



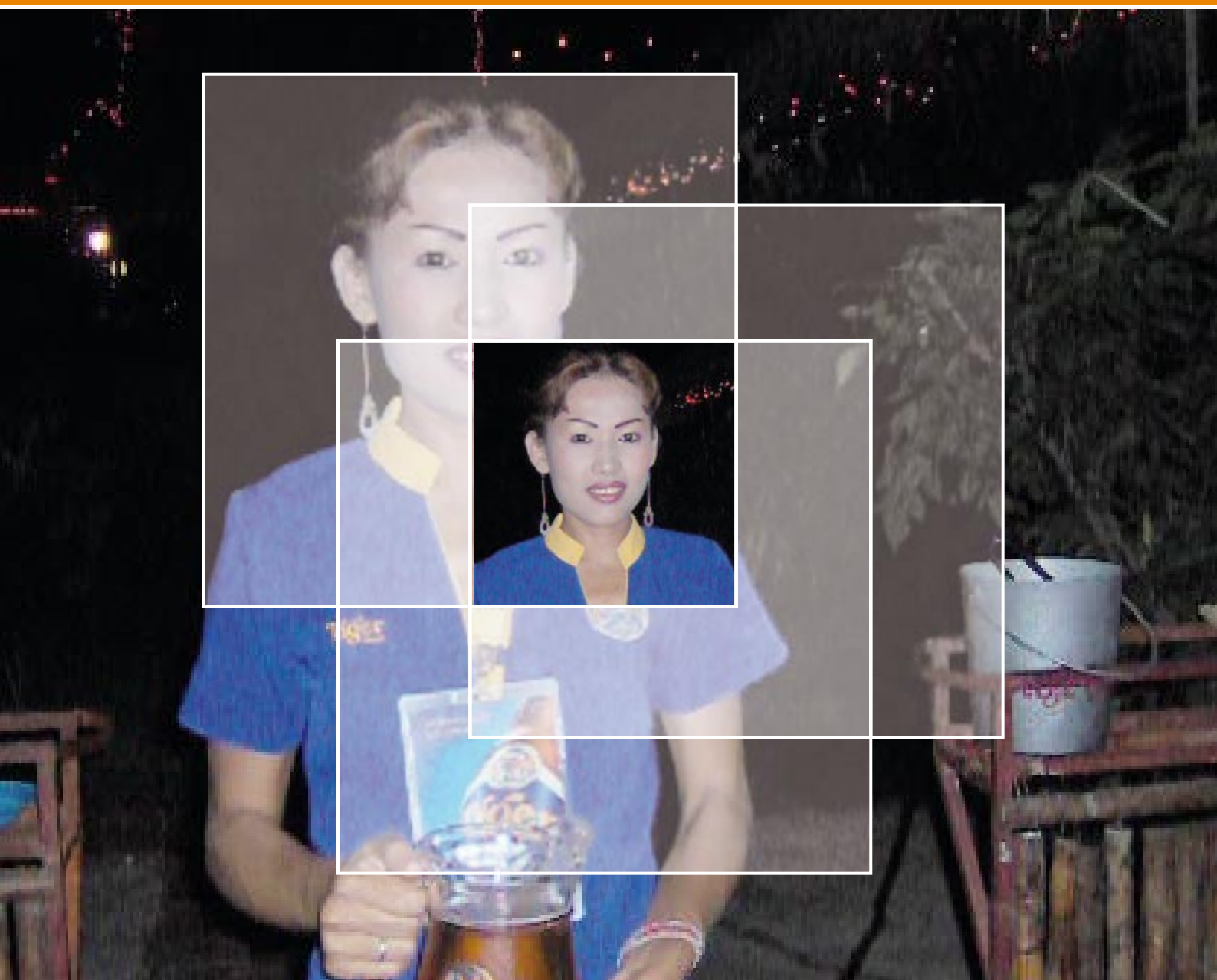
International
Labour
Organization

The Mekong Challenge

Cambodia's 'Beer Promotion Girls'

their recruitment, working conditions and vulnerabilities

Part of a series of studies on human trafficking and labour migration in the Greater Mekong Sub-region



