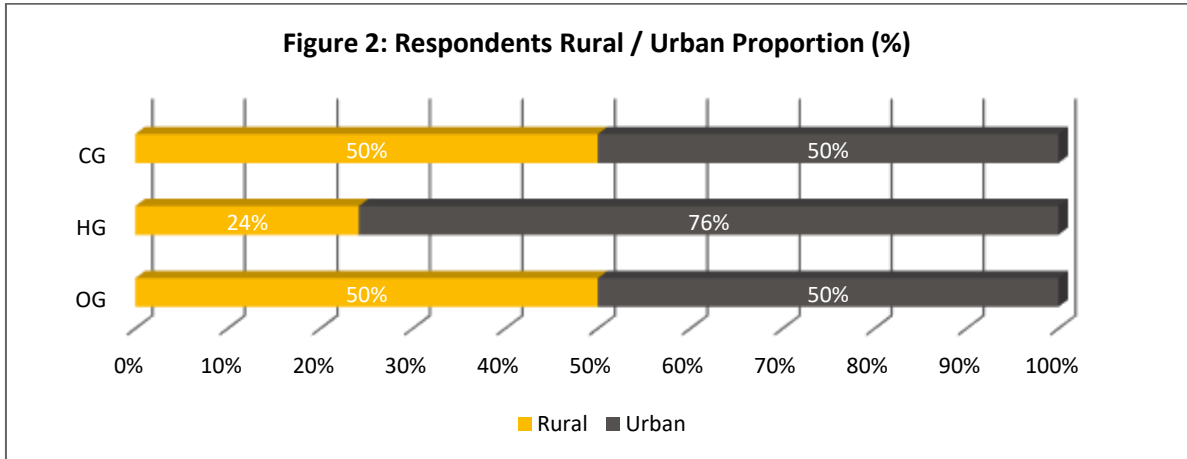


¹⁴ For respondent profile, the data presented pertain to the full sample size of N=480 and data labels are in percentage (%) – unless mentioned otherwise, values are rounded to whole numbers.



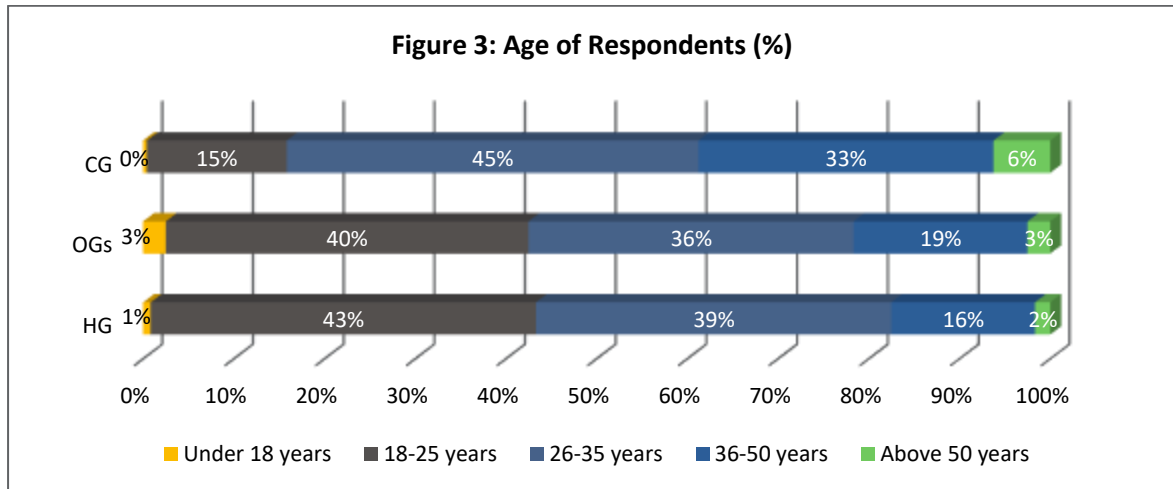
B. Urban and Rural Distribution

Here too, respondents in the community outreach and comparison groups were equally distributed between urban and rural areas. The hotline group, however, did not show a similar classification as explained above.



C. Age

The age distribution in the community outreach group and the hotline callers group was quite similar. However, the age distribution in the comparison group was different, whereby people aged 18-35 years were overrepresented in this group vis-à-vis the others.



D. Gender:

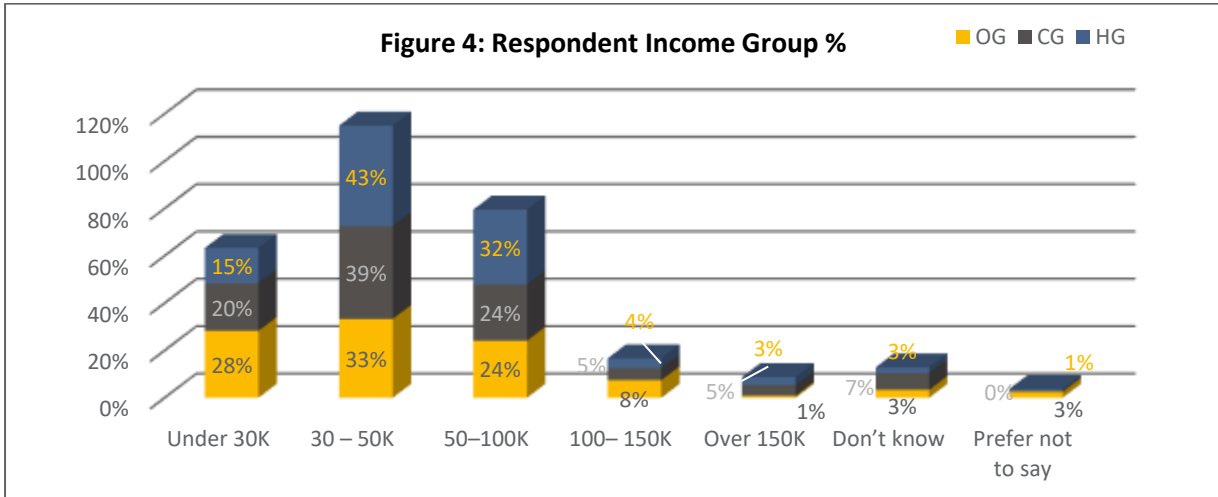
The gender distribution in the community outreach group was 68 per cent male and 33 per cent female. This distribution echoes the nature of community outreach sessions i.e., all-male and mixed gender sessions. The hotline group consisted of 92% male respondents and 8% female respondents. The comparison group by design, as discussed earlier, included 50 per cent male and 50 per cent female respondents.

E. Income

All three target groups included respondents from varied income levels. The majority of respondents (up to 90 %) respondents in each category reported a monthly income of less than PKR. 100,000 (approx.

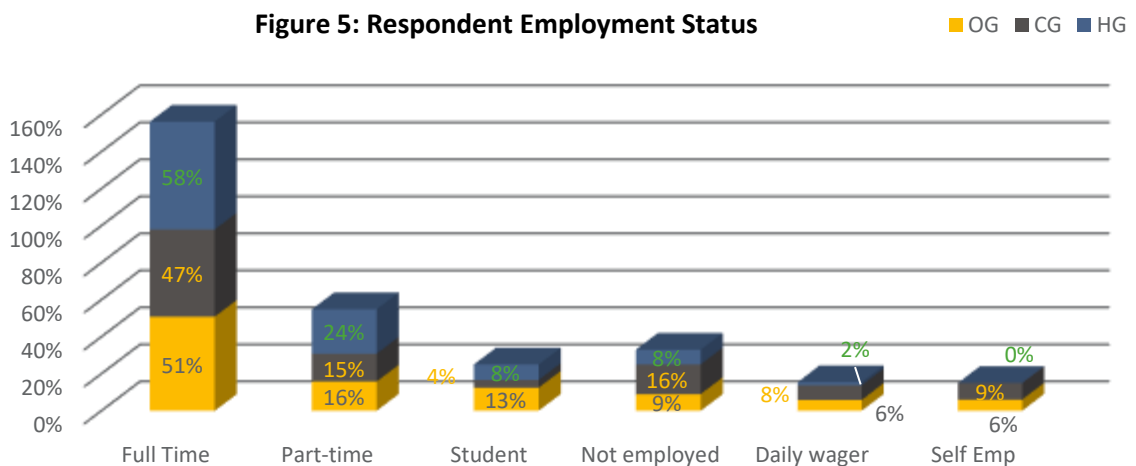


Euro. 400). However, the proportion of those with the lowest income level (under PKR. 30,000) was highest among the outreach Group, followed by respondents in the comparison and hotline groups, respectively. This finding highlights more participation from the least income group in community awareness sessions. It reflects that the proportion of respondents engaged through hotline was of relatively higher income level while the outreach activity and comparison groups covered lower income groups relatively to a greater degree.



