ICMPD
International Centre for Migration Policy Development

PARIM-II
RAISING AWARENESS
on migration in Pakistan

Survey on Knowledge, Attitudes, Intentions and Behaviours of Potential Migrants and Returnees in Pakistan

KAIB Report

April 2025

Funded by the European Union

Implemented by

ICMPD
International Centre for Migration Policy Development

Co-funded and implemented by Austria, Bulgaria, Finland, Germany and Greece

Federal Ministry
Republic of Austria
Interior

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HELLENIC REPUBLIC
Ministry of Migration & Asylum

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Acronyms

ADB	Asian Development Bank
CI	Counselled Individuals
CSO	Civil Society Organization
CU	Campaign Unexposed
CX	Campaign Exposed
CAPI	Computer Assisted Personal Interviews
EU	European Union
FOF	Friends or Family (e.g., FOF Abroad, FOF Pak/Afg)
GCC	Gulf Cooperation Council
ICMPD	International Centre for Migration Policy Development
IOM	International Organization for Migration
I-SAPS	Institute of Social and Policy Sciences
KAIB	Knowledge, Attitudes, Intentions and Behaviour
KP	Khyber Pakhtunkhwa
MRC	Migrant Resource Centre
MS Excel	Microsoft Excel
OECD	Organisation for Economic Co-operation and Development
PARIM	Public Awareness Raising and Information Campaigns on the Risks of Irregular Migration
R1/R2	Round 1 / Round 2 (of data collection)
SMS	Short Message Service
SP	Session Participants
TWP	Traveling Without Papers
UNHCR	United Nations High Commissioner for Refugees
USAID	United States Agency for International Development

1. Background & Context:

Each year, approximately 1.2 million young Pakistanis enter the job market due to the country's demographic bulge. However, the number of job seekers far exceeds available employment opportunities, resulting in an unemployment rate exceeding 8% (IMF, April 2024). High unemployment has led to significant illegal migration to destinations such as the Middle East, Europe, Australia, and North America. Pakistan consistently ranks among the top five countries of origin for irregular migrants arriving at European borders. Around 15% of Pakistani emigrants, skilled and unskilled, reside in Europe (IOM, 2019). Moreover, Pakistani nationals are among the ten most-detected nationalities attempting irregular migration or overstaying illegally in the European Union (EU) and Australia (Frontex, March 2020). Western Europe was a key destination for these emigrants, with the majority originating from Punjab and Khyber Pakhtunkhwa (KP) provinces (Frontex, 2020).

As of recent, there has been a drop in irregular migration trends from Pakistan. Preliminary data from Frontex reveals a significant 38% drop in irregular border crossings into the EU in 2024, the lowest level since 2021, mainly along the **Central Mediterranean** route (-59%) and the **Western Balkan** route (-78%).[1] In 2024, Pakistani nationals ranked 11th in terms of detections of irregular border crossings and dropped out of the top three nationalities for border crossings into the EU for the first time since 2022.[2] However, they still fall under the top 5 nationalities crossing the border to Austria through irregular means (1,204 people in 2023), mostly using fraudulent documents.[3] Moreover, 5,752 Pakistani citizens still crossed EU borders irregularly in 2024, particularly via the Eastern Mediterranean Route (which has doubled to more than 1,000 crossings of Pakistani nationals in 2024). The sharp decline in the number of Pakistanis crossing irregularly through the Central Mediterranean Route (-63% from 2023), the growing trend in use of fraudulent documents and transit hubs in the Arabian Peninsula, and the recent identification of criminal operations engaging in visa fraud for smuggling of Pakistani nationals to Romania, Italy and Austria[4] suggest a potential shift in modus operandi of smuggling networks from Pakistan as compared to the more informal methods identified through empirical work done by International Centre for Migration Policy Development (ICMPD) in Pakistan in 2015.

To address these challenges, ICMPD launched the *Awareness Raising and Information Campaigns on the Risks of Irregular Migration in Pakistan (PARIM-I)* project. This initiative aimed to educate potential migrants about safe migration pathways and the risks associated with irregular migration. Building on the success of PARIM-I, ICMPD subsequently launched *PARIM-II*, expanding its outreach to 15 districts across Punjab and Khyber Pakhtunkhwa (KP). PARIM-II focused on shifting perceptions and behaviours among potential migrants, including Afghans residing in Pakistan, who are considering migration.

A. Assignment Overview:

Acknowledging the complexity of the migration landscape and its challenges faced by Pakistan, ICMPD implemented the "Awareness Raising and Information Campaigns on the Risks of Irregular Migration in Pakistan" (PARIM) project. Building on its predecessor, PARIM-II aimed to change the perceptions and behaviours of potential migrants who may consider irregular pathways, particularly those from Pakistan and Afghanistan residing in Pakistan. PARIM-II sought to achieve these goals through the Migrant Resource Centres (MRCs) and three interventions: mass media, community outreach, and personal counselling at MRCs. These interventions aim to disseminate balanced information about irregular migration, legal migration pathways, and skill development opportunities in Pakistan. The project also aimed to build sustainable structures for awareness raising and migration information provision by building the capacities of government stakeholders to run MRCs and with other stakeholders like local governments, civil society, media, and the private sector to support the same. The following section of this report summarises the PARIM-II interventions.

[1] Frontex (2024) https://www.frontex.europa.eu/media-centre/news/news-release/irregular-border-crossings-into-eu-drop-sharply-in-2024-oqpweX
[2] https://www.frontex.europa.eu/assets/Publications/Risk_Analysis/Risk_Analysis/ARA_2023.pdf
[3] https://www.bundeskriminalamt.at/304/files/335_2024_Publikation_A4_Lagebericht-2023_Schlepperei_Menschenhandel_V20240806_Web_BF.pdf
[4] https://www.europol.europa.eu/media-press/newsroom/news/pakistani-smuggling-network-busted-in-romania

Building on findings from the previous PARIM phase, this research offers insights about the Knowledge, Attitudes, Intentions and Behaviour (KAIB) of four key target groups, reflecting different mobility plans and migration approaches. The study collected data from potential migrants (including community members, returnees, and a comparison group) from areas with similar outmigration levels. The purpose of having a control group was to assess what changes had occurred among the population that had benefited from PAIRM-II as compared to the changes which had happened to the overall population. By comparing the change in the intervention areas with the non-intervention (control) areas among the respondents, will provide a better understanding of the change that took place due to MRCs and PARIM-II overall. However, it was recognised that this may not be possible for all respondents as some PARIM interventions such as MRCs and social media campaigns may have reached such audience beyond geographic lines (hence causing potential contamination) either at round 1 or by round 2. This approach aimed to provide a comprehensive understanding of the information needs and decision-making processes of potential migrants.

This research aims to assess PARIM-II in providing the potential migrants with the necessary information to make informed decisions about their futures, potentially reducing irregular migration from Pakistan to the EU and other countries. The insights gained from the research aim to guide future campaigns and build sustainable structures for migration information and awareness raising in Pakistan. Research Questions:

Area I: Reach of the PARIM-II Campaign
1. Which channels had reached which target groups? (disaggregated by channels and target groups)
2. Which messages had reached which target groups? (disaggregated by messages and target groups)

Area II: Change in Knowledge, Aptitude, Intentions, and Behaviours
3. Which target groups had engaged with the MRCs further?
4. Which target groups had attended in-person, group MRC information sessions?
5. Which target groups had sought direct one-on-one counselling?
6. Has the MRC clients' knowledge about irregular and regular migration changed?
7. Have the MRC clients' attitudes towards irregular and legal migration changed?
8. Have the MRC clients' intentions to engage in irregular migration changed?
9. Have the MRC clients' behaviours related to migration changed? If so, to what extent?

Contextualising PARIM Interventions

The following table summarises the district-wise outreach activity planned and implemented under PARIM-II.

Table 1: District-Wise Interventions for PARIM-II

	Districts	Rickshaw Campaign	CSO Campaign	CART Activities	Social Media Campaign	SMS Campaign
	Duration	KP: 21 July 2024, Punjab: 1 Aug 2024	Since Sept 2024	Since April 2024	Since 2024	Since 13 Nov 2024
	Reach Activity	2000 in KP 2000 in Punjab	TBA	44 Sessions	- Beyond District Lines	In All Target Districts
	Reach unit	Rikshaws	# of sessions	# of sessions	NA	**NA**
	Districts	Gujrat, Sialkot Gujranwala, Faisalabad, Rawalpindi, Lahore, Peshawar Mardan, Haripur	Mandi Bahauddin, Sialkot, Rawalpindi, Rahimyar Khan, Mansehra, Abbotabad	Gujrat, Gujranwala, Sialkot, Peshawar, Mandi Bahauddin, Faisalabad, Lahore Rawalpindi, Rahim Yar Khan, Multan, Jhelum, Mansehra, Haripur, Mardan, Abbottabad,	Gujrat, Gujranwala, Sialkot, Peshawar, Mandi Bahauddin, Faisalabad, Lahore Rawalpindi, Rahim Yar Khan, Multan, Jhelum, Mansehra, Haripur, Mardan, Abbottabad,	Gujrat, Mandi Bahauddin, Gujranwala, Sialkot, Lahore Peshawar, Faisalabad, Rawalpindi, Rahim Yar Khan, Multan, Jhelum, Mansehra, Haripur, Mardan, Abbottabad,
1	**Gujrat**	✔		✔	✔	✔
2	**Gujranwala**	✔		✔	✔	✔
3	**Sialkot**	✔	✔	✔	✔	✔
4	**Mandi Bahauddin**		✔	✔	✔	✔
5	**Faisalabad**	✔		✔	✔	✔
6	**Rawalpindi**	✔	✔	✔	✔	✔
7	**Lahore**	✔		✔	✔	✔
8	**Rahim Yar Khan**		✔	✔	✔	✔
9	**Multan**			✔	✔	✔
10	**Jhelum**			✔	✔	✔
11	**Mansehra**		✔	✔	✔	✔
12	**Abbottabad**		✔	✔	✔	✔
13	**Haripur**	✔		✔	✔	✔
14	**Mardan**	✔		✔	✔	✔
15	**Peshawar**	✔		✔	✔	✔

In addition to the above, PARIM-II continued with the MRCs, which serve as key institutional hubs under the PARIM initiative, offering reliable, rights-based information to potential migrants. Located in Islamabad, Lahore, and now in Peshawar, these centres provide one-on-one counselling, legal migration guidance, and support on skill development. By bridging the gap between information and action, MRCs aim to equip individuals with the tools needed for safe, informed migration decisions.

1. Methodology

Under the overall assignment, this research assignment targeted four distinctive segments concerning PARIM-II interventions. The following table highlights these segments as shared in terms of reference Table 2.

Session Participants (SP)	Potential Migrants/influencers who participated in awareness sessions /group events.
Counselled Individuals (CI)	Potential Migrants who received individual, one-to-one counselling from MRC through any channel, i.e., call, Walk-in counselling sessions, email or WhatsApp)
Campaign Exposed (CX)	Potential migrants who were exposed to the ICMPD's information campaign in their area.
Campaign Unexposed (CU)	Potential migrants who remained unexposed to the ICMPD's information campaign.

A potential migrant in the context of the PARIM-II study can be defined as an individual residing in Pakistan (including Afghans and Pakistanis), aged 18-65, who was considering or planning to migrate (either regularly or irregularly, particularly to Europe), and may be influenced by information and support services to make informed decisions about their migration journey. These may include **returnees** who are considering first migrating again, after returning to Pakistan.

The following section discusses detailed methodology concerning each of the above Target groups.

Target group (Segment)	Potential sampling method	Type of data	Data collection schedule	sample size	# of interviews
I. **Group Session Participants (SP)**	Purposive (based on PARIM's group event schedule)	KAIB pre- and post-, and follow-up	R1. Before event R1b. After event R2. 4+ weeks after the event	120	360
II. **Counselled Individuals (CI)**	Random Selection	KAIB post and follow-up	R1. 2-3 months after counselling R2. 4 weeks after R1	120	240
III. **Campaign Exposed (CX)**	Snowballing Method	KAIB post and follow-up	R1. Dec 2024 R2. 4 weeks after R1	120	240
IV. **Campaign Unexposed (CU)**	Snowballing Method	KAIB post and follow-up	R1. Dec 2024 R2. 4 weeks after R1	240	480
Total				**600**	**1320**

The following section of the document discusses the methodology for each study separately, followed by some cross-cutting aspects applicable to all studies.

A. Methodology for Group Outreach Session Participants (SP)

Title:	Potential Migrants / Influencers / Returnees attending group events. These had been termed as Session Participants (SP) for quick reference in this report.
Survey Aim	Analyse the effectiveness of the awareness session in changing the knowledge level of the participants and the change in migration-related perspectives before and after the sessions. A detailed survey covered 4-6 weeks after the session to analyse their changed perspective and migration-related behaviour as a result of the changed understanding.
Geographical Areas:	The study was conducted in 7 districts of KP and Punjab, where the sessions were planned during the field data collection dates**.** These districts include **Mardan, Peshawar, Haripur, Rawalpindi, Sialkot, Faisalabad and Gujranwala.**
Sample Size:	120 potential migrants, including returnees, were randomly selected for this study from the sessions. The participants included representation from both Afghan and Pakistani nationals, as some sessions were targeted toward Afghan communities. These participants engaged in data collection at pre-, post-, and a 4-6 week follow-up in Feb-Mar 2025.
Sampling Approach	By design, the study focused on participants of MRCs' Awareness Raising Sessions. As per the MRC engagement schedule, A total of nine community engagement sessions were conducted (three (3) from each of the MRCs) covering the geographical coverage areas of the respective MRC. In this regard, the selection of the sessions remained purposive to meet the schedule of the sessions. Within each session, 15 participants were randomly selected using a random number generator app with the total number of participants available at the start time. The same process was completed at all 9 sessions to complete pre- and post-data collection for 120 respondents. All respondents were requested to provide consent to contact and contact details for a follow-up survey.
Data Collection	In the pre- and post-surveys, our field teams collected data using the printed tools. Later, these data would be entered into MS Excel for tabulation and analysis. Potential migrants and returnees attending group events were surveyed three times: before the event, after the event, and 6 months following the event. The first two surveys were pre- and post-session tests, which aimed to cover only the change in knowledge, while the follow-up session included the complete KAIB tool. The KAIB tool could not be used in pre- and post-test as the participants for these sessions could not be pre-identified before they participated in the session, and during the session, they would only be engaged in pre- and post-test. Conducting KAIB interviews at the information session venue was deemed likely to influence the responses in the immediate post-session scenario.