The Mekong Sub-regional Project to Combat Trafficking in Children and Women

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Mekong Sub-regional Project to Combat Trafficking in
Children and Women

International Programme on the Elimination of Child Labour
International Labour Office Bangkok

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Mekong Sub-regional Project to Combat Trafficking in Children and Women
The Mekong Challenge – Cambodia's 'Beer Promotion Girls', their recruitment, working conditions and vulnerabilities

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FOREWORD

This survey is part of a series of studies into recruitment practices and working conditions in the Greater Mekong Sub-region (GMS) of children and young women in sectors vulnerable to human trafficking, and the associated and inherent sexual and labour exploitation.

With the increasing sophistication of consumer marketing, the alcohol and beverage industries in Cambodia and other GMS countries have found new ways to advertise their competing products through the employment of 'beer promotion girls' – attractive young women dressed in the colours and logos of their sponsors.

The Mekong Challenge – Cambodia's 'Beer Promotion Girls', their recruitment working conditions and vulnerabilities takes one of the first in-depth looks at both the personal and working lives of these young women who are, essentially, walking advertisements for competing beer companies. Working late into the night at entertainment venues, with male clients often intoxicated and sometimes abusive, the work can be both profitable and hazardous.

While technically speaking the role of beer promotion girls is to advertise and sell the beer company's products in bars and other entertainment establishments, the survey also reports that some of the girls accept invitations to go out with clients. However only a small minority admit to sleeping with them, dispelling a myth that most of these young women are selling more than alcohol.

Aside from the occasional unwanted and aggressive sexual advance, one of the greatest concerns of beer promotion girls is the discrimination they face from within the community at large. More than 70 percent claim that they have been victims of public harassment and, occasionally, even physical abuse. But contrary to popular belief, the research also indicates that beer promotion girls are not victims of trafficking, nor are they more vulnerable to trafficking-related labour or sexual exploitation.

This report makes no attempt to condone the link between prostitution and beer promotion with workers above the age of 18. Neither does it condemn the practice. Instead, this survey attempts to examine and report, quantitatively and qualitatively, on the factors that led to the girls' recruitment, their day-to-day experiences and working conditions.

Compiled by consultants jbj-Crossroads to Development, authors Rebecca F. Catalla and TAP Catalla, were technically supported by Sanjukta Mukherjee from the ILO's Regional Office for Asia and the Pacific, Khleang Rim and Eriko Kiuchi-Ito of the ILO's Mekong Project to Combat Trafficking in Children and Women, Heak Sreang, Long Ratana, Meach Yady, Ferdinand Buot, Pheang Phansy, Kem Sovanney and Luz Pasion.

Special thanks are accorded to the beer promotion girls, beer companies/distributors, and various key informants who served as interviewees in Phnom Penh Municipality, as well as to the survey enumerators for their critical contributions to the research project.

This research was made possible through the joint financial support of the ILO's Mekong Project to Combat Trafficking in Children and Women in Cambodia and the Time Bound Programme through its International Programme on the Elimination of Child Labour (IPEC).

EXECUTIVE SUMMARY

Since 2001, when the magnitude of child labour was found to be more serious than reported, ILO/IPEC, with national partners, has been conducting a series of rapid assessments and baseline surveys in selected sectors such as salt production, rubber plantation, fishing sector, etc. These have not only helped to build the knowledge base on the target children and their realities of work, but has also contributed to raising awareness on the issues and subsequently, to advocacy efforts as well as practical interventions against the problems.

As part of the effort to enhance the knowledge base, identify and implement appropriate interventions in 'new' sectors, a profiling and demand study of service sector workers were carried out. Specifically, the research aimed to understand the situation of beer promotion girls (BPGs) in the workplace (restaurants/companies) in selected areas of Phnom Penh. It also sought to explore the factors pushing/pulling them to engage in their current employment; their skills/vocational background, health and educational status, working environment/condition of trafficking for labour and sexual exploitation (in slave-like conditions) by unscrupulous employers, client/clients, income and expenses.