F. Employment Status

Nearly 50% of respondents in each category were employed full-time; part-time employment was the second most reported category among the three respondent groups. The community outreach group included more representation from students while the unemployed¹⁵ were more represented in the comparison group.



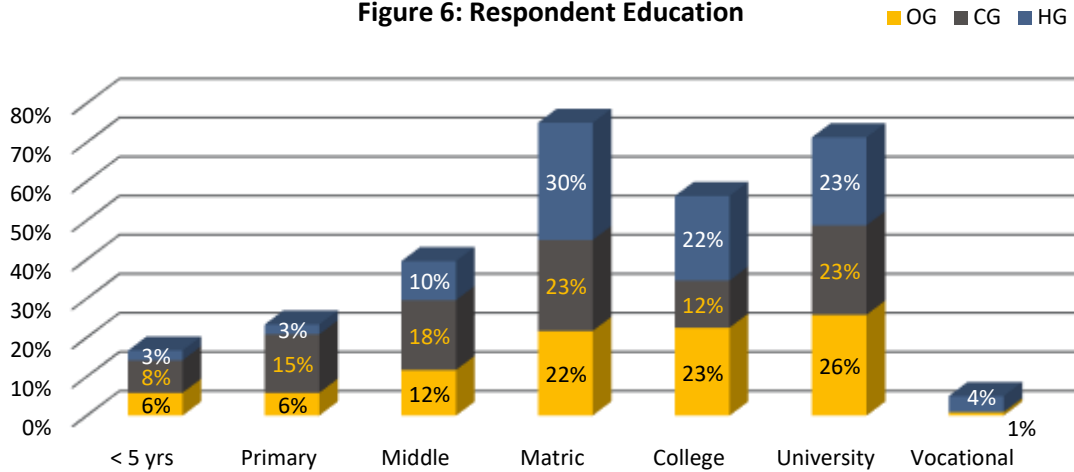
G. Formal Education

¹⁵ Not employed cover Unemployed, never employed (women who never worked professionally), those seeking work and those not seeking work.



A range of formal education backgrounds was observed among the respondents. The proportion of respondents having less than 10 years of formal education was observed to be less than the proportion of respondents with 10 years of education or more.

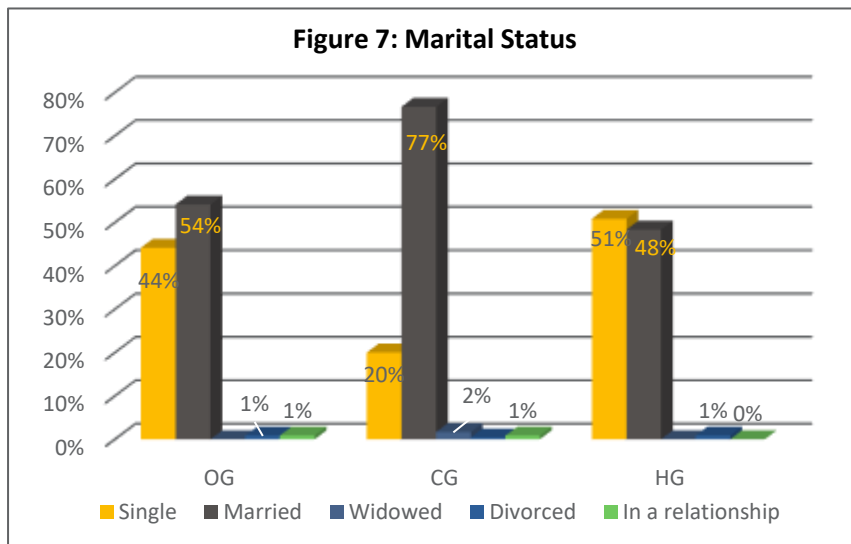
Figure 6: Respondent Education



The proportion of university degree holders was highest among respondents in the outreach and comparison groups. This was followed by college and matric¹⁶ respondents in the outreach group. People attending community outreach sessions and/or calling the hotline appeared to be slightly more educated.

H. Marital Status

The majority of respondents were found to be married in the comparison group compared to respondents in the outreach and hotline groups.



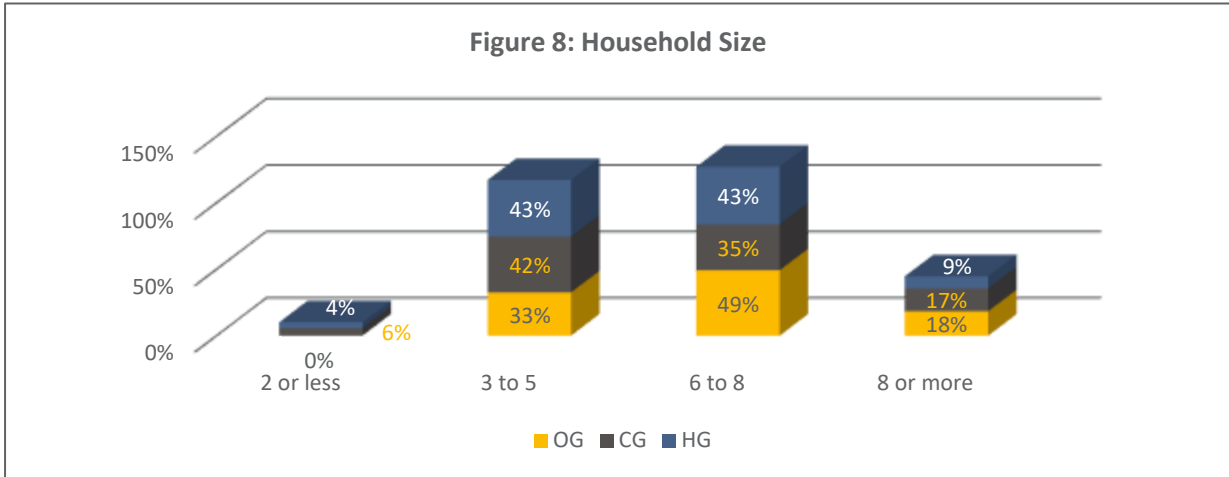
In the outreach group however, the majority of respondents were married whereas in the hotline groups, the majority were single. The proportion of widowed, divorced or in-relationship respondents remained approximately 1% overall.

I. Household Size

¹⁶ Primary : 5 years of formal education; Secondary -8 years of formal education; Matric - 10 years formal education; College : 2 years of higher secondary and a Bachelor’s degree of 3 or 4 years.

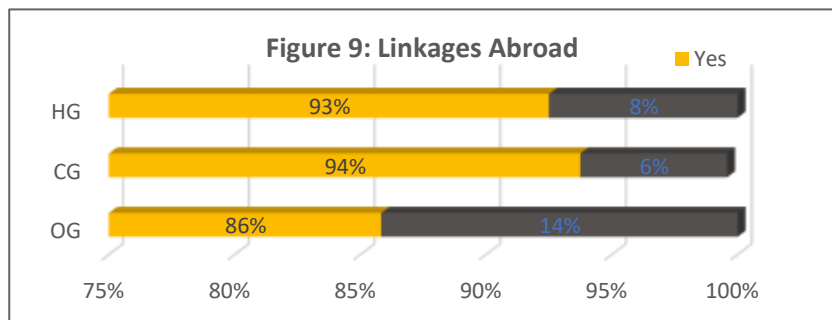


Average household sizes of 3 to 5 and 6 to 8 were most widely reported in all three categories of respondents, which can be expected due to similar cultural conditions and other household-level similarities. No major distinction among groups was observed.