B. Methodology for Counselled Individuals (CI)

Title:	Survey of potential migrants and returnees receiving counselling from MRCs (including Afghan nationals).
Survey Aim	Analyse the effectiveness of counselling provided by MRCs in changing the knowledge, aptitude, intentions and behaviour level of the potential migrant. The potential migrants also include the Afghan population residing in Pakistan. A detailed survey would be conducted 3 months after the session to analyse their changed perspective and migration-related behaviour as a result of the changed understanding.
Geographical Areas:	The study was conducted with the beneficiaries of the counselling services, who had received counselling in the 90 days before the start of R1 data, from all three MRCs in Islamabad, Lahore and Peshawar.
Sample Size:	The sample space included the list of beneficiaries who had received counselling from any of the three MRC centres either through direct visit or through calls, messages or WhatsApp.
Sampling Approach	By design, the study focuses on potential migrants who had received the counselling services from MRCs. Therefore, the sample was selected randomly using the MS Excel Randomiser function. The sample was on a replacement basis from each of the MRC lists. If the first drawn sample cannot be interviewed for any reason, such as lack of consent, lack of proper contact details or unavailability, the next person in the sampled list was approached till the required number of sampled individuals was reached. The number of samples was stratified based on the proportion of samples from each MRC in the total sample list from all the respondents. A total of 120 potential migrants, including returnees, were randomly selected for this study. The participants were expected to include representation from both Afghan and Pakistani nationals, as Afghan communities also reportedly benefit from the same. These participants were engaged in data collection at round I Only participants who contacted MRCs in the 3 months before round 1 were contacted for round I (R1), and the same were contacted at round II (R2), with a 6-week follow-up in February 2025. For this purpose, A list of 272 counselled individuals was provided by the three MRCs. The list contained individuals who had benefited from the counselling services in the last 3 months. The list contained 46% respondents from Islamabad, 37% from Lahore and 18% from Peshawar. The same proportion was applied for the stratification of the sample from these MRCs. Hence, a total of 55, 44 and 21 participants would be selected from Islamabad, Lahore and Peshawar MRCs, respectively. In round II, the **same respondents** were contacted to assess how those who had received the counselling are reflecting behaviour towards immigration practices after passage of certain time. For the follow-up round, all respondents were requested to provide consent to contact and contact details for a follow-up survey at the end of R1 data collection.

C. Methodology for Campaign Exposed (CX)

Title:	Survey of potential migrants and returnees who were exposed to ICMPD campaigns (including Afghan nationals).
Survey Aim	Aims for Potential Migrants Exposed to the Campaign 1. Assess Reach and Engagement: a. Determine which campaign channels and messages reached these migrants. b. Identify the level of engagement, such as participation in in-person sessions or one-on-one counselling. c. Measure Changes in Knowledge, Attitudes, Intentions, and Behaviours (KAIB): 2. Evaluate how the campaign had influenced: a. Awareness of irregular vs. legal migration. b. Perceptions and attitudes towards migration. c. Intentions regarding migration pathways (legal or irregular). d. Actual migration-related behaviours, such as seeking information or taking preparatory actions. 3. Understand Effectiveness: a. Gauge how effective the campaign had been in altering knowledge, attitudes, and behaviours. b. Provide insights to tailor future campaigns based on insights into what worked well and what needs improvement.
Geographical Areas:	Eight districts (4 from KP and 4 from Punjab) were purposely selected for the data collection. These districts were selected considering two factors. a. The known importance of the district regarding the presence of irregular migrants b. Considering the nature of interventions in these areas. The selected districts were Mardan, Peshawar, Haripur, Abbottabad, Rawalpindi, Sialkot, Faisalabad and Gujranwala, as these experiences' highest interventions during PARIM II and are of high irregular migration.
Sample Size:	**120 (240 – with data collected twice)** potential migrants and returnees (including Afghan nationals in Pakistan, preferably newly arrived Afghans). Equally collected **(15 respondents)** from each of the five districts identified above. In the second round, the same respondents were reached for round II in February 2025.
Sampling Approach	The original proposal suggested a random/clustered design for respondent groups III and IV, which was generally considered a robust approach for achieving a representative sample, as it minimises sampling bias through random selection within clusters. If properly implemented, the findings from a random/clustered sample had the potential to be generalised to the broader population of potential migrants in the target areas. However, the proper implementation had certain considerations for the population. The first requirement was a comprehensive and accurate sampling frame, such as a list of potential

migrants (individuals or households with contact details) in the target clusters. Absence of a well-defined sampling frame for potential migrants posed a challenge in implementing this method effectively. It was also important to recognise that potential irregular migrants, particularly Afghan migrants, may be reluctant to participate in surveys due to their legal status and fear of authorities. Traditional sampling methods were not found to be effective in reaching these populations. Considering these limitations, an alternate approach was used:

A non-probability sampling technique, namely "Chain Referral Sampling", was used to reach out to the sample of potential (irregular) migrants in each selected district. The Chain Referral Method was used under the following key considerations.

a. **Absence of a Sampling Frame:** One of the primary reasons for choosing the chain referral method was the lack of a well-defined sampling frame for potential migrants. In situations where there was no comprehensive list or database of the target population, traditional probability sampling methods like random sampling or stratified sampling became difficult to implement effectively.

b. **Hidden or Hard-to-Reach Population:** Potential irregular migrants often operate under the radar and may be hesitant to participate in surveys due to their legal status. The chain referral method was recommended because it leveraged existing social networks and relationships within the target population, making it more likely to access and engage with this hard-to-reach group.

c. **Snowball Effect:** The chain referral method relies on a snowball effect, where initial respondents refer additional participants. This can be highly effective in reaching a larger and more diverse sample, especially when the population is interconnected but not easily accessible through conventional means.

d. **Cultural and Trust Factors:** In cases involving sensitive or marginalised populations, such as potential Afghan migrants, trust and rapport play a crucial role in ensuring participation in the survey. Participants referred by friends, family, or acquaintances may be more likely to participate in the survey due to the existing trust and rapport within these relationships.

e. **Sample Diversity**: Chain referral sampling tends to yield a diverse sample since participants are drawn from various social circles and backgrounds. This diversity can enhance the representativeness of the sample and provide a more comprehensive view of the target population.

Steps for sampling

A multi-stage sampling approach will be adopted to identify and reach out to survey respondents.

Stage 1: Identification of Population Clusters

In the initial phase, the research team will delineate population clusters within each of the selected focused districts of KP and Punjab. These clusters will be determined based on geographical and demographic factors, with a focus on areas known to have a significant Afghan migrant population and building upon the interventions completed in each of the districts. The table in this report highlights the key districts for intervention. All of these districts would be considered as clusters for the data collection, and data will be collected from each of the

clusters for both category II and IV respondents, i.e. the respondents who had experienced the MRC Campaign and engagements as well as those who had not.

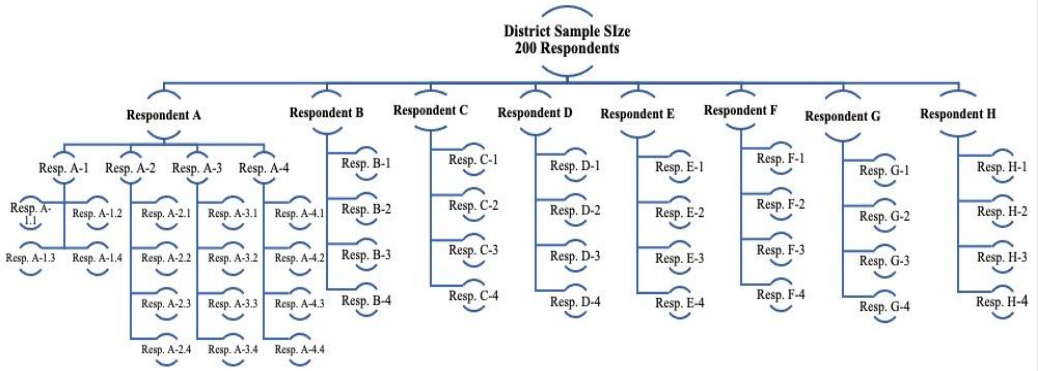
Stage 2: Community Network Outreach
Subsequently, within each identified cluster, the research team will engage with pertinent community networks and local stakeholders. The approach will involve meetings with the community elders and onboarding them with the study objectives and how the same can be useful for their communities. This will aim to establish a confidence and support mechanism to facilitate the study. Also, the local non-governmental entities working closely with the Afghan migrant community will be engaged to facilitate this identification process.

Stage 3: Selection of First Cohort
The stage 3 engagements will serve the purpose of identifying and establishing contact with a preliminary cohort of 12 potential migrants (4 with campaign experience and 8 from the comparison group, with no ICMPD experience) within each of the 15 clusters.

Stage 4: First Tier Referral
Upon successfully identifying the initial cohort of potential (irregular) migrants, a critical phase of the survey will commence. Each of the first cohort identified participants will be asked to refer a minimum of three additional fellows with intentions to migrate, whom they are acquainted with and who are willing to participate in the survey. This referral process will result in the accumulation of 24 respondents from each cluster (8 with PARIM II intervention experience and 16 without the same, as a comparison group).

Stage 5: Subsequent Cohort Referral
As the survey progressed, the second cohort of respondents, those initially referred by the first cohort, was approached. They were requested to refer between 3 potential migrants for interview purposes. We understand that some of the respondents in the first cohort might not be able to refer 3 potential participants to the survey. Keeping this in view, we collected information on more than 3 potential respondent references from the participants who can provide this information in the first cohort. Importantly, a system will be in place to gather information regarding additional referrals from those participants in the first two cohorts who can provide more than the specified number of referrals, thus ensuring the attainment of the requisite sample size in each district.

Otherwise, the chain referral process will continue with third or onward cohorts till the target sample (8 with PARIM-II intervention experience and 16 without the same as a comparison group) in each district is reached. The same process will be repeated in each of the clusters. Our snowball sampling approach within each district was illustrated in the image below:



Data Collection	In this survey, our field teams will conduct the *Computer Assisted Personal Interviews (CAPI)* by using mobile phones and tablet PCs. We understand that the survey questionnaire will be developed by the ICMPD team. Our team will not only pre-test the survey but will also provide input for improving its logical flow and structure if required.

D. Methodology for Campaign Unexposed (CU)

Title:	Survey of potential migrants and returnees (including Afghans) not exposed to ICMPD campaigns.
Survey Aim	**Establish a Baseline:** • Understand the existing knowledge, attitudes, intentions, and behaviours of migrants who had not been exposed to campaign messages. • Use this as a comparison group to measure the impact of the campaign. **Identify Gaps:** • Highlight areas where misinformation or lack of information persists among migrants not reached by the campaign. **Validate Campaign Design:** • Provide insights into whether the campaign effectively targeted and reached the intended audiences by comparing KAIB between exposed and non-exposed groups.
Geographical Areas:	For the ease of comparison, the districts for segments II and IV are the same however, the data collection would be carried out in areas where the campaign did not reach within the same districts. Also, the feedback from respondents would indicate if they had experience reach from PARIM-II or not to help classify the same. The same eight districts (4 from KP and 4 from Punjab) were purposely selected for the data collection, considering the wider intervention reach and high potential migrant ratios in these districts. These districts are Mardan, Peshawar, Haripur, Abbottabad, Rawalpindi, Sialkot, Faisalabad and Gujranwala, as they experience the highest interventions during PARIM-II.
Sample Size:	**240 (480 – with data collected twice)** potential migrants and returnees (including Afghan nationals in Pakistan, preferably newly arrived Afghans). Equally collected **(30 respondents)** from each of the eight districts identified above. In the second round, the same respondents would be reached for round II in February 2025.
Sampling Approach	The sampling approach for target groups III and IV would remain the same for comparability.

Steps for sampling	Sampling steps for target groups III and IV would remain the same for comparability.
Data Collection	The data collection approach for target groups III and IV would remain the same for comparability.

Limitations of the Study

The PARIM-II KAP Report presents a comprehensive analysis of knowledge, attitudes, intentions, and behaviours (KAIB) of potential migrants and returnees in Pakistan. While the study offers critical insights into migration-related perspectives, several limitations need to be acknowledged to contextualise its findings and enhance the interpretation of results.

1. **Cross-sectional Design Limitations**: The study's design, primarily structured around cross-sectional surveys and follow-up interviews, introduces inherent limitations. Cross-sectional studies capture information at specific points in time, which may not account for evolving attitudes or shifts in migration intentions. Migration decisions are fluid, often influenced by socio-political changes, economic pressures, and international policies. The absence of longitudinal tracking reduces the ability to analyse how participants' knowledge and behaviours evolve over longer periods. This limitation constrains the capacity to measure sustained behavioural change, particularly for those exposed to awareness campaigns and MRC interventions.

2. **The sampling strategy**: Employed sampling strategy employed varied across respondent groups. Session Participants (SP) were selected based on purposive sampling during awareness sessions, while Counselled Individuals (CI) were randomly chosen from MRC lists. Campaign Exposed (CX) and Campaign Unexposed (CU) participants were reached through snowball sampling, which inherently carries a risk of selection bias. The reliance on community networks for snowball sampling may have excluded potential migrants who are less socially connected or more clandestine in their migration considerations.