Generating the relevant information was executed by using a combination of quantitative and qualitative data gathering methods. On the former, a survey instrument administered to 426 beer promotion girls focused on demographic data, socio-economic characteristics, educational and literacy levels, presence of skills, work history and conditions, work hazards and discrimination, earnings, awareness and perceptions regarding various issues (e.g. trafficking), health status, and future plans. Similarly, the employer questionnaire utilized for 8 respondents covered socio-economic characteristics, work history, earnings, and future plans. In addition, questions about employees' work history and conditions, and perceptions about clients who patronize their business from the perspective of the employer were added.

Obtaining in-depth information through qualitative approaches on the working conditions of the beer promotion girls and on the demand aspects involved the preparation of guide questions for interviews with key informants and a focus group discussion. A total of 14 key informant interviews and one focus group discussion comprising of 12 participants were undertaken for the qualitative study.

While wide-ranging, the description of BPGs' working conditions in this report do not attempt to be thorough and comprehensive – the information was obtained through a structured instrument within a nine-day data collection period. As such the data mirrors the limitations of the survey methodology (e.g., measurements are taken at one point in time) even as those interviewed represented 28% of 1,550 beer promotion girls as per this study's count in July 2004.

The beer promotion girls included in the study possess the following attributes: they are young, at an average of 22.7 years, with half of the sample coming from households that rely on agriculture as the main livelihood activity. Sixty nine percent lived separately from their families, and three quarters reached at least primary to lower secondary levels of schooling. Half of the sample started working between the ages of 18 and 21 years, the rationale for work being the need to help relieve their families' poor economic standing, according to 93% of respondents. Over a third of the sample (34%) applied for their current position, saying that there was no other person involved in their decision to work as BPG. Another third of the total respondents (34%) pointed to friends from the province that helped them find their present jobs.

Working hours per day averaged six to seven hours, depending on the intake of clients while the days worked can be six to seven days a week. The number of clients attended on a working period averages 21 and according to 68% of respondents, with very short breaks in between. Besides the brief breaks, drinking water, and access to toilets is provided at the workplace. However, they shouldered the cost of lodging and food, at a median of 80,000 and 78,588 Riel per month.

Over half of respondents earned between 150,000 (US\$37) to 225,000 Riel (US\$56) per month, at a median of 200,000 Riel or US\$50 per month. This is usually used for the payment of food, rent, and to send money to their families.

Two in three of the BPG respondents or 67% declared they were aware of the issue of trafficking. From these numbers or a total of 287 BPGs, close to a fifth (16.1%) mentioned knowing of women who were trafficked, while 5.6% stated that they were victims of trafficking. Perceived causes of its incidence were poor law enforcement, poverty, education, unemployment, and 'debts of people'.

Eighty five percent of all respondents reported suffering from a health problem, the most common of which were fever, dizziness, and headaches as cited by 86% of the total. Respondents also recounted ailments in form of stomach pains, and ulcers with varying intensities and durations, possibly arising from irregular meals or excessive consumption of alcohol. Awareness regarding STI and HIV/AIDS transmission and prevention is high, judging by the respondents who correctly identified infection routes and how these can be prevented, at 74% and 95% of the total respectively. Knowledge of trafficking as an issue was also reported by 67% of all respondents, although only 16% knew of actual cases. In general, awareness levels are assisted by the regular access to information, which respondents did on a daily basis from television and radio, at 76% and 65% of the total respectively.

Employers on the other hand, are mostly male, in their mid-thirties, with educational levels of at least upper secondary levels and incomes at a median of 670,000 Riel or US\$167 per month. Over nine of ten interviewees described employers as kind, understanding, supportive, and looked after the welfare of the workers. They were also said to assist workers primarily through advice and being able to listen. Because employers rarely, if ever, go to the venues where workers endorse beers, they do not have the appreciation for the difficulties that workers contend with.