J. Linkages Abroad

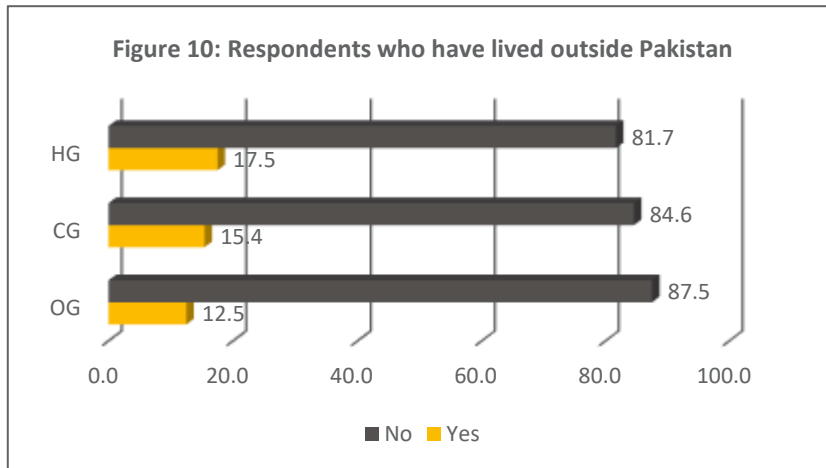
Majority of the respondents from each of the three sample groups indicated having friends and family abroad (93% in the hotline group, 94% in the comparison group and 86% in the community outreach group).





K. Experience of living Abroad

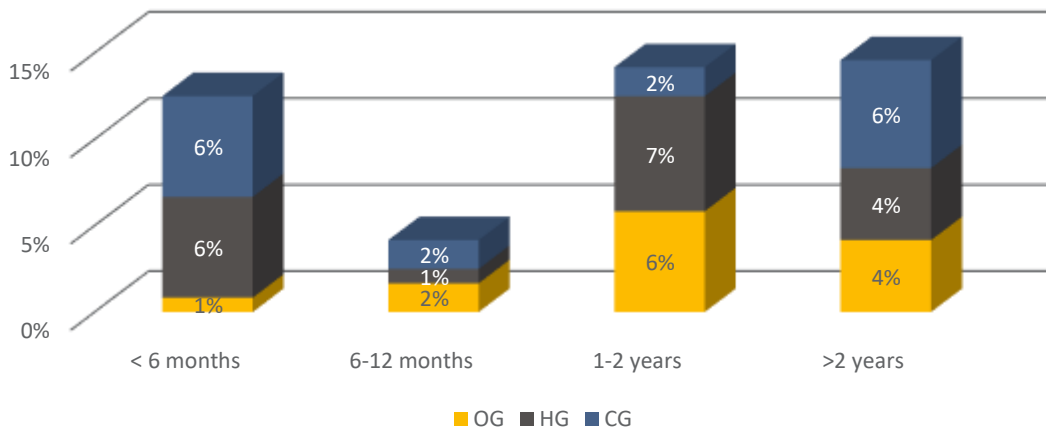
Up to 18% respondents reported to have lived outside Pakistan. The proportion of those who have lived abroad was highest among the hotline group followed by respondents in the comparison group and outreach Groups respectively.



The following chart highlights

breakdown of the minority of respondents who reported having lived abroad, with regards to the

Figure 11: Duration of stay abroad among respondents indicating having lived outside Pakistan before



duration of stay from each category (N=73). Most respondents who had lived abroad did so for a year or more.

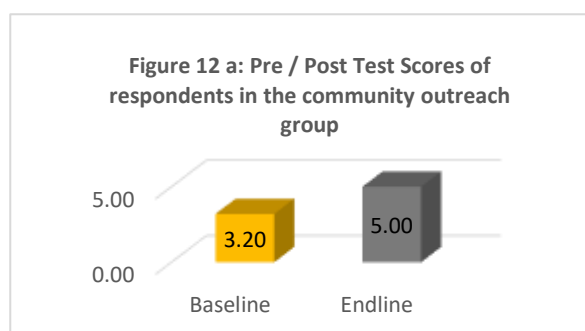
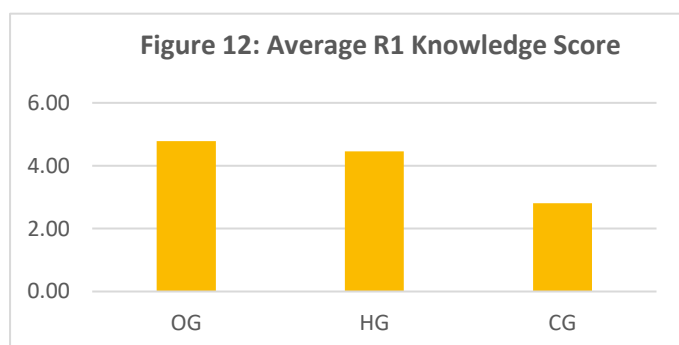


2.2 Respondent Knowledge

One of the major objectives of the study was to assess changes to knowledge about various aspects of regular and irregular migration among the population categories covered by the study. Areas of knowledge covered under the outreach sessions (and by MRC information campaigns, more broadly) included:

- a. Perception of risks in (regular and irregular) migration
- b. Legal pathways for migration
- c. Realities of migrant life abroad

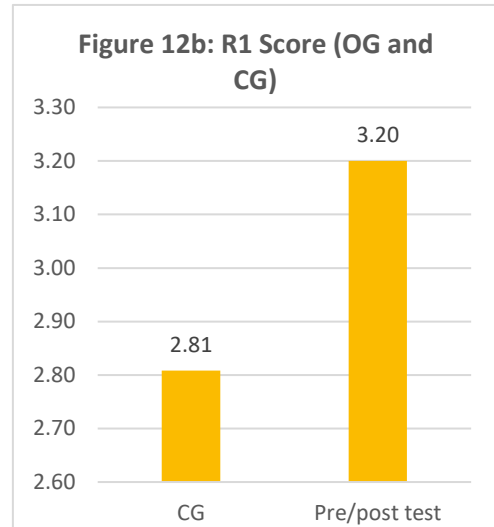
Knowledge about migration related information sources (such as MRCs) Based on the above knowledge areas covered in the community outreach sessions, the KAI tool incorporated seven knowledge questions. The first category of knowledge questions included topics such as, (1) the verification of OEPs, (2) the veracity of overseas job offers, (3) the timing and process of EU job offers, (4) the purpose of a visit visa and (5) the purpose and functions of the MRCs. The proportion of correct answers was captured from each category of respondents and an average score was calculated from the same. The second category related to perceptions of risks, particularly in the case of irregular migration. These questions aimed to measure the change in risk perception on the Likert scale, a change in the average risk perception was calculated and noted as changes.



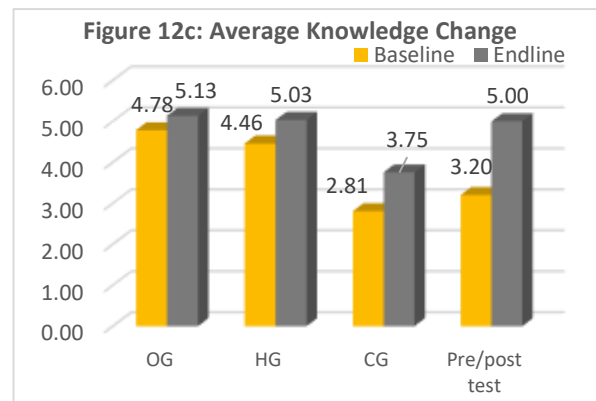
At Round 1, respondents in the outreach and hotline group showed higher understanding of the knowledge areas. The average score of respondents in the outreach and hotline groups exceeds four on a 6- point scale whereas the score for respondents in the comparison group averages below three.

Further, respondents in the community outreach group were given pre/posttests to capture knowledge changes after attending a community outreach session (Figure 12a). The round 1 (R1) average scores of pre and post-test respondents also indicated a higher level of knowledge and risk awareness as compared to the comparison group.