3. **Baseline Data Limitations for Session Participants (SP)**: A key limitation for the SP group was the absence of true baseline data. The design of the study required participants to be identified only upon their arrival at the venue of the awareness sessions. This timing created a challenge in capturing baseline data before the exposure to session content, as engaging them at the venue would mean they had already been introduced to the emphasis on regular migration. Consequently, any data collected at the event could not be considered a pure baseline, potentially affecting the ability to measure pre-session knowledge levels objectively.

4. **Limited Gap Between R1 and R2 Data Collection**: The gap between baseline and follow-up data collection was limited and occurred at varying intervals depending on the intervention. The behavioural change was recognised as a long-term process. The conversion from knowledge acquisition to behavioural change often requires time, and the restricted observation window may not fully capture this transition. This variability poses a challenge in accurately attributing the maturity of results in terms of change in knowledge or behaviour solely to MRC or PARIM interventions.

5. **Relevance and Contextual Alignment of Interventions:** While PARIM-II's strategic design was aimed at shifting perceptions and behaviours regarding irregular migration, the intervention's alignment with community-specific migration drivers was less clear. Migration motivations are deeply rooted in local socio-economic realities, which can differ significantly across provinces and districts. For example, economic drivers in KP may contrast with those in Punjab, affecting how the messaging was received and

internalised. A more localised, community-centred adaptation of awareness messaging might have enhanced intervention relevance and impact.

6. **Awareness Approaches and Methods:** The awareness-raising methods (such as rickshaw campaigns, community sessions, and SMS messaging) may not uniformly resonate with all subgroups, particularly women or marginalised communities who may have different information needs or face barriers to accessing such campaigns.

7. **Regional Disparities and Variability in Exposure**: The representation within the CI groups was uneven across different geographical regions. This variability introduces difficulties in comparing regional practices and migration behaviours. Counselled Individuals (CI), in particular, may experience localised influences that are not consistent with broader population samples, affecting the comparability of findings across intervention-exposed and unexposed groups using geographical comparison.

8. **Data Quality and Self-Reported Bias:** The study relies heavily on self-reported data, which introduces risks of social desirability bias and recall errors. Participants may overstate their understanding of migration processes or underreport their exposure to irregular migration practices due to stigma or legal concerns. Similarly, responses may be influenced by expectations tied to MRC engagement or community outreach participation, potentially skewing data towards favourable reporting. These risks are more pertinent to Round 2 (R2).

9. **Inaccessibility of Hidden Populations:** One of the critical limitations identified was the challenge of accessing hidden populations, particularly those engaged in irregular migration pathways. The reliance on chain referral sampling for CX and CU groups may not fully capture the spectrum of individuals at risk of irregular migration. Those outside established social networks or operating clandestinely are likely underrepresented, impacting the generalizability of the findings.

10. **Afghan Migrants**: Potential Afghan migrants, who are a significant target group for PARIM-II, face unique socio-political challenges that may prevent their full participation in surveys or community engagements. Language barriers, fear of legal repercussions, and distrust in formal data collection processes may have influenced their responses.

4. Key Findings:

This report captures the results from the data collected in R1 (round 1) and R2 (Round 2) from four distinctive respondent groups as explained above.

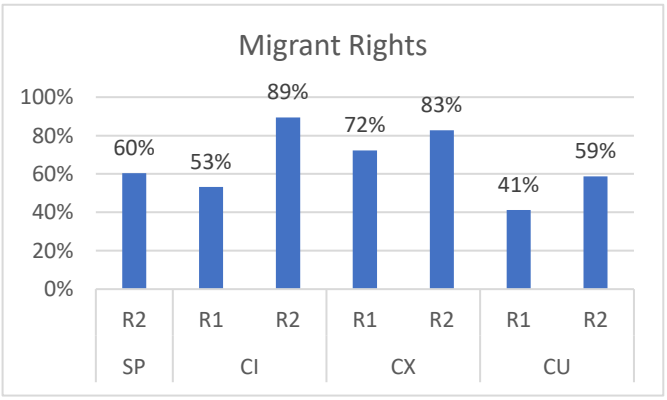
Session Participants (SP) - Potential migrants/returnees who participated in awareness sessions /group events.
Counselled Individuals (CI) - Potential migrants who received one-to-one, individual counselling from MRC through any channel.
Campaign Exposed (CX) - Potential migrants who are indirectly exposed to the ICMPD's information campaign.
Campaign Unexposed (CU) - Potential migrants who remained unexposed to the ICMPD's information campaign.

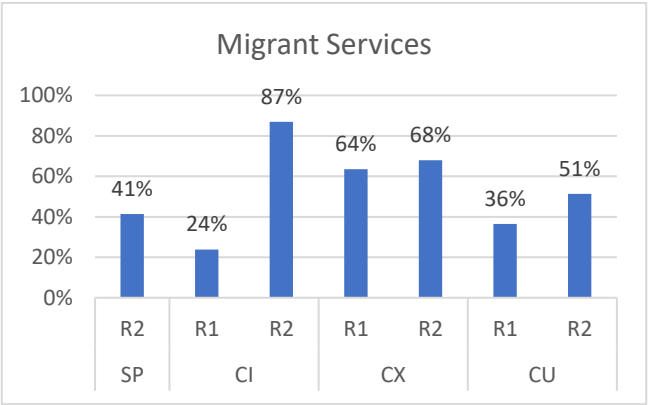
The focus of the key findings section below was on the most notable differences among target groups and data collection rounds across four distinctive characteristics areas. These four areas are differences in knowledge, attitudes and intentions, and behaviours, drawing their attribution to the different sources of information they had experienced. These differences are being discussed in this section.

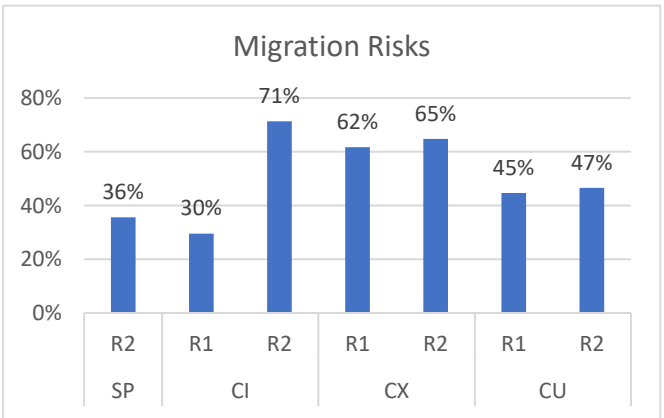
Knowledge

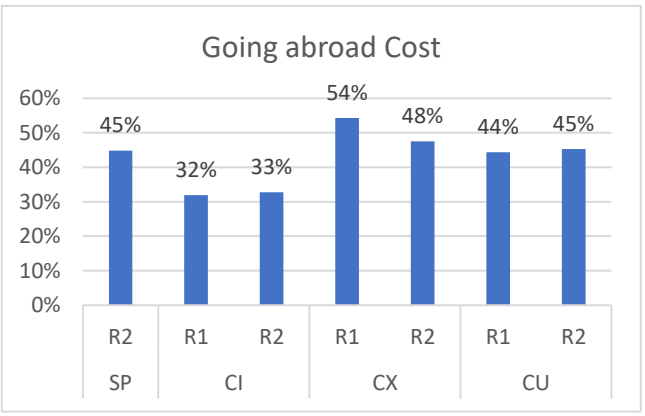
A2 - Need for Pre-Migration Knowledge

Across all respondent groups and rounds, the respondents identified four major areas which they believed the migrants should know before deciding to go abroad. These are migrant rights, Migrant Services, Migration Risks and Migration costs. While the level of these top four factors varied, these remained the top four choices for all four respondent groups, and from R1 to R2, the preference increased.









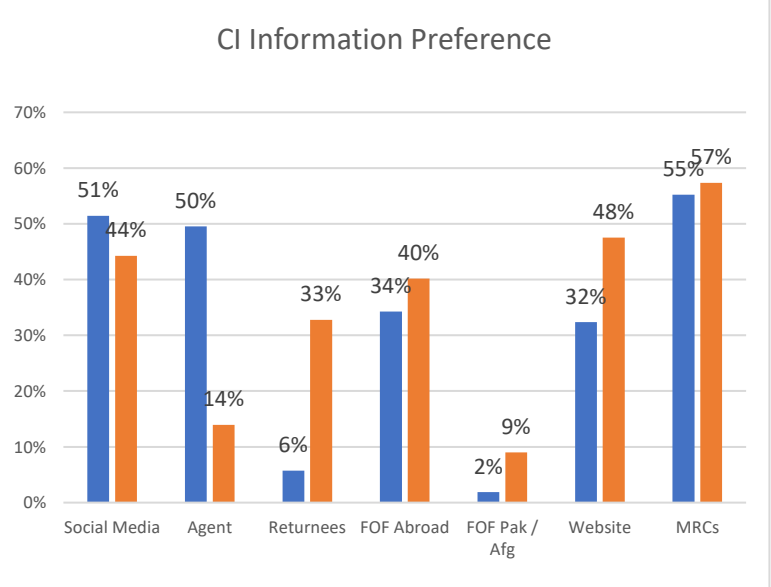
Among Session Participants (SP), the top four identified areas were migrant rights, cost of going abroad, migrant services, and migration risks. This reflects a relatively broad but general understanding gained through group

awareness sessions. Among Counselled Individuals (CI), the same four categories dominated; however, the comparative analysis between Round 1 and Round 2 revealed a decline in attention to the cost of migration and agent selection among all respondent groups. This may suggest that personalised counselling helped demystify these concerns or reassured participants about how to navigate these practicalities, shifting their focus to more substantive elements like rights and services.

The Campaign Exposed (CX) group also demonstrated significant improvements between rounds, with the recognition for knowledge needs about migrant rights increasing from 41% to 83%, migrant services from 36% to 68%, and risks from 45% to 65%. These findings indicate some correlation between the media and outreach components of PARIM-II and improving public understanding, especially in reaching wider audiences beyond those who engaged directly with MRCs.

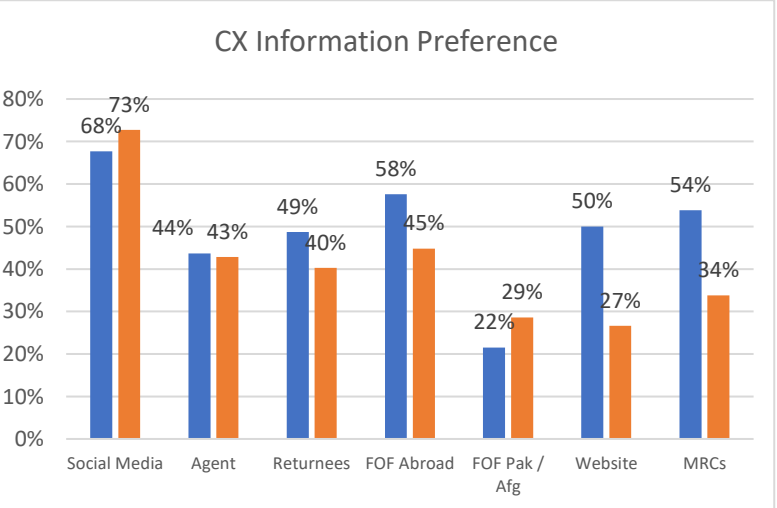
B2- Information Sources for Migration Knowledge

The top three preferred sources of migration knowledge are discussed below for analysis.



Among SP, more reliance was observed on returnees (41%), FOF Abroad (50%), and MRC (45%) for information. The CI group shows a marked shift in replacing agents (50% → 14%) with digital and institutional sources, such as websites (32% → 48%), returnees (6% → 33%) FOF Abroad (34% → 40%), and slight increase in MRCs (55% → 57%). This reflects that personalised counselling provided direct information and built trust in credible sources. Notably, reliance on receiving direct guidance, individuals may feel less need to consult general, informal, or peer sources.

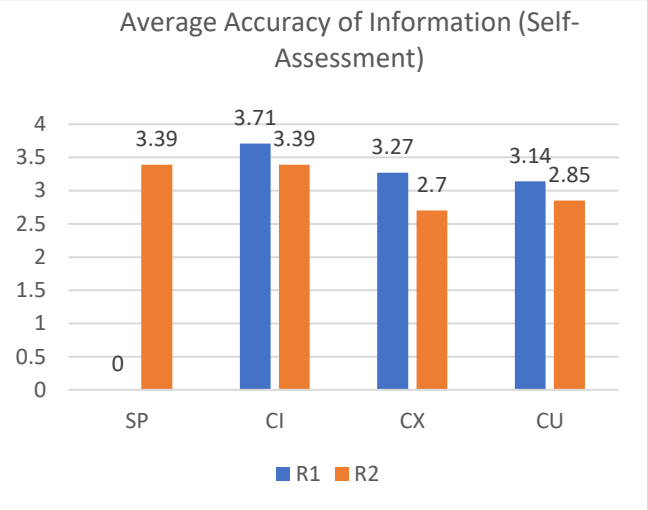
Campaign Exposed respondents show a strong pull toward digital media and social influence. It was important to take into account that social media campaigns were a key component of the PARIM Intervention, and the exposed groups had a previous social media presence. Social media remains the top source (68% → 73%), with consistent reliance on FoF local (22% → 29%). Reliance on other sources, such as returnees, agents, and FOF abroad, slights decreased. Indicating campaign messages may have succeeded in raising scepticism toward unregulated intermediaries. This indicates that those who were exposed to the social media campaign are more actively expecting information on social media and relying on this information. It brings significant social media safeguarding important to counter such information. It indicates prospects of social media campaigns in influencing information-seeking behaviour and their continuity through reliable social media forums. But among those who had received counselling (CI) and SP, the preference was for alternative sources. The top three information sources for CU included



Social Media (66% → 49%), Agents (58% → 35%) and friends and family abroad (39% → 35%). However, among the CU, the proportion of those preferring information from MRC also increased (3% → 9%), indicating that during the round 1 to round 2 period, the unexposed started to learn more about MRC and preferred the same, while the preference for Agents was dropping.