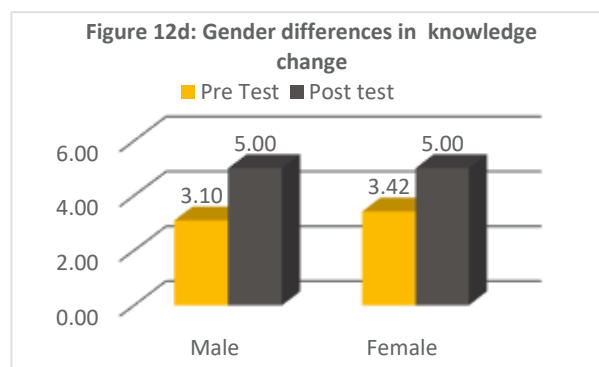
After the session, the participants of the pre and posttest highlighted significant increases in knowledge about key migration areas. Post-session, the KAI survey participants also report visible change in knowledge and risk perception. Overall, all segments showed increased knowledge about the topics discussed. Respondents from both the outreach and hotline groups were assessed to have increased knowledge regarding immigration practices and approach.



Respondents in the outreach and hotline groups also demonstrated improved knowledge over time i.e., between round 1 (R1) and round 2 (R2). The comparison between the post test scores and the round 2 (R2) scores for respondents in the outreach group indicated further improvement in knowledge. It is also interesting to note that the knowledge among the comparison group also significantly improved during the intervention duration. Yet the scores still did not reach the level of respondents in the outreach and hotline groups (For more details on knowledge-area wise changes, refer to the KAI brief produced by ICMPD as a supplement to this report).

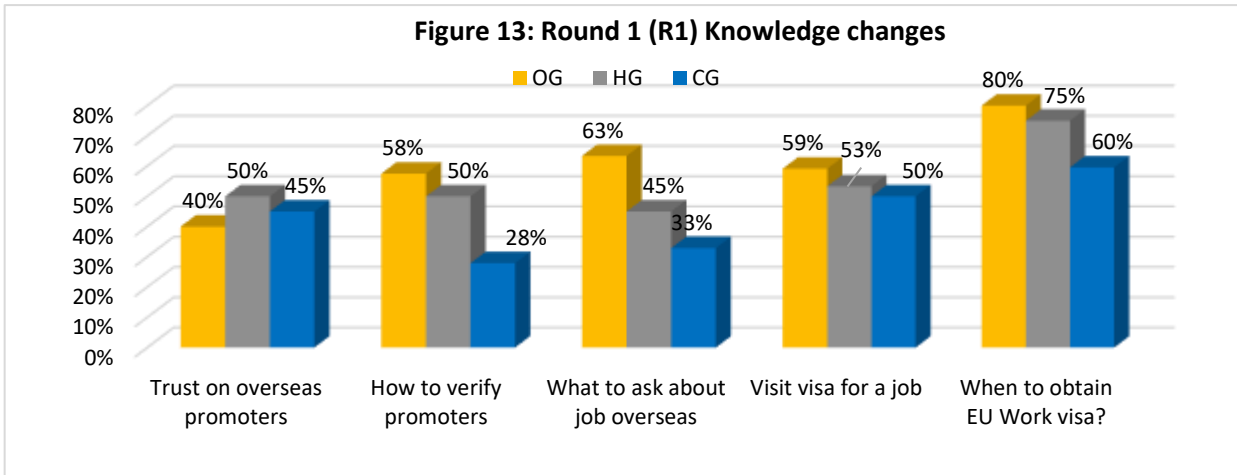


Gender-based differences were also noticed. At the pretest, female respondents showed a higher tendency towards risk sensitivity and scored better than men. While at post test, these scores equalized between male and female respondents.



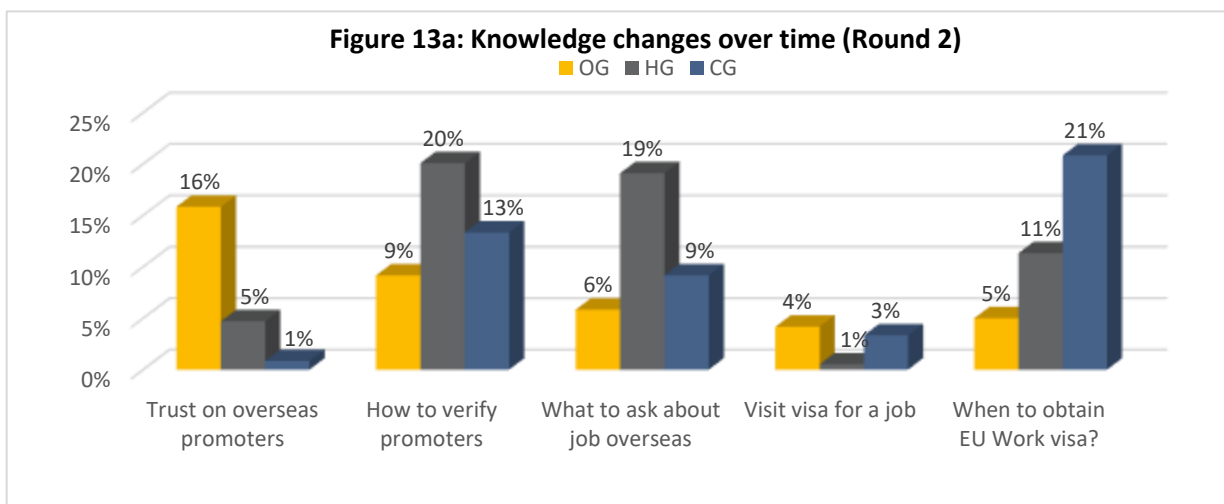


Key changes in knowledge areas included five areas which surveyed respondents about (1) the extent to which overseas employment promoters (OEPs) could be trusted, (2) how to verify promoters, (3) the veracity of overseas job offers, (4) the purpose of a visit visa, and (5) the timing of EU job offers.



The round 1 (R1) data on these knowledge areas showed that in most knowledge areas, respondents in the outreach group demonstrated the highest knowledge changes, followed by respondents in the hotline and comparison groups, respectively. The only exception was the trust on the overseas promoter where respondents in the outreach Group scored the least.

The round 2 (R2) data showed improvement in knowledge among all categories. The following chart highlights the major areas and the proportionate improvement in knowledge.



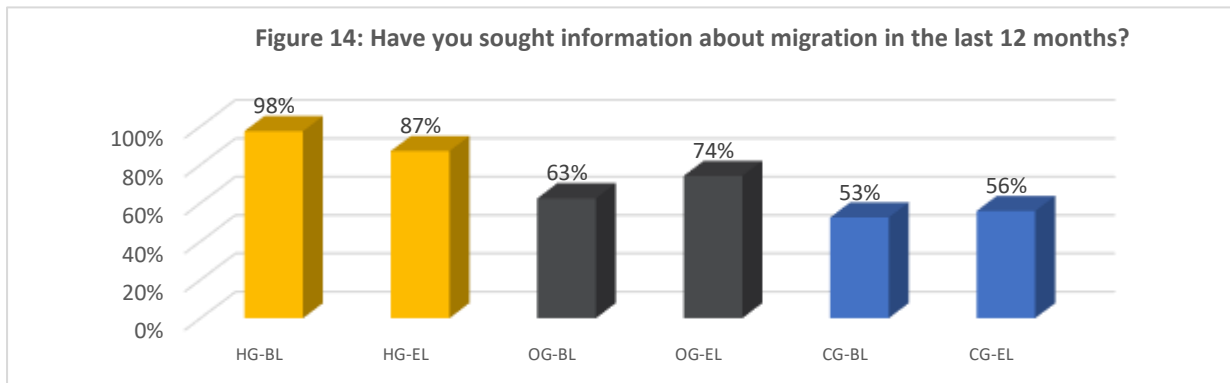
It is interesting to learn that different respondents improved in different areas. Respondents in the outreach Group improved their understanding on trust in overseas employment promoters, while the major areas of improvement for hotline callers were around how to verify OEPs and ascertaining the veracity of overseas job offers. Among comparison group respondents, the major change related to the timing of EU job offers, how to verify OEPs and ascertaining the veracity of overseas job offers.

2.3 MRC Awareness, Knowledge and Engagement



A. Seeking information about migration in general

Respondents were queried about whether they had sought information about migration in the last 12 months and/or if they planned to seek information in the future. At R1, the proportion for those who reportedly sought information pertaining to migration over the last 12 months was higher among respondents in the outreach group (62.5%) than the comparison group (52.5%).



It is also important to note that among those who had not sought this information, 8% of respondents in the outreach group indicated that they would seek migration information in the future. Additionally, the respondents in the hotline group already comprised of those seeking information, and as such, a higher proportion (98%) identified themselves as information seekers.

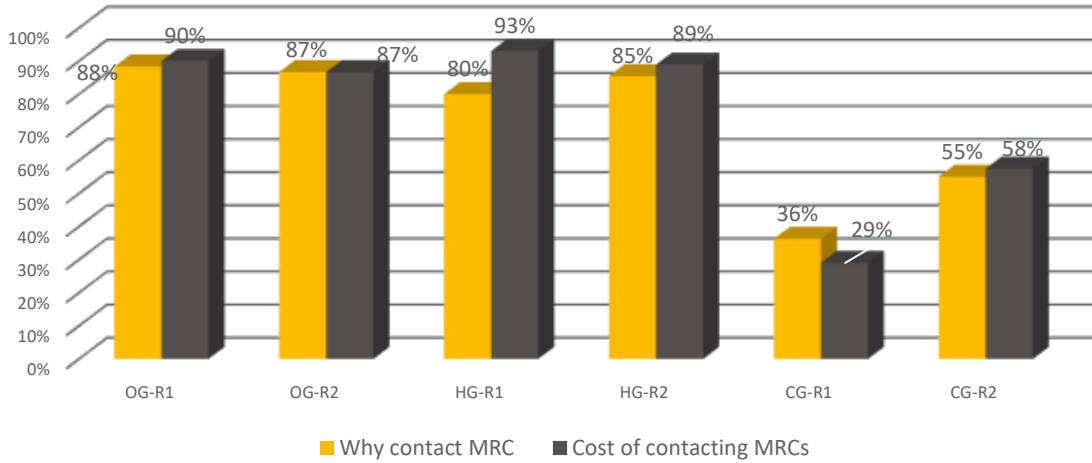
At R2, it was found that an additional 11% of respondents in the outreach group and 3% of respondents in the comparison group acknowledged seeking information about migration.

B. MRC Knowledge

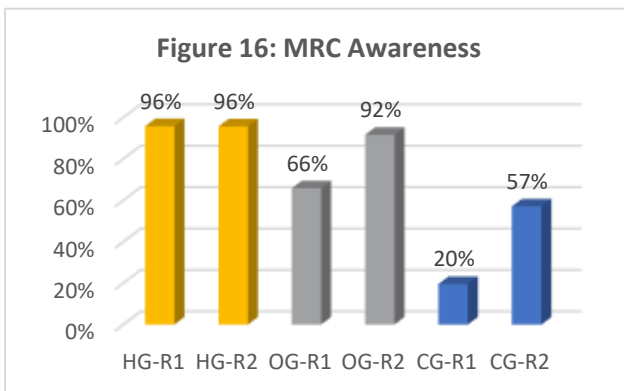
The survey queried respondents about the MRCs’ role and purpose. As expected, respondents of the outreach group reported significantly better understanding at R1 given their exposure to the MRC. At R2 however, a higher proportion of respondents in the comparison group (compared to those at R1) demonstrated knowledge regarding the MRCs’ role and purpose, though the outreach group fared better.



Figure 15: Knowledge about MRCs

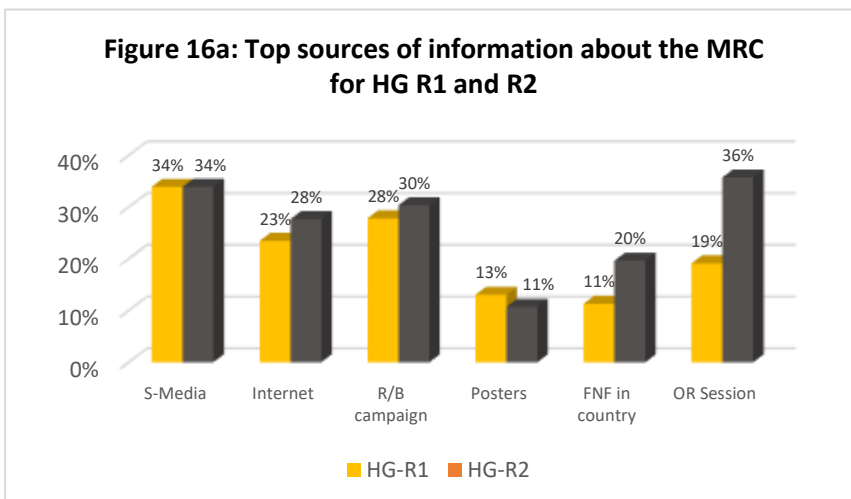


C. Source of Information about MRCs



At R1, a higher proportion of respondents in the hotline group (96%) reported that they were aware of MRCs, followed by respondents in the outreach group (66%) and the comparison group (20%). This is expected as respondents in the hotline and outreach group were exposed to the MRCs. At R2, MRC awareness increased among respondents in the outreach and comparison groups, with 92% and 57% reporting MRC awareness in the two groups, respectively.

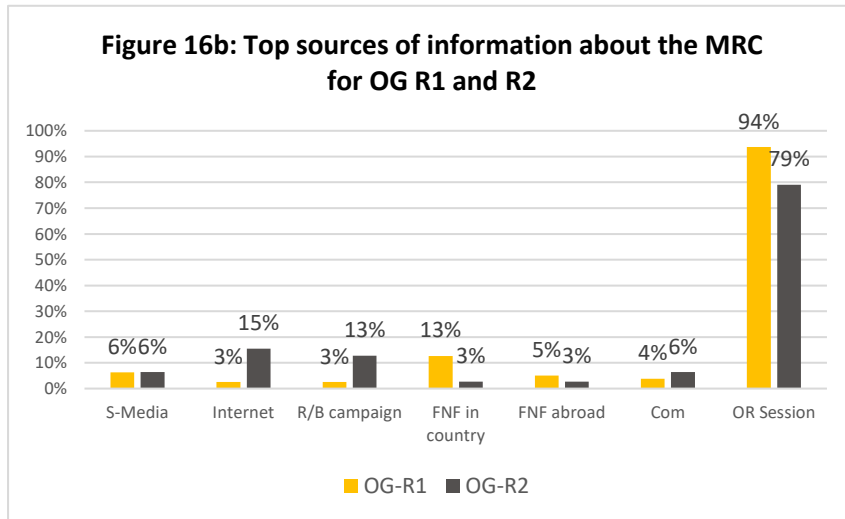
Respondents (from different groups) who expressed awareness about the MRCs identified different sources of awareness and information. Results for each group have been discussed separately below.



For hotline callers the reported top sources varied largely. At R1, social media remained the most popular source (36%), followed by rickshaw campaigns (28%), Internet (23%) and community outreach sessions (19%). Posters and family referrals were also mentioned by some respondents. At R2, while

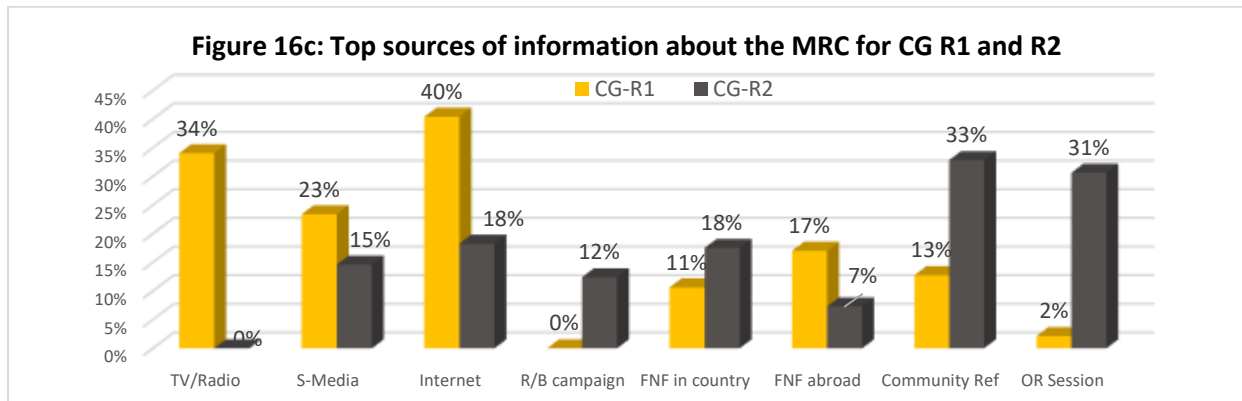


social media continued to be a popular source of information, 36% of respondents also indicated the use of the Internet more broadly. The most significant changes were noticed in the outreach sessions and referrals from friends and family in country categories.