G2 – Migration Knowledge Accuracy – Self Assessment:

All respondent categories show a decline in R1 to R2 regarding their confidence in the accuracy of their migration knowledge. The average accuracy of the information self-assessment score dropped for almost all categories from R1 to R2. It was important to consider the context that these are potential migrants who are seeking information. Although average knowledge scores decreased across several groups from Round 1 to Round 2, this does not necessarily indicate a regression in actual knowledge.

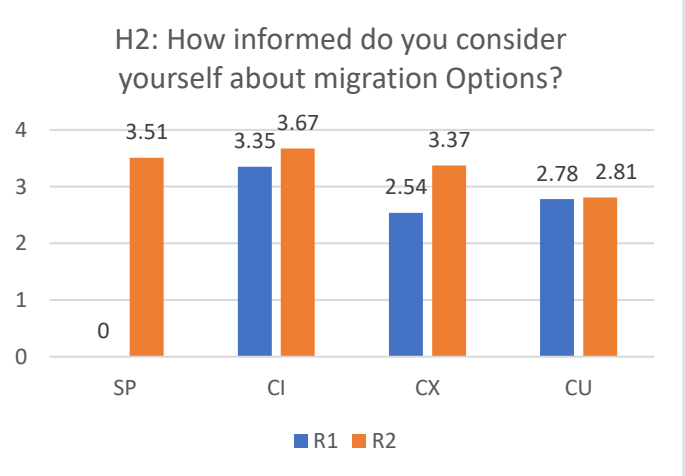


It appears that as respondents engaged with interventions, whether through personalised counselling, awareness sessions, or campaign materials, they likely gained a more realistic understanding of the complexity of migration processes. This exposure might have helped them recognise previous gaps or overestimations in their knowledge. In psychological terms, this reflects a "calibration effect," where greater awareness leads to more critical self-assessment.

Counselled Individuals (CI) and Campaign Exposed (CX) groups reported a decrease in their confidence in the accuracy of their knowledge of migration.

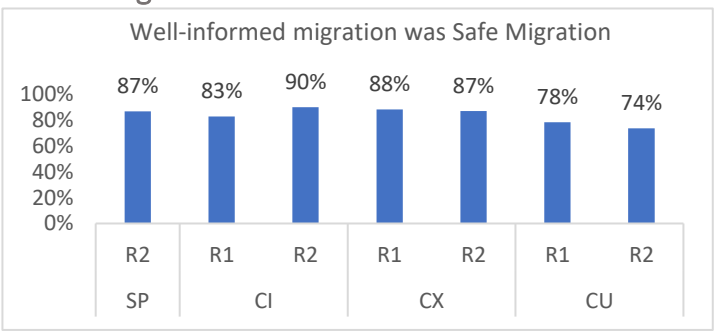
H2 – Migration Options Knowledge-Self Assessment:

CI consistently showed the strongest self-perception of being informed, likely reflecting the benefit of personalised interaction with MRCs. CX closed the gap significantly with CI and SP by R2, suggesting that well-designed media campaigns can significantly enhance perceived knowledge levels. These shifts in perceived awareness reflect a positive cognitive outcome: as people gain access to structured information, they not only become more knowledgeable but also more confident in their ability to evaluate migration options. The average score among SP (3.51) was higher than unexposed CU (2.81), suggesting that in-person awareness sessions effectively elevated self-assessed knowledge.



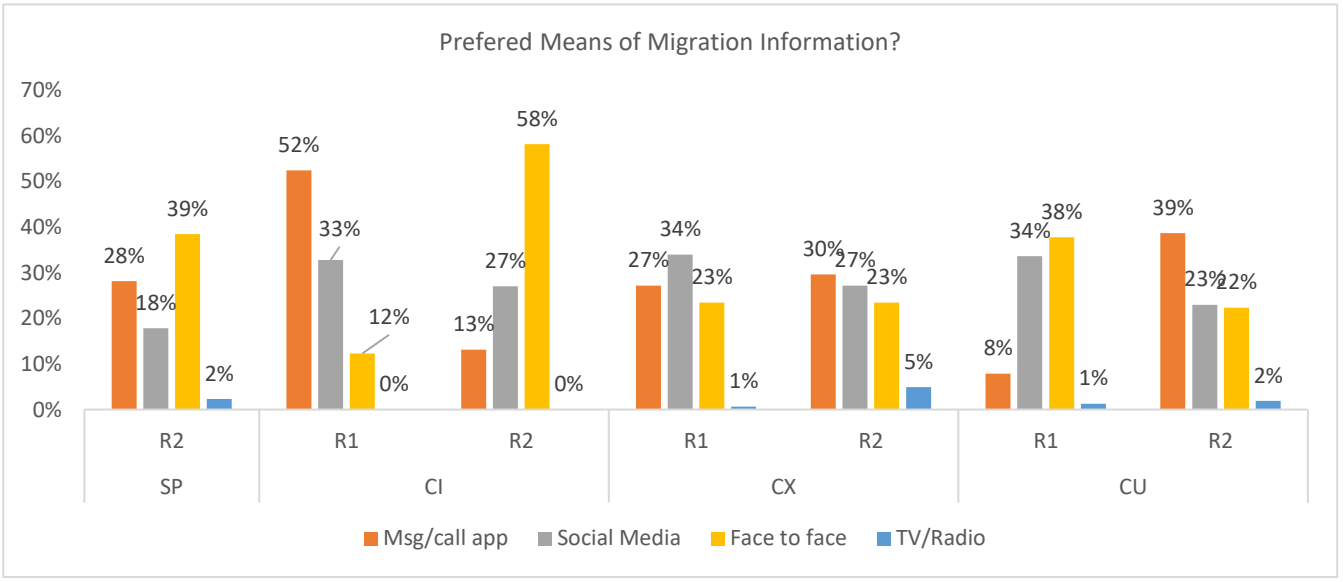
J2 – Anticipated Result of Increased Migration Knowledge:

When asked about the particular areas of knowledge, the intervention group show higher understanding about migration knowledge (I2). Largely, the belief that better knowledge about migration options leads to safer migration was held across all respondent categories, but significantly higher among intervention respondent groups.



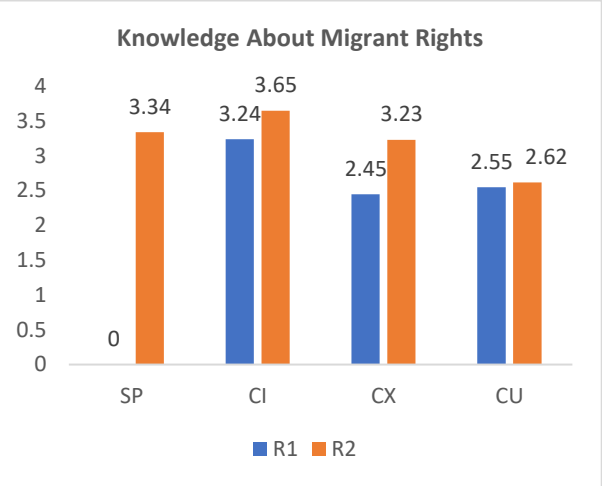
K2 – Preferences for Means of Migrant Information

The responses show that the top three choices for receiving migration information were msg/call apps, face-to-face, and social media, but these choices varied largely among groups and rounds.



Face-to-face engagement resonated strongly with participants who had direct contact with interventions (SP and CI), suggesting high trust in interpersonal formats for migration. Mobile-based communication (messages/calls) remains a key channel, especially for non-exposed groups like CU, which may benefit from low-barrier, scalable outreach. Social media, while still relevant, shows signs of declining trust or saturation, especially among intervention-exposed groups. Traditional media (TV/Radio) appears ineffective for migration information delivery among this audience, as they could not find much relevant content on these fronts. Respondents exposed to direct engagement (SP, CI) tend to prefer interpersonal formats, indicating a positive feedback loop where experience reinforces preference for the same channel. High preference for mobile messaging among CU may signal missed engagement opportunities and could guide micro-targeting efforts in future campaigns. At the same time, it was important to recognise that the preference may be influenced by the respondent's location, previous experience, migration stage and access to communication tools. A deeper customer journey mapping may be required to inform these aspects with more qualitative details.

I2 – Knowledge about Migration Rights

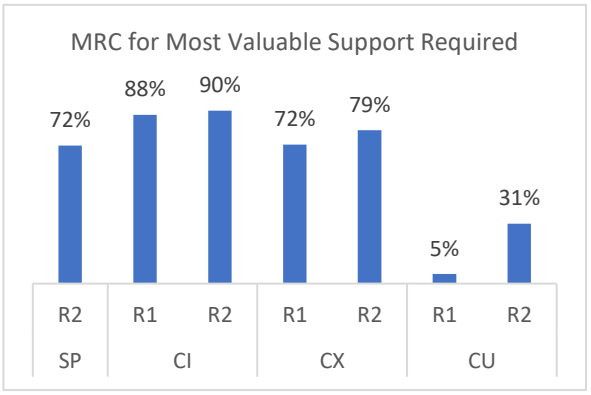


One of PARIM-II's key goals was to equip potential migrants with informed, rights-based knowledge to help them make safer, more empowered migration decisions. These findings affirm that PARIM interventions, especially counselling, appear to be contributing in this area. The CI group showed the strongest improvement, with average scores rising from 3.24 to 3.65, indicating a gain in understanding about migrant rights after direct counselling support. The average score for CX respondents also improved markedly from 2.45 to 3.23, reflecting increased understanding among campaign-exposed respondents on the topic of rights awareness. CU group showed only a marginal gain from 2.55 to 2.62, suggesting minimal change in rights-related knowledge without targeted intervention. The SP group, with a score of 3.34 in R2, demonstrates a moderate level of perceived awareness, likely stemming from in-person group sessions. The R2 score suggests a meaningful level of knowledge was retained or developed when compared with the CU as a baseline.

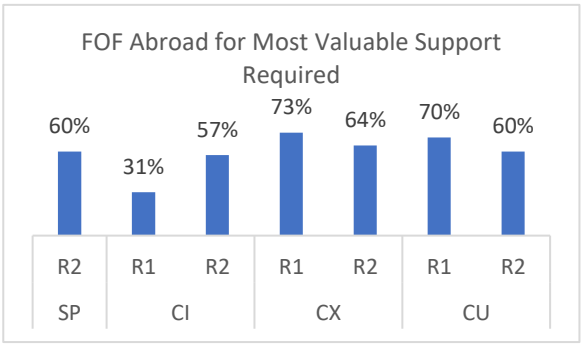
C5: Identifying Migration Support

Respondents were asked who, in their opinion, can provide the most valuable support for the migration plan. This question was asked only of those who mentioned having a plan to migrate in 2 years at both rounds. The following were the key responses observed.

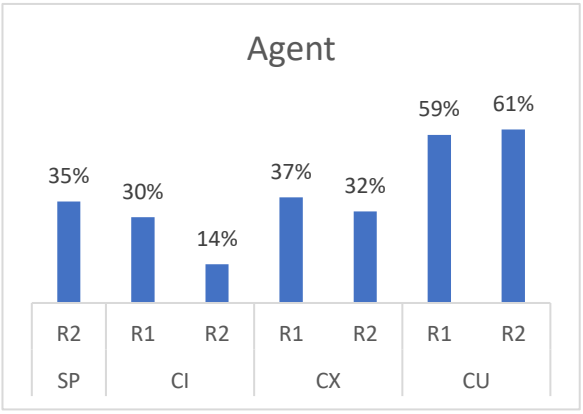
1. **MRCs:** MRCs were ranked the highest by all intervention groups. MRCs are central to the PARIM's theory of change. These figures affirm that sustained engagement builds trust. All respondent groups show increasing trust and need for MRC support among all respondent groups except with CU, who are largely not aware of MRC services and hence do not expect or recognise the value of its support. This confirms the role of MRCs as **central, trusted hubs for migration support,** especially when individuals understand their purpose and have the opportunity to interact meaningfully.



2. **Friends or Family Abroad (FOF Abroad)** was the second most valued support system for the migration process. Almost all groups recognised their importance, however, CI placed somewhat less emphasis on FOF abroad and more on MRCs.