Similarly, respondents in the community outreach group reported that outreach sessions were the most prominent source of information about MRCs in both rounds (94% and 79%, respectively). The decrease might indicate engagement via other sources such as rickshaw campaigns and the broader Internet.

Among respondents in the comparison group, awareness of the MRC grew between both rounds of data collection, suggesting that the MRCs' campaigns have reached this group and/or there has been spillover of information from other groups. This group identified electronic and social media as major sources of information about the MRC at R1. At R2, the outreach sessions, community referrals, friends and family referrals from within country and abroad as well as rickshaw campaigns were mentioned as sources by respondents.

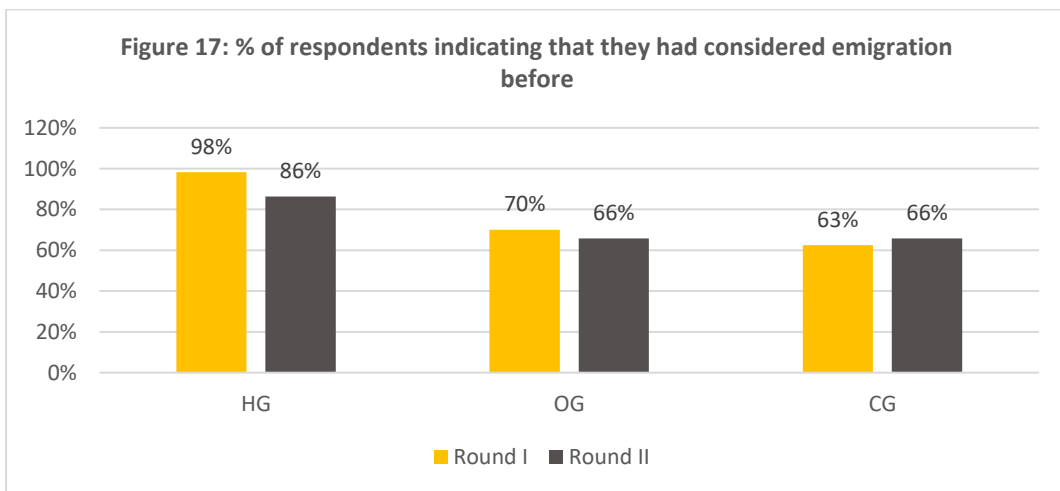




2.4 Attitudes towards Migration

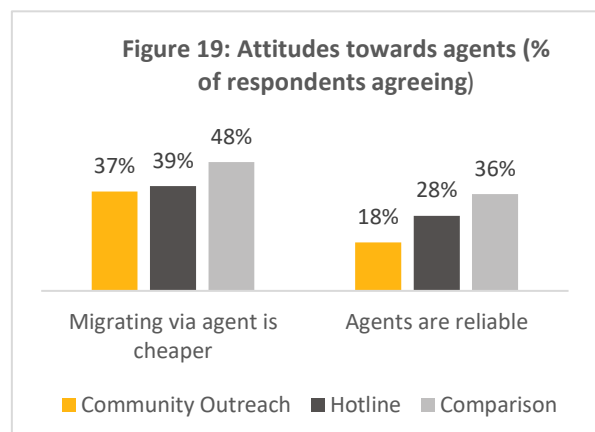
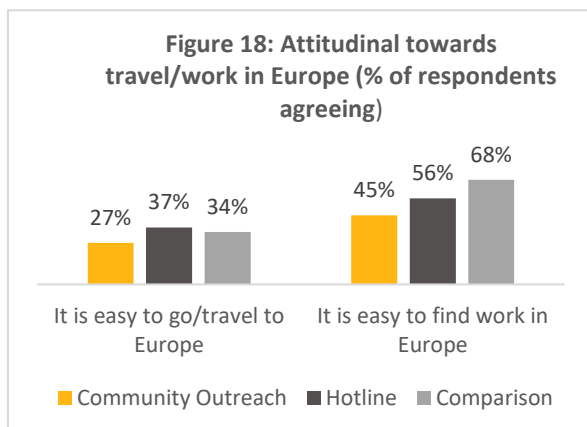
A. Considering Emigration from Pakistan

Respondents in all groups were asked if they had considered emigration from Pakistan before. Study data indicate that at R1, the majority in all groups (98% in the hotline group, 70% in the outreach group, and 66% in the comparison group) reported to have considered emigration. At R2, a decrease was noticed in the hotline and outreach groups, with the decrease in the hotline group being the higher of the two at 12 percentage points. In the comparison group, however, a slight increase of 3 percentage points was observed.



B. Attitudes towards travelling to and finding work in Europe and towards agents

The survey queried respondents on their attitudes towards irregular and regular migration using four statements. These included, (1) It is easy to go/travel to Europe, (2) It is easy to find work in Europe, (3) Migrating with the help of agents is cheaper than migrating through other means, and (4) Agents are reliable. In relation to the ease of travelling to and finding work in Europe, fewer respondents in the community outreach group either strongly agreed or agreed with the statements, compared to respondents in the hotline and comparison groups. It is worth mentioning here that a higher proportion of respondents (68 per cent) in the comparison group either strongly agreed or agreed with the statement that it is easy to find work in Europe.

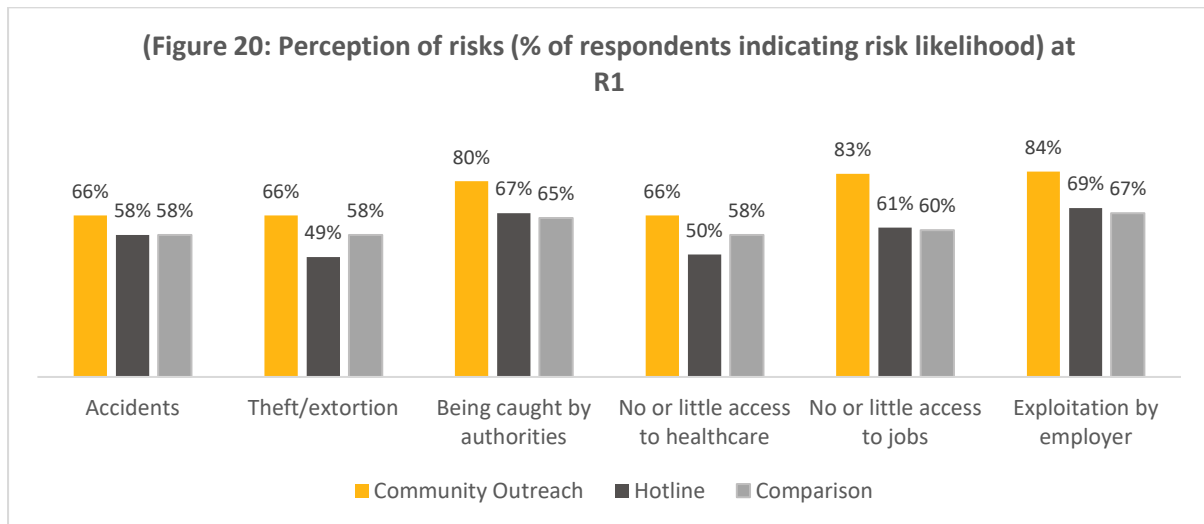




In relation to attitudes towards agents, a higher proportion of respondents in the comparison group either strongly agreed or agreed with the statements that migrating through agents is cheaper and that agents are reliable. In the community outreach group in particular, only 18 per cent of respondents either strongly agreed or agreed with the statement that agents are reliable.

C. Risk Perceptions

Respondents were surveyed about their perception regarding the likelihood of several risks one might encounter during and after emigration, particularly if one were to migrate irregularly. Study data show that a higher proportion of respondents in the community outreach group – 74 per cent, on average – indicated that a set of risks were either very likely or likely to occur. These risks include accidents, extortion, being caught by authorities, little or no access to healthcare in the destination country, little or no access to jobs in the destination country and exploitation by employers.



By contrast, 59 per cent of respondents in the hotline group and 61 per cent of respondents in the comparison group agreed that the same set of risks were very likely or likely to occur. Here, it bears noting that respondents attending outreach sessions were more likely to have received detailed information regarding the risks of migrating irregularly compared to hotline respondents, who, after having heard about the MRC via its various campaigns, reached out to seek counselling on specific emigration-related queries.

At R2, it was noticed that risk perceptions among respondents in the outreach group in particular, had declined (compared to their post-test scores), reflecting a need for reinforcement of MRC messaging around risks related to irregular migration.

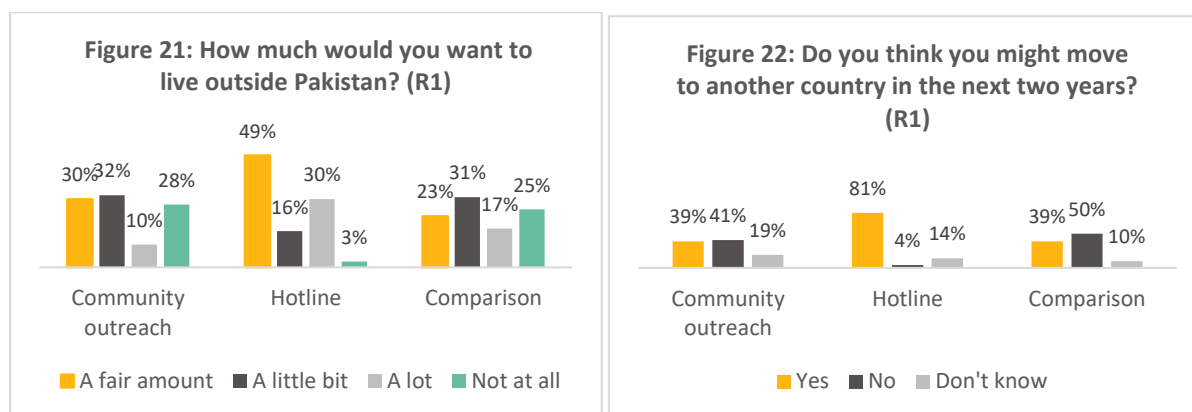


2.5 Migration Intentions

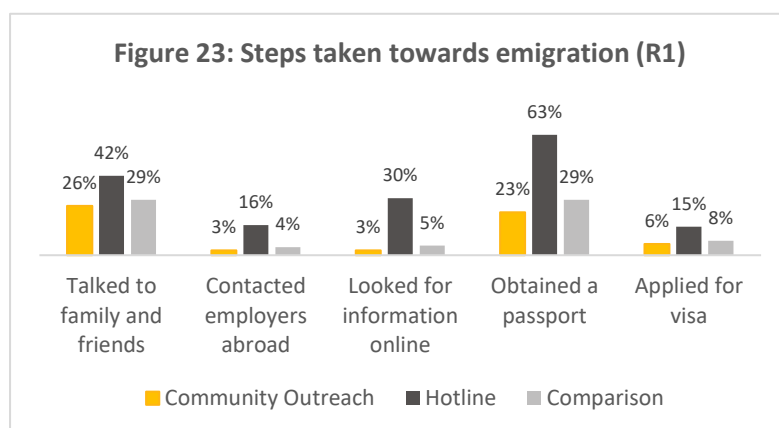
The study sought to examine the intentions of respondents with respect to emigration from Pakistan. This included their desire to migrate and whether they think they would actually migrate in two years. Respondents were also surveyed about why and where they wanted to emigrate and the steps they had taken to prepare for their emigration.

A. Migration Intent and Plans

In terms of the desire to migrate, hotline group respondents indicated a strong desire for emigration, with only 3 per cent indicating that they did not want to live outside Pakistan at all. At R2 however, the percentage of hotline respondents indicating a desire to migrate declined. The majority of respondents in this group (81 per cent) were also confident about moving to another country in the next two years. In the community outreach and comparison groups, an average of 40% indicated their desire to emigrate as well as noting that they think they might move to another country in two years. Overall, at R2, the percentage of respondents from the outreach and comparison group reporting plans to migrate also declined.



With regard to reasons for emigration, 60 per cent of respondents in both community outreach and hotline groups indicated that they would like to emigrate to find work, whereas only 34 per cent of respondents in the comparison group indicated as such. A little over a third of respondents in the comparison group however, indicated that they would like to emigrate to re-join friends and family abroad.



Respondents were queried about the steps they had taken towards emigration. Study data show that a higher proportion of respondents in the hotline group (relative to other groups) were most likely to have taken concrete steps such as obtaining a passport (63 per cent), looking for information online (30 per cent) and talking to family and friends (42%).



B. Intended Migration Destination

Among those who expressed a plan to migrate in two years, the top five destinations identified overall by the three respondent groups included North America, the UK, the EU, and Australia / New Zealand. R1 data show that GCC was the most preferred option for majority of the respondents in outreach and comparison groups and the second most preferred choice for respondents in the hotline group. Among respondents in the hotline group, the EU remained the most preferred destination. At R2, the number of respondents preferring GCC countries increased but a decline was observed in preference for other countries by respondents in the hotline and comparison groups. Among respondents in the outreach group, preference for the EU increased slightly.

When the respondents were asked about the reason for their specific destination choice, the majority indicated work opportunities followed by being re-united with family and friends and study opportunities. Limited differences were observed across respondent categories.



3 Conclusion

The Knowledge, Attitudes and Intentions (KAI) study was conducted between July and December 2022 to assess changes to the KAIs of potential migrants concerning irregular and regular migration in targeted districts in the Punjab province of Pakistan. Potential migrants sampled for the study included, (1) those exposed to the MRCs' campaigns, events and counselling services and (2) those not exposed, also known as the comparison group. Among those exposed to the MRCs' campaigns, two specific groups were sampled namely, (1) potential migrants attending the MRCs' community outreach events and (2) potential migrants seeking counselling from the MRCs. All sampled groups were surveyed by a third-party firm in July and August for Round 1 and in November and December for Round 2.

Study data indicate **improved knowledge (an average of 30%)** across several knowledge areas, including (1) the trustworthiness of Overseas employment promoters (OEPs) in Pakistan, (2) how to verify OEPs, (3) the purpose of visit visas, (4) the applicability of EU job offers, (5) how to ascertain the veracity of overseas job offers, and the (6) the purpose and functions of the MRC. On average, 73 per cent of respondents in the community outreach group and 66 percent in the hotline group demonstrated knowledge in relation to the various migration topics they were tested on. In the comparison group, 39 per cent of respondents demonstrated knowledge concerning the same topics.

In terms of risk perceptions, **a higher proportion of respondents in the community outreach group – 74 per cent, on average- indicated that a set of risks were either very likely or likely to occur.** These risks include accidents, extortion, being caught by authorities, little or no access to healthcare in the destination country, little or no access to jobs in the destination country and exploitation by employers. By contrast, 59 per cent of respondents in the hotline group and 61 per cent of respondents in the comparison group agreed that the same set of risks were very likely or likely to occur.

With regard to attitudes towards irregular migration, in particular in relation to agents, a higher proportion of respondents in the comparison group either strongly agreed or agreed with the statements that migrating through agents is cheaper and that agents are reliable. In the community outreach group in particular, only 18 per cent of respondents either strongly agreed or agreed with the statement that agents are reliable. #

In relation to migration intentions and mobility plans, hotline group respondents indicated both a strong desire to emigrate as well as mobility plans to migrate in two years. This group also demonstrated high preparedness in terms of emigration, including for example, by having obtained a passport and/or talking to family and friends in country and abroad.