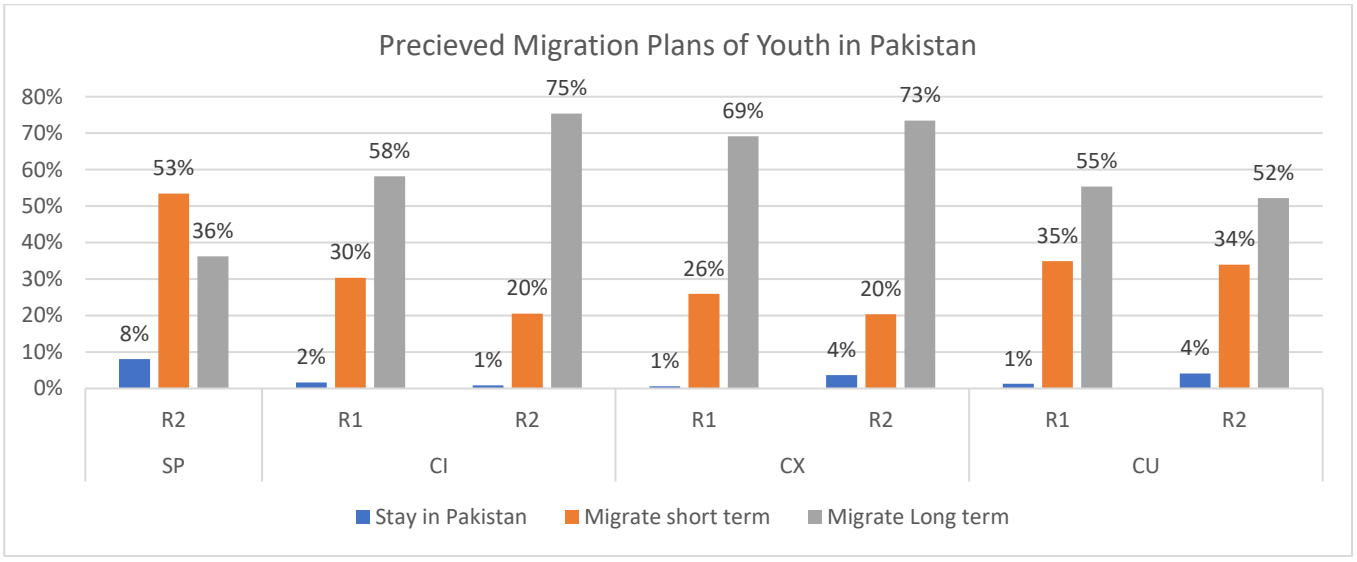
3. **Agents:** One of the key options was agents, often understood as migration facilitators or intermediaries who, in many contexts, may include unlicensed or informal actors, and in some cases, human traffickers. Agents were recognised as the third most influential support providers. The proportion of counselled individuals showed the maximum drop among those who are seeking information from agents. Awareness sessions and campaigns need strengthening to create similar results in SP and CX groups. CU remains the only group for whom the proportion of those who are increasingly seeking information from agents (59% → 61%.



Attitudes

A4 – Attitude towards Migration Practices

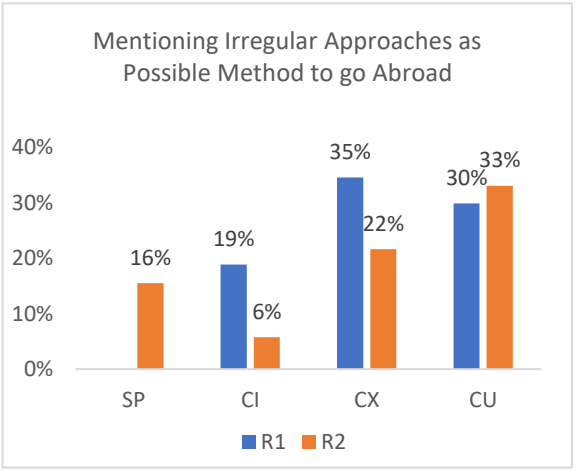
As per the respondents, an overwhelming majority of the youth (over 90%) in Pakistan (in the respondents' perception) were planning to migrate either long-term or short-term. This remains a very alarming finding, considering Pakistan was a youth bulge country with a very high population. While CI, CX, and CU groups seem to largely believe the inclination towards **long-term migration was high,** SP responses are more short-term migration observations. The strength of this belief was observed to be highest among CI and CX respondents, with an increase in R2.



The majority of CI (58% →75%) and CX (69% → 73%) groups expressed that youth want to migrate long term, with **CX** showing the biggest shift towards this view over time. On the other hand, the SP group, which only had data for Round 2, also believes in long-term migration, but the percentages are not as pronounced as in CI or CX. Interestingly, the CU group show a small increase in the belief that youth might prefer short-term migration, even though long-term migration was still seen as the main aspiration. The idea of staying in Pakistan **was** still considered a minority view across all groups.

B4- Attitudes towards migration channels:

When asked about which methods Pakistanis can go abroad, most respondents from intervention groups talked about legal and formal pathways. Different groups spoke about irregular migration (also referred to as "dunky") with varying degrees. CI showed the biggest change. In the first round, 35% mentioned irregular migration, but by the second round, that dropped to 6%. Showing a significant shift in consideration. Similarly, among CX reporting of irregular migration, all dropped from 30% to 22%. On the other hand, CU (people who were not reached by any campaign) showed an increase from 29% to 33%. This suggests that without guidance, people may continue to consider or talk about unsafe migration options. For the SP, only 16% mentioned irregular migration, which was lower than CU.



Considering the ways to go abroad for Pakistanis, the top three options mentioned by respondents in a multiple select option were:

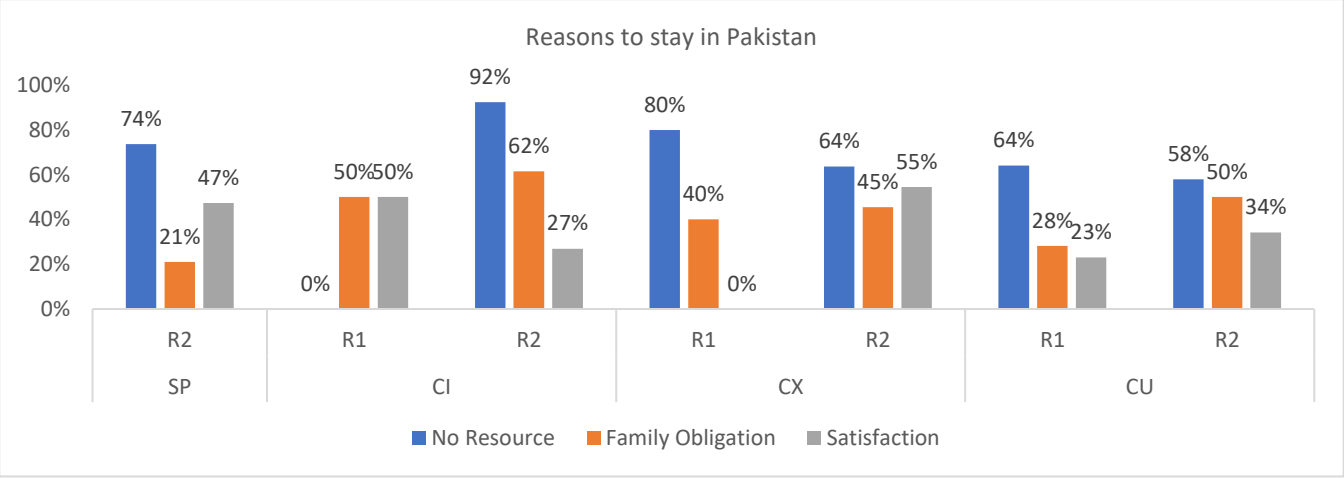
a. **Work visas** were by far the most commonly mentioned method across all groups. Around 93% of all respondents mentioned it, showing strong awareness that legal job opportunities abroad are a well-understood and preferred path.

b. **Visit visas** were discussed by 85% of respondents, with particularly high awareness among those who received counselling (CI-94%) and those exposed to media campaigns (CX-91%).

c. **Student visas** were mentioned by 70% overall. People reached through media campaigns (CX) were the most aware (80%), while session participants (SP) showed lower awareness (55%).

Ga4 – Attitudes towards staying in Pakistan

Participants were asked If you had an opportunity to go abroad, how likely are you to opt to go? For those who said not likely or not at all, the biggest reason reported across all groups for their reply was simply that they can't afford it.



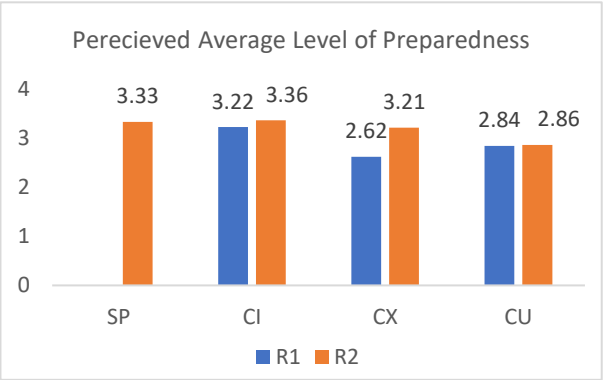
It was important to consider that these were respondents who were recognised as potential migrants but realised that they, at this time, may not be able to afford migration and are now not planning to migrate. It was a significant finding when we consider that irregular migration was largely considered a cheaper option (in B6). The data makes it clear that a significant proportion of those who are not planning to migrate in the next two years are not necessarily choosing to stay, but rather they are unable to leave, and at the same time, about 66%-80%)

respondents consider irregular migration cheaper. Considering these two elements, there was an indication that migration aspirations remain high, but means are limited, and individuals are at greater risk of being exploited through irregular or unsafe migration pathways.

The second most reported reason was staying with their families, especially in the CI and CU groups. The third but growing number said that they are satisfied with life in Pakistan, especially in the SP and CU groups. Very few people mention religion or deep community ties as reasons to stay; the element of practical challenges and personal responsibilities remains a more active element of the decision.

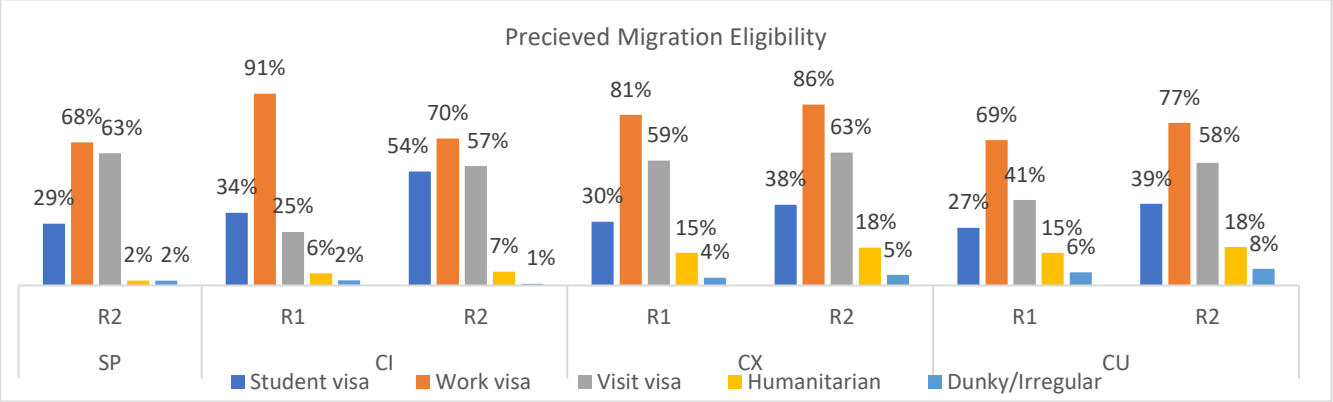
B5 – Attitudes towards Preparedness to Migrate

All intervention groups (SP, CI, CX) showed an increase in average preparedness from R1 to R2. The CI group remained the highest scoring in both rounds, suggesting the confidence gains due to personalised counselling. The CX group saw the largest numerical jump (+0.59), indicating the impact of campaign messaging in shifting perceived preparedness or their post-exposure engagement. The CU group (unexposed) remained almost stagnant, with a negligible gain (2.84 → 2.86).



C4- Perceived Eligibility for Migration

The majority of respondents across all groups identified themselves as eligible for regular migration streams of work, student, and visit visas, indicating a basic awareness of legal pathways. From R1 to R2, this inclination increased for all categories. Work visas were the most commonly identified eligibility route overall, particularly high among CX (86%) and CI (70%).



Student visa eligibility was highest among the CI group in R2 (54%), reflecting likely awareness gained through counselling about educational pathways. Humanitarian and Dunky (irregular) options were selected by a very small proportion, indicating low identification with or preference for irregular routes. However, this proportion was the highest among CU participants, which increased (from 6% → 8%). Among CX, this proportion also increased (from 4% → 5%), suggesting that most respondents still view regular migration as accessible or preferable.

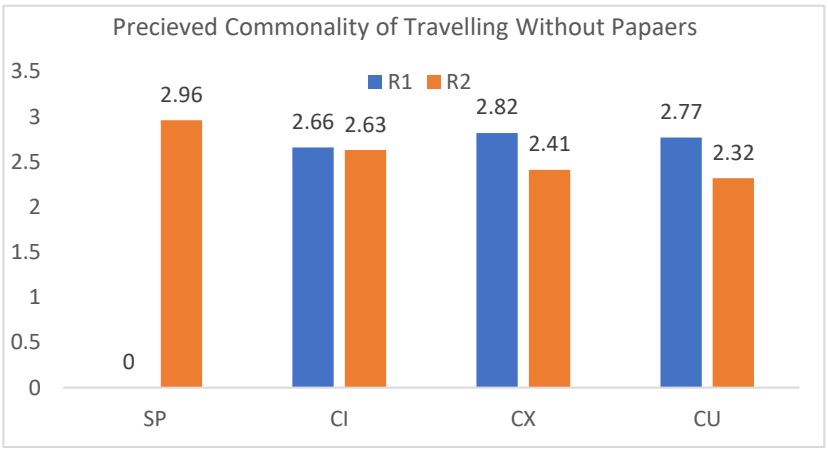
D4- Influences for Migration Decision

One of the goals of PARIM-II was to enable potential migrants to make informed decisions about migration, rather than relying solely on social or exploitative advice. This was based on the assumption that migration decisions tend to be influenced by relatives and peers within Pakistan and abroad, but can also be influenced by accurate,

objective information about the risks and dangers of irregular migration and the availability of safe, regular pathways to migration. Survey data indicated that in practice, close household relatives were the most frequent source of migration encouragement across all groups, with 48% to 64% indicating they were advised by family members about migration. Friends and family in Pakistan or Afghanistan (FOF - Pak/Afg) also play a major role, especially among SP (57%), CX (40%), and CU (35%). Friends or family abroad (FOF – Abroad) were cited by respondents more often by the CI and CX groups, though their influence appeared to decrease over time. Agents were the least-cited source of influence, with only 0–14% of respondents identifying them as advisors, although CU respondents (14%) show the highest agent influence. Agent influence remained low overall, but was somewhat higher in the CU group. This appears to correlate lack of exposure to PARIM-II interventions.