Changes to KAIs over time (i.e., between Round 2 and Round 1) were also observed. Overall, all respondent categories demonstrated improved knowledge. Risk perceptions however, declined, particularly among respondents in the outreach group. At Round 2, intentions to migrate in two years also declined.

This descriptive KAI study appears to indicate the positive influence of the MRCs' campaigns and events on the KAIs of potential migrants in Pakistan. However, to ascertain the statistical significance of impacts



and to examine longevity of results over time, a stronger research design that employs random assignment, for example is needed.



4 Annexes

- i. Annex 1 - Final KAI Tool, attached separately
- ii. Annex 2 - Final Pre/ Post-test Tool, attached separately
- iii. Annex 3- Sampling Approach
- iv. Annex 4 - List of population clusters used for the randomization of the comparison group
- v. Annex 5 - List of community outreach sessions covered by the study



Annex 3: Sampling Approach

The following sampling approach was used to draw samples for the three target groups of the study:

A. The Community Outreach Group: Potential migrants in the community Outreach Group were administered two surveys, the KAI survey and the pre-post test.

i. KAI Survey:

The lists of community outreach sessions, planned in the targeted districts during Jul-Aug 2022 under PARIM was used as the primary sample space for selection of the respondents. Sessions were randomly selected from each district. At each sampled session (i.e., 2 per district), the data collection team selected 10 respondents. It should be noted here that some of the sessions under PARIM were planned for both men and women. Hence, an equal number of male and female respondents (5 men and 5 women) were selected randomly from such sessions for participation in the KAI survey (as well as the pre and post-test). For the sessions planned with male migrants only, 10 male respondents were selected. The field teams identified 6 additional respondents from each session to account for non-response from any of the selected participants.

The samples were drawn from attendance lists using the randomizer android application. The total number of participants present in each session was divided by the planned sample size (10 per session) to arrive at the sampling interval. A priority sequence was created for these sampled participants. Gender-based stratification was applied to include equal responses from male and female respondents. All of the selected respondents were introduced to the KAI study *after* the outreach sessions. If a sampled participant declined to participate in the KAI survey, the data collection team engaged alternative sampled participants and approached them for the interview in the same manner. Some of the respondents were interviewed instantly after the session while others were interviewed within 7 days of the session. The data collection team collected contact information and engaged the session participants in follow-up calls with support from the ICMPD team and their local partners.

ii. Pre and Post-Tests

For administration of pre and post-tests, a sample of 10 respondents was randomly selected and engaged from the same community outreach sessions where the KAI survey was administered. An equal number of male and female respondents were identified from mixed sessions. The selection was made using attendance lists collected from the session organizers. The total number of participants present in each session was divided by the planned sample size (10 per session). Through using the randomizer android application, a priority sequence was created for the sampled participants. Gender-based stratification was applied to include equal responses from male and female respondents. The data collection team provided pre/post-test forms to the selected 10 participants in the session.

Though the pre/post survey was expected to be a self-administered tool, some respondents required individual attention, which was provided by the data collection teams. A briefing before the community outreach session was conducted to brief the respondents on how to fill out the questionnaire. The



briefing explained the tool to all sampled participants and requested them to fill it (pre side only) and submit the same to the team. It was explained in the introduction that it is the right of the respondent to consent to either pre or post or both. The post-test was then provided to the same respondents at the end of the session and the filled-in copies were collected.

B. Hotline Callers Group:

The MRC team provided a list of callers (who called the MRC Hotline within a time frame of 6 months in the lead up to Round 1). It was not possible to identify the caller location hence callers from all locations were considered in the sampling framework. For the study, 120 callers were randomly selected. Data collection was conducted through phone interviews using the KAI survey tool. A replacement system was employed to replace any callers who were either not available or not willing to participate in the survey.

C. Comparison Group

For selection of respondents in the comparison group, stratified random sampling was employed using a seven-tier randomization approach. First, a list of comparison tehsils was compiled in collaboration with the ICMPD team and partners. Only those tehsils were considered where there was no PARIM intervention underway or planned in the next 6 months. Afterwards, the following sampling methodology was employed:

Tier 1: At first tier of randomization, the data collection teams randomly selected one tehsil from each PARIM district, from the given list using randomizer application. In most of the districts, the list shared by ICMPD included one tehsil only and the same was selected as the comparison tehsil. However, where more than one tehsil was identified in the provided list, a simple random selection of tehsils was made.

Tier 2: Within the targeted tehsil, a list of urban and rural union councils (UC) which is the smallest administration unit was developed. At the second tier of randomization, from the list of UCs, one urban and one rural UC was again randomly selected.

Tier 3: Under each randomly selected UC (rural or urban,) population clusters (village for rural and mohalla/ block for urban) were listed. At third tier of randomization, one population cluster (village for rural and mohalla/ block for urban) was identified from each UC (01 from urban and 01 from rural).

Tier 4: Within each population cluster, a list of worship places was compiled (mosque, church, mandir or others). If there was no such worship place, a school or community gathering site was considered. At fourth tier of randomization, one worship place was randomly selected as the starting point of the survey within each urban and rural UC.

Tier 5: At the gate of the starting point (worship place, school, community gathering site), data collection teams selected two directions randomly (East, West, North, or South). From these, one of the directions was randomly assigned to the female enumerator and the other was assigned to the male enumerator for data collection. The closest house in the selected direction was contacted for interviews.



Tier 6:

Considering the total number of houses in the population cluster (denoted by “n”) i.e., a village or a Mohalla/block, (n /10th) sample interval was used i.e. every n/10th house was approached for the interview. From each population cluster, 10 KAI interviews were administered (5 males and 5 female respondents). In case of no house in the selected direction to complete n (10), the data collector returned to the starting point and selected the closest house from the remaining directions to complete the required number of interviews.

Tier 7:

Within the household, the respondents were randomly selected. One respondent of the same gender for the interview from among the household members available at the time of the visit were selected and interviewed.



Annex 4 - List of population clusters used for randomization of the comparison group

S#	District	Tehsil	Urban/Rural	UC Selected
1	Faisalabad	Samundari	Rural	Chak 226 GB
2	Faisalabad	Samundari	Urban	UC NO. 1
3	Gujrat	Kharian	Rural	Langrial
4	Gujrat	Kharian	Urban	Lala Musa
5	Jhelum	Sohawa	Rural	Domeli
6	Jhelum	Sohawa	Urban	Sohawa -1
7	Mandi Bahauddin	Phalia	Rural	Her Do Rerka
8	Mandi Bahauddin	Phalia	Urban	Phalia -1
9	Sialkot	Sambrial	Rural	Roras
10	Sialkot	Sambrial	Urban	Dar-u-Salam, Sambrial
11	Gujranwala	Nowshera Virkan	Rural	Phamma Sura
12	Gujranwala	Nowshera Virkan	Urban	MC Nowsheravirkan



Annex 5 - List of community outreach sessions covered by the study

Sr. No	Date	District	Tehsil	Village/location	Community/Respondent Group
1	28-Jul-22	Gujranwala	City	Gulshan Colony	Mix
2	29-Aug-22	Gujranwala	Wazirabad	Sohdra	Mix
3	21-Jul-22	Sialkot	Daska	Mundike Village	Mix
4	18-Aug-22	Sialkot	City	Kot Mandianwala	Mix
5	3-Aug-22	Mandibahhudin	Mong	Department of Health, Mong	Mix
6	11-Aug-22	Mandibahhudin	Mandi Bahauddin City	Nursing School, Mandi Bahauddin City	Mix
7	5-Aug-22	Gujrat	Jalalpur Jattan	Jalalpur Jattan	Mix
8	17-Aug-22	Gujrat	City	Mian Imran Village	Mix
9	4-Aug-22	Jhelum	Daffar village	Daffar village	Mix
10	17-Aug-22	Jhelum	Khewra	Khewra	Mix
11	8-Aug-22	Faisalabad	Saddar	People's Colony	Female
12	17-Aug-22	Faisalabad	Chak Jhumra	Chak 189 RB	Male