A6 – Normalisation of Traveling without Papers (Irregular Migration)

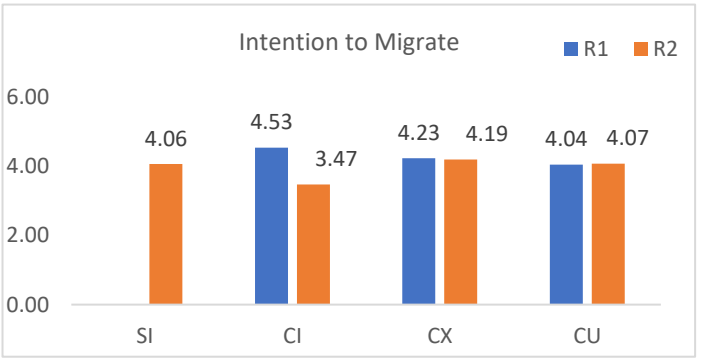
Across all groups, the average scores fall between 2.3 and 3.0, suggesting that TWP was generally perceived as moderately common. Across the four groups, there appeared to be a perception that people would travel or migrate without the appropriate documentation. Since there was no significant change in R1 to R2 results, it can not be concluded to what extent this view about the commonality of TWP was changing during the R1 to R2 period.



Intentions

E4- Intentions to Migration

The MRCs seek not only to inform but also to discourage risky or unrealistic migration behaviours. While discussing migration channels, the potential migrants interviewed reported a high intention to migrate, which suggests that the sample was appropriate for the study. The SP group reported a moderately high level of intent (4.06) to migrate if given the opportunity. The CI group showed a significant drop from 4.53 (R1) to 3.47 (R2), a decline of more than 1 full point, indicating a measurable reduction in migration intent after counselling. CX group remains relatively steady, reflecting a consistently high desire to migrate despite campaign exposure. Showing the campaign was targeting and reaching the right audience. CU group also exhibited high intent, even slightly rising, suggesting a need to reach out to the unreached population.



The changes over R1 to R2 remained nominal across all categories except for CI, which showed the biggest drop in their intention to migrate (from a score of 4.53 in R1 to 3.47 in R2).

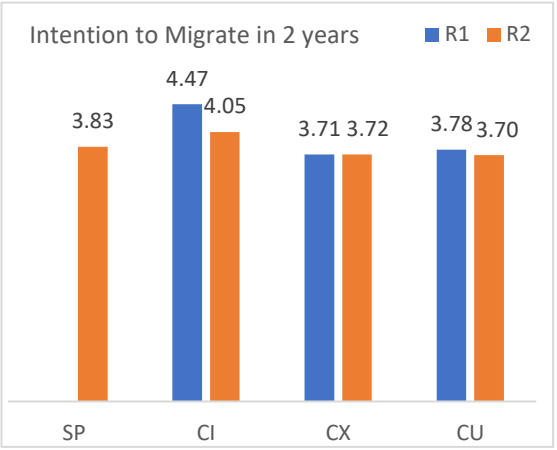
E4a – Likelihood to support others in Migration Decision

This analysis focuses on a specific group of respondents: people who said they do not intend to migrate themselves in the next two years. Understanding their attitudes was important because even if they do not plan to migrate, they can influence others' decisions as family members, friends, or community voices. When asked if they would support a friend or family member's decision to migrate, a majority were hesitant or unwilling to offer support. Only about 1 in 4 people in the total group said they would "certainly" or "likely" support someone's migration.

Especially CI were less likely to report support — 60% said they would not support someone's migration. SP showed a mixed view — only 16% supportive and 32% unsure, showing uncertainty in their stance.

F4: Intention to Migrate in Next 2 years

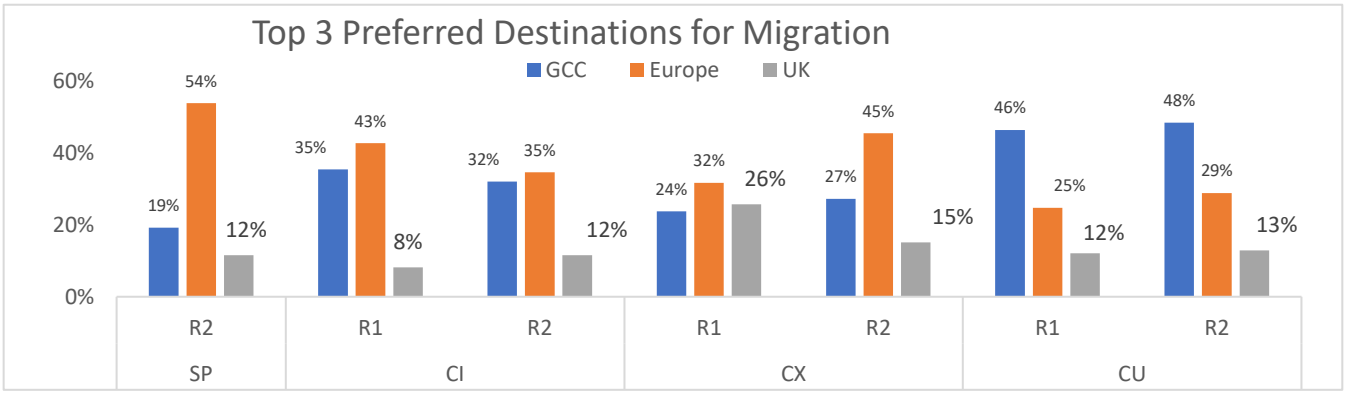
The respondents were asked about their specific migration plan in the next 2 years. For most categories of respondents, there was no significant change in the responses over R1 and R2. It shows that over the assessment period, there were limited changes in the plan. Since the study was with potential migrants, the average response was "likely" (to migrate in the next two years) indicates an appropriate selection of respondents.



CI showed the highest migration intent with average responses on "Certainly level" showing high migration intent; however, by the R2, the number of respondents on likely and certainly changed, with many responding to likely instead of certainly, which indicates more rationalised expectation around timelines. Yet still none from CI chose "unlikely" or "never", but the level of certainty changed, resulting in a decline in scores from 4.47 to 4.05.SP (3.83), CX (3.71-3.72) and CU (3.78 – 3.7) maintained a "likely" response across both rounds with almost no change.

G4 – Most Preferred Destination and (H4)

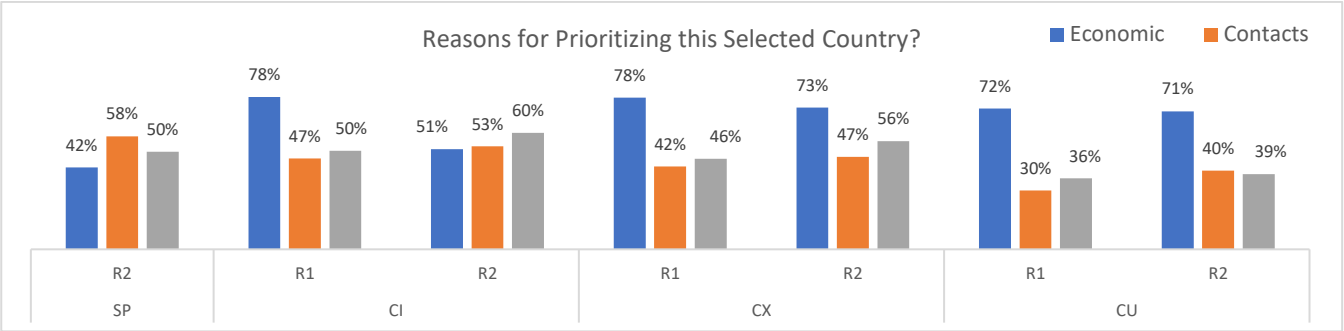
The EU, the Middle East and the UK were identified in the top three most preferred destinations among all categories of respondents in both rounds.



Europe had emerged as the top destination for SP (54%) and CX (increased from 25% to 45%), indicating a strong preference for European countries post-intervention. CI group showed declining preference for Europe (43% → 35%) and GCC (35% → 32%), while interest in Canada/US increased (5% → 12%), possibly suggesting a shift toward skilled pathways. CU group continues to heavily prefer GCC (48%), with only 29% preferring Europe, implying that, without intervention, traditional low-skilled routes remain dominant. Preferences for UK and AUS/NZ-LAND remain marginal and mostly unchanged, though CI and CX groups show slight increases for the UK.

H4- Reason for preference

Across all target groups, respondents' top three reasons motivating their choice of destination were economic opportunity, social contacts, and aspiration. Economic motivation emerged as the top driver across all groups, but the weight of this reason shifted post-intervention in the CI group (78% → 51%), suggesting a broadening of decision criteria beyond purely financial incentives. Presence of contacts (social networks) is most influential among SP (58%) and CI (53%), and increased sharply among CX (30% → 47%), indicating that peer influence and familial ties significantly shape destination preferences, especially after awareness efforts.



Aspirational reasons (e.g., lifestyle, prestige, image of the country) saw a marked increase among CI (46% → 60%) and CX (36% → 56%), suggesting image and preference factors are equally important in decision making. Another interesting observation provided by data was that among the intervention groups, the preference towards the EU was high, or these interventions are engaging EU-preferencing migrants more, which was largely aligned with PARIM II objectives.

B6: Why Choose TWP (Irregular Migration)

Across all respondent groups and rounds, the reasons for choosing to travel without papers showed consistent patterns of economic, systemic, and social drivers behind irregular migration.

- **It's Cheaper** (66%–80%) – The most frequently cited reason across all groups and rounds.
- **No Legal Option Available** (21%–57%) – A strong secondary motivator, especially among those who may be ineligible or unaware of legal pathways.
- **Quicker Process** (20%–38%) – Reflects frustration with delays, red tape, or difficulty accessing legal migration channels. Overall, this was the third most cited reason, but was second for CX.
- **FOF Pressure** (7%–25%) – Shows the influence of friends or family abroad, pressuring individuals to migrate regardless of documentation.
- **Agent Influence** (9%–30%) – Indicates that intermediaries still play a key role, particularly in pushing irregular routes as viable options.

C6: Intention to Migrate Without Paper (Irregular Migration)

Across all respondent groups, average intention to travel without papers was low, with scores ranging between 1.91 and 2.22 among all respondent groups. This suggests that irregular migration was generally not seen as a desirable or likely option. Most groups showed a decline or stabilisation in intent with TWP regarded as "not likely", indicating that not only the PARIM-II intervention groups, but also broader awareness diffusion, are likely to have a deterrent effect.

CB6- Why not to Choose TWP (Irregular Migration)

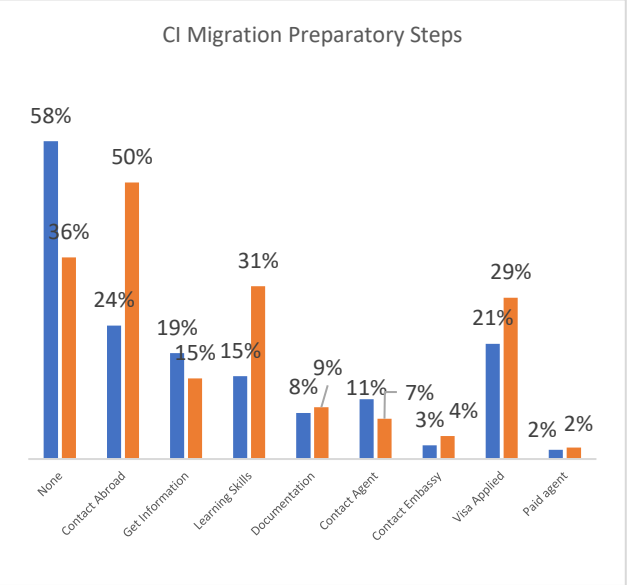
Across all groups, several key deterrents emerge, reflecting rising awareness of the consequences and realities of irregular migration. The data highlight the following stance on avoiding TWP.

a. **High Risk** – Most commonly cited deterrent, especially among SP (61%) and CU (51%).
b. **No Future** – Gaining traction, particularly with CI (67%) and CU (34%), signalling long-term thinking and recognition of the dead-end nature of TWP.
c. **Post-Migration Challenges** – Cited by up to 15% in CX, indicating growing awareness of struggles beyond the border.
d. **Lack of Agent Links** – Minor factor overall, but more relevant in CU (6%), where networks may be weaker.
e. **High Cost** – Surprisingly low across all groups, indicating TWP was not perceived as expensive, which aligns with B6 responses.

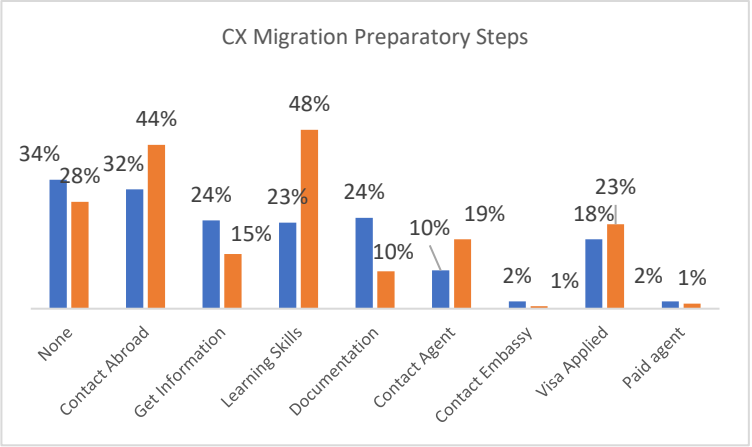
Behaviour

A5- Migration Preparation Behaviour

This question provided behavioural insight into what steps respondents had taken towards migration and whether MRC interventions appeared to influence their concrete actions related to preparing to migrate. The top three areas reported overall were no action, followed by contacting relatives abroad for advice and discussing migration prospects and learning skills. The level of preparedness largely varied across the respondent groups.

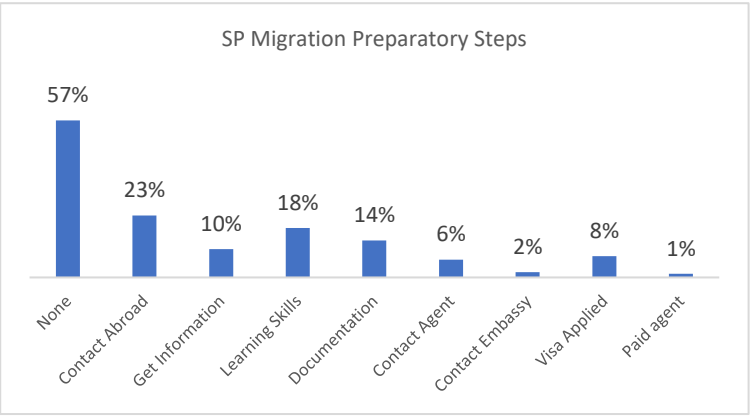


The responses of CI respondents highlighted that they are more engaged in taking steps for migration. CI respondents show the most significant improvement in preparedness. From R1 to R2, the users of the None option decreased by 58% → 36%. And regarding contacting friends and family, Abroad rose from 24% → 50%, Visa Applied increased from 21% → 29%, and Learning Skills doubled from 15% → 31%. These factors indicate that CI respondents are progressing significantly during just 6-week gap between R1 to R2.



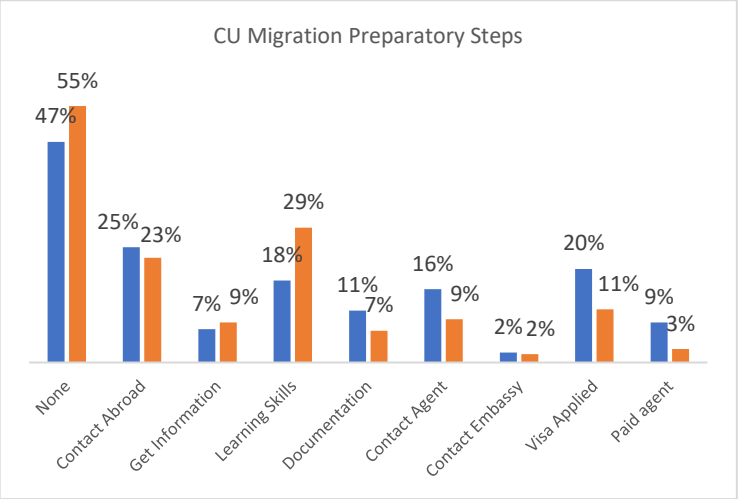
CX respondents also marked substantial improvement across multiple areas of preparedness. "None" dropped from 47% → 28%, contact abroad rose from 25% → 44%, and learning skills jumped from 18% → 48%.

Among the SP, 57% report taking no preparatory steps, the highest among all exposed groups. Minimal engagement in structured actions like learning skills (18%), getting information (10%), or contacting agents (6%) was reported. Suggests that while awareness was raised, the transition from knowledge to action was still limited, perhaps due to a lack of follow-up support or personal constraints.



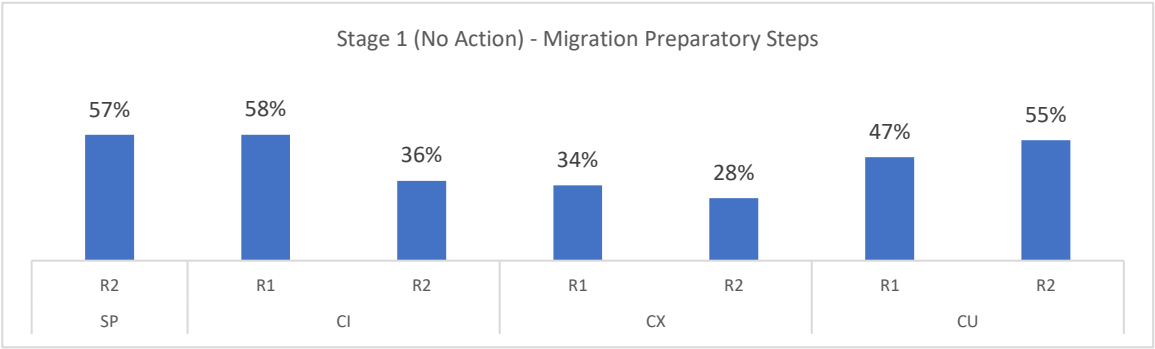
Whereas among CU, 55% took no preparatory steps. The most common action was learning skills (29%), Low engagement in critical steps like visa applications (11%) and getting information (9%), confirming limited practical readiness.

Another perspective for the analysis of F4 data was the recognition of the preparation stage among the respondents of different groups. In the context of this analysis, it was important to recognise two key aspects of the study. First that the respondents of CI were selected from the last 3 months of interaction with MRCs (before R1). The SP were also engaged during the same period, and the campaign was also in place a few months before R1. Hence, while analysing it would tell how far these respondents had been engaged in the migration process. Secondly, it was important to recognise that the responses in these questions highlight the stage of migration preparedness among different respondent classes and discuss the change among intervention groups as compared to CU.



Stage I: The first stage highlights "No Preparation / Inaction" and was represented by the indicator "NONE", which highlights that no action had been taken. The respondents are contemplative or passive and haven't translated intention into behaviour. This was the largest group across all segments, as most respondents from all groups reported doing nothing or having taken no steps. High percentages at this stage suggest that many potential migrants are still in the ideation or aspiration phase. In this regard, it was to recognise that both CI and SP respondents took an active action to be engaged in the information seeking process by approaching MRC or attending community sessions. And hence are shortlisted based upon their recognition of interest and engagement in the migration process, even if they do not perceive it as any engagement. However, the same could not be assessed about CX and CU respondents, as they may have gained the information involuntarily and passively, but had also been identified as people with an interest in migration. Hence, whether these respondents are aware or not, they are engaged in the study because of their active engagement in migration information seeking.

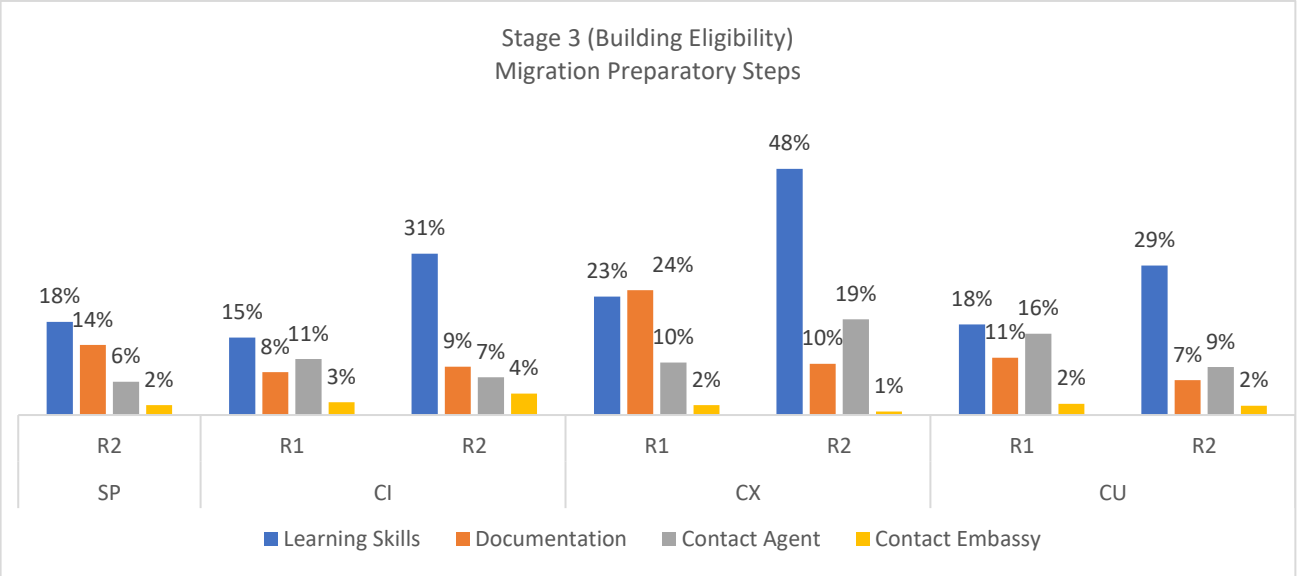
Stage II: This stage includes activities and behaviour for the first early exploration of migration relevance



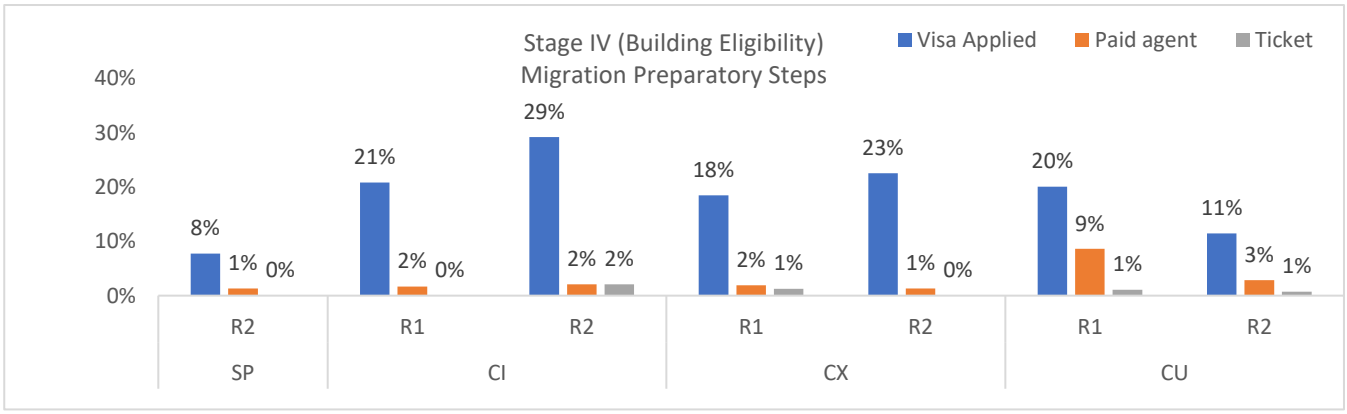
with individual aspirations, opportunities and relevance. These actions reflect early, non-committal engagement, such as information gathering, contacting people with information and seeking information. The person was interested and preparing, but had not yet taken any formal steps to engage.

The data shows that during the study period, the intervention groups had increased both contacting abroad and information seeking more actively, showing more engagement and clarity.

Stage III: This stage was about building and highlighting migration eligibility. It was also a very important indicator, as for irregular migration, this aspect was not required. Hence, engagement in this aspect validates regular migration intention. The data shows that intervention groups are more actively engaged in skills development as compared to CU, but a significant increase in skill learning was also observed among CU.

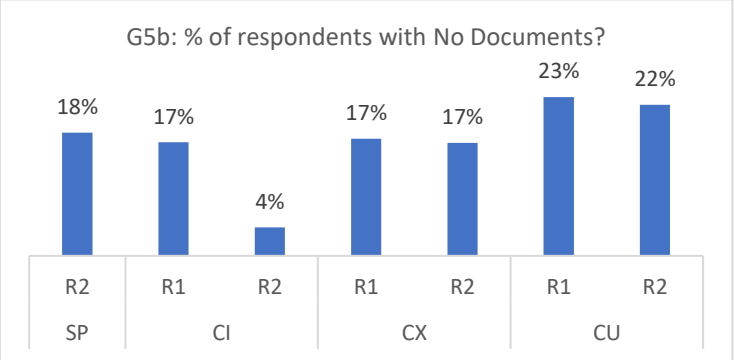


Stage IV: This stage indicates making a financial commitment to the migration process. It includes activities such as paying visa fees, paying an agent (for irregular migrants) and purchasing an air ticket. Irregular migration engagement, such as paying agents, can be seen more in CU as compared to the intervention groups. This again highlights that the PARIM activities are contributing to limiting irregular migration, as more intervention group members are moving towards visas and less towards agents.

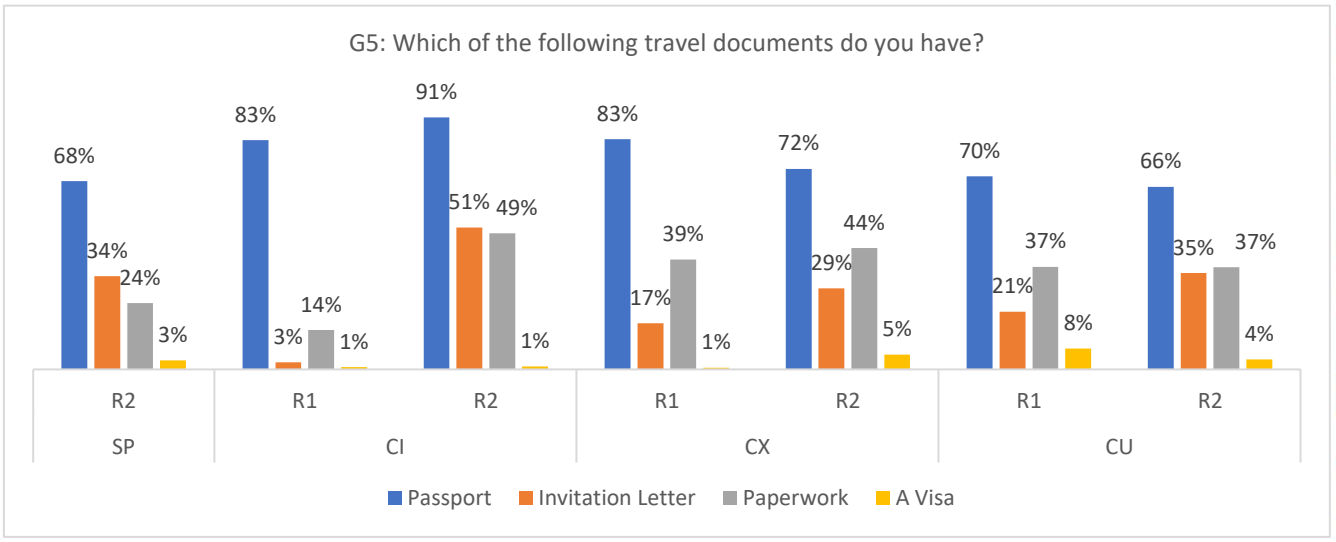


G5- Documentation Readiness Behaviour

This question aims to assess the preparation behaviour of potential migrants in formalising their migration plans. It assesses whether being associated with a group, whether interventions helped move them beyond intention to actual preparedness.



- CI showed significant improvements across most indicators. The proportion of no documentation dropped from (17% → 4%) and all about passport acquisition (83% → 91%), Invitation letters (3% → 51%) and Paperwork including legal/administrative readiness (14% → 49%) showed significant change to positive engagement. It shows the significance of individual counselling on migration direction and resourcefulness.



- SP responses highlight moderate preparedness (esp. passport, invitation), but limited reach in paperwork and visas. The awareness sessions helped build knowledge and motivation, but did not fully translate into administrative action.

- CX group highlight mixed results showing strong campaign visibility but weaker follow-through. Some steps taken (invitation, paperwork), but passport ownership declined.

- CU group shows incremental gains in invitation letters but stagnates in key areas. A high percentage with no documents and declining passport/visa readiness indicates high risk for irregular intentions.

Recommendations:

Recommendations for Future Migration Campaigns

The following recommendations aim to enhance the effectiveness, inclusivity, and impact of behavioural change campaigns on safe migration.

1. **Deepen Follow-Up Engagement After Exposure:** Many exposed groups, especially SP and CX, demonstrated awareness gains but limited progression to action. Future campaigns should integrate structured follow-up (e.g., reminder messages, second contact points) to reinforce behavioural momentum.

   Reference: Key Findings > F4: Migration Preparation Behaviour; G5: Documentation Readiness Behaviour

2. **Tailor Messaging by Migrant Journey Stage**: Develop content segmented by user journey stages (awareness, consideration, preparation, decision). For example, early-stage migrants may need foundational knowledge, while those in preparation require guidance on documentation and legal pathways.

   Reference: Key Findings > K2: Preferences for Means of Migrant Information; F4: Migration Preparation Behaviour (Stage I–IV)

3. **Strengthen Risk Narratives with Real Stories:** Use first-person testimonials and local returnee narratives to personalise the dangers of TWP. Behavioural deterrence is more effective when anchored in relatable and emotionally resonant stories.

   Reference: Key Findings > C6: Intention to Migrate Without Paper (Irregular Migration); B6: Why Chose TWP

4. **Develop Gender-Responsive Messaging**: Women though were found to be limited among potential migrants, yet as a part of family members for potential migrants have a significant role to play in migration decision both for as influencers for migration decision as reasons for staying in Pakistan. Customise campaign content for women, especially in conservative districts, using channels and language accessible to them. Consider content on family reunification, migration risks, and legal support. Current campaigns had limited gender sensitivity or adaptation considerations.

   Reference: Key Findings > D4: Influences for Migration Decision; Ga4 – Attitudes towards staying in Pakistan

5. **Utilise Influencers and Peer Educators Strategically**: Mobilise trusted community voices, including returnees, youth leaders, and religious figures, as campaign ambassadors. Their influence can significantly shift risk perceptions and normalise legal migration.

   Reference: Key Findings > D4: Influences for Migration Decision; B2: Information Sources for Migration Knowledge

6. **Increase Visual and Interactive Content for Digital Platforms**: Social Media and Websites appeared to be prominent and growing sources of information for most potential migrants. A structured audit of how this information can be made better for the use of potential migrants will remain useful to learn from previous content and improve the same. In this regards aspects as social listening studies, use of infographics, animated explainers, and interactive quizzes tailored for Facebook, YouTube Shorts, and TikTok would

remain instrumental. Digital storytelling should remain simple, locally contextualised, and visually engaging.

Reference: Key Findings > B2 - Information Sources for Migration Knowledge; K2 – Preferences for Means of Migrant Information

Recommendations for MRCs Services

1. **Implement Structured Post-Counselling Follow-Up Mechanisms**: According to IOM's Handbook on Migrant Resource Centres (2018), continuous feedback is essential for "improving the responsiveness and relevance of migrant services over time" (IOM, 2018). Among Counselled Individuals (CI), the report highlights that many respondents shifted their intention to migrate from "certainly" to "likely" due to resource limitations. This suggests a rational recalibration of expectations after receiving accurate migration information. However, when combined with the perception that Travel Without Papers (TWP) is cheaper, there remains a significant risk of diversion to irregular migration routes if those facing financial or procedural constraints are not provided ongoing guidance and support. This aligns with behavioural insights frameworks which note that "individuals under pressure revert to shortcuts or perceived cheaper options unless there is ongoing reinforcement of safer, longer-term alternatives" (OECD, 2020).

   In this context, a feedback loop serves three critical functions:

   - **Monitoring Shifting Intentions:** By maintaining contact post-counselling, MRCs can detect when individuals are reconsidering irregular migration due to cost barriers or delays.
   - **Offering Alternatives:** MRCs can direct these individuals to vocational training, micro-grant opportunities, or legal pathways that match their profile—mitigating the push toward TWP.
   - **Quality Assurance for Services Benchmarks:** Continuous review of the followup data will allow for improving the responsiveness and relevance of migrant services over time

   Reference: Key Findings > F4: Intention to Migrate in Next 2 Years*;* B6 – Why Choose TWP

   Reference: Key Findings > G5 – Preparation Behaviour

2. **Develop MRC Client Journey Analytics for Better Impact Measurement**: Track the full MRC client journey—first contact to post-migration outcome—to identify drop-off points and tailor service interventions accordingly.

   Reference: Study Limitations > Detailed customer experience Journey mapping study.

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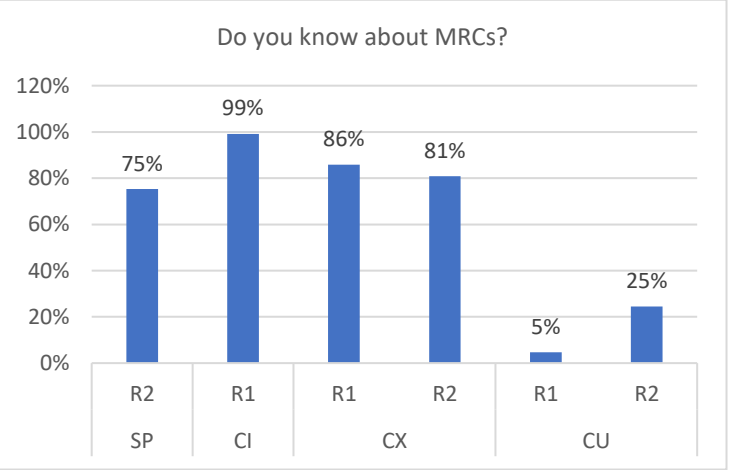
Annexure 1: Findings About MRCs

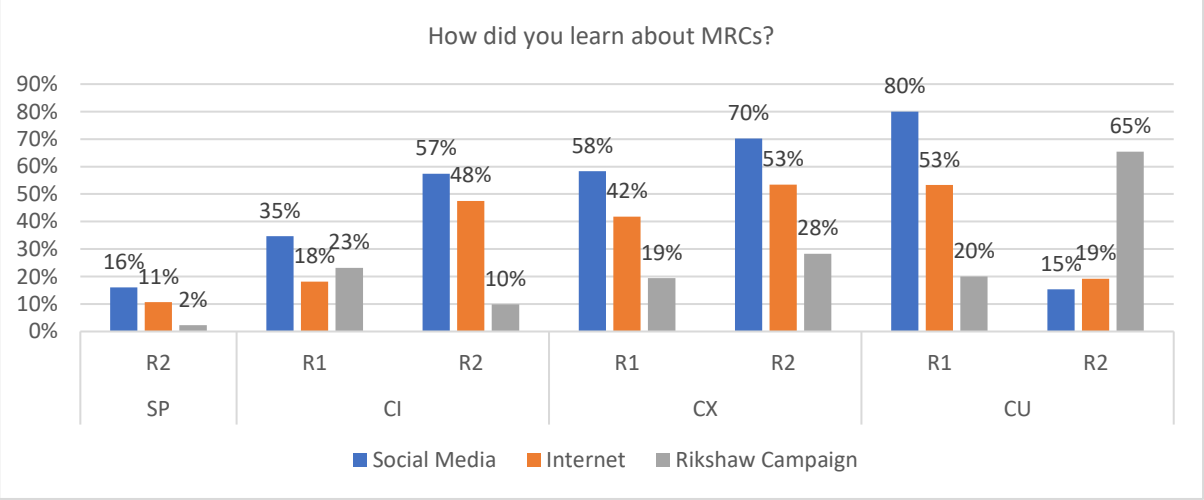
A3 – Knowledge and Perception about MRCs

Awareness about the MRCs remained high among all intervention groups. However, it was noticed that more respondents (even from CU) were aware of MRC in R2 as compared to R1. It remains important to note that certain interventions, such as social media and rikshaw campaigns, did not have very firm geographical lines and may have led to familiarisation with the intervention after R1. There was also a possibility that participation in the study itself (i.e., being surveyed in Round 1) could have unintentionally functioned as an intervention, particularly for the CU group. Respondents may have shared survey experiences or terminology (like "MRC") with peers or family, contributing to indirect awareness building. This means the control status of CU' was not truly static, making R1-to-R2 shifts hard to interpret as unrelated to intervention exposure. The finding was still valuable as it showed the power of asking questions as a form of soft awareness-raising and identified the need for such information to reach more among the potential migrants.



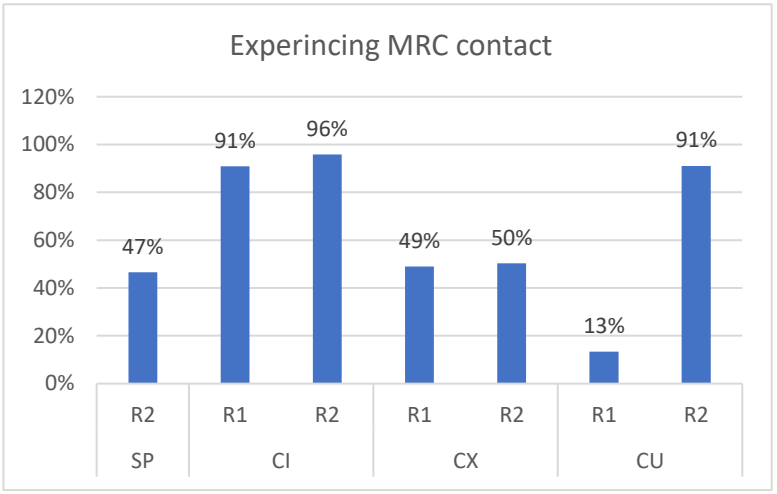
B3- MRC Information Channels

When participants were asked how they learnt about MRCs, social media and the internet were identified as key contributors. This explains the exposure beyond geographic lines.



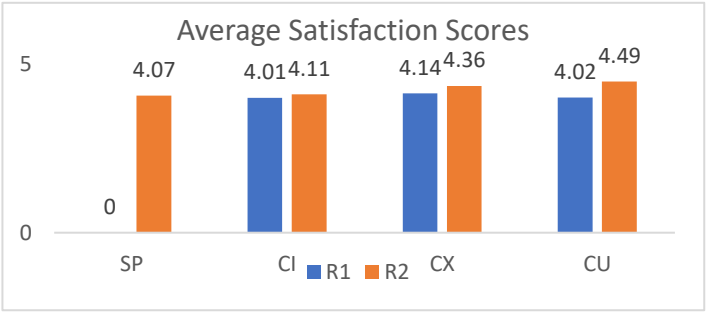
C3- Contacting MRCs:

Respondents who were aware of MRCs were asked if they had ever contacted an MRC. CI had prior contact, hence we are not including them in this analysis. Across all groups, the overall proportion of people who contacted MRCs in R2 increased compared to those who had never contacted them. The data clearly show that once respondents became aware of MRCs, their likelihood of contacting MRCs increased across all groups. The biggest increase was among CU respondents, showing that as they are becoming aware, the proportion of respondents contacting them is increasing.



D3- Attitudes towards MRCs

The analysis of average satisfaction scores based on actual respondent counts reveals an increase in perceived usefulness of MRC services between Round 1 and Round 2 across nearly all respondent groups. This question was asked of only those survey participants who had experience with MRC services. The overall satisfaction score increased on a 5-point Likert scale, indicating a generally positive shift in user experience. These findings suggest the presence of sustained service quality and also a relationship with MRC clients as they continue to engage more meaningfully with available resources.



E3 – Intention to Recommend MRC

Among those who had experienced MRCs, across the board in all respondent groups, more respondents in the second round of the survey said they were likely to recommend the MRC (Migrant Resource Centre) to others. The total average score rose from 4.29 to 4.39, indicating a slight increase in respondents' willingness to recommend MRCs after Round 2, showing growing trust and satisfaction with the MRC services. The biggest shift came from respondents in the CU group, who started with lower trust in R1 but became the most enthusiastic by R2.