Beer promotion, in addition to billboards and spots on television, is an approach that has been taken by companies and distributors to generate greater sales. Only women are employed and they are based in various restaurants and beer gardens, creating sales by requesting clients to buy the brand they are endorsing. While the clients are in the restaurant, they talk with them, make sure they have what they need in terms of food and drinks. They regularly pour the beer even in half-full glasses, as a way to make clients drink more, and accomplish repeat orders. Hence in itself, there is little wrong that can be said of this work. However, the conditions that are part of this kind of employment is another matter, making workers vulnerable, such as:

- harassment, in the form of verbal and physical abuse;
- alcohol use;
- the perception that beer promotion girls are sex ‘workers’; and
- the pressure to reach certain sales quotas which directly impact on incomes.

It will be remembered that two thirds of the sample made a decision to become beer promotion girls on their own to help their families. In addition, family members and relatives encouraged respondents to apply for these jobs. While their motivation for doing so is commendable, certain characteristics heighten their vulnerability, some of which are:

- the low educational levels;
- little skills and when available, limited to certain fields;
- poor economic standing of families because existing sources of income are insufficient, parents are sick/ cannot work, large household size, and lack of land;
- dependence on employers, close friends and family for advice and information on issues that affect their health and work conditions.

These are also some of the factors that urge young women to migrate to urban centers and seek employment, similar to that identified by Harrison and Khou in 2004 and the Foundation of Women and The Global Alliance Against Traffic in Women (as cited in *Combating Human Trafficking in Asia*).

Pull factors, on the other hand, consisted of 1) the belief of being accepted in jobs that requires little in terms of competencies, and 2) encouragement from friends who are working.

It must be noted that beer companies and distributors, whether knowingly or not, tap into the accepted Cambodian norm of pre- and extra-marital sex by ‘packaging’ those who promote beer. They do this by employing young, all women staff to endorse various brands and suggest an image of availability or desirability. While this could be an advantage (i.e. beer promotion girls can utilize this to boost greater sales), the likelihood of this being used against them is greater. As the findings and other studies have shown, beer promotion girls are subject to occupational and safety risks at work and when going home, arising from a barrage of harassment, both verbal and physical. There are no support systems for them to access and they turn most frequently to employers, families and friends in times of trouble or need.

The prevailing image of beer promotion girls as Children and Women Prostitutes have painted the majority with the image a few young women have created. In the study, only 4.7% of the sample admitted that they had relations with clients, beyond their tasks as beer promotion girls. While it can be argued that the numbers might be greater, this does not detract from the fact that endorsing beers is a form of employment that are viable options for young women to go into, once work safety is ensured.

Actions that can be taken to improve the welfare of beer promotion girls can be mostly addressed to employers and workers, as follows:

- Working conditions in the places of work should be regulated and monitored by employers to reduce incidences of physical and verbal abuse, and substance abuse. The commitment and participation of venue owners should be solicited in the elimination of these problems.
- Employment practices of beer companies and distributors should be monitored to ensure they follow labour laws and fair trade practices. The assistance of labour inspectors or organizations that perform monitoring activities should be solicited for effective implementation.
- Training should be provided on occupational 'safety and risks' which will teach BPGs how to reduce their vulnerability at work. Issues such as self-esteem, use of language that will not offend clients but allows them to continue selling beer without comprising themselves, and the like can be taught in these sessions.
- Health NGOs should be mobilized to explore and help address the health problems and risks that BPGs face. The high incidence of illness among these workers require attention not only in terms of treatment, but also in terms of how BPGs may be assisted in preventing the occurrence of their health problems.

In addition to the above, levels of awareness regarding trafficking should be raised in 'sending' areas – places where poverty is more acutely felt so that younger portion of the local population feel the need to find work and are attracted to the perceived easy availability of jobs in urban areas. A center could also be established in the office of local governments whose function would be to provide information to inhabitants about employment beyond the community. This does not purport to be a 'placement' agency but rather a source of information so that new entrants to the labour market are fully aware of the risks and implications of their future actions.

Further research needs to be undertaken with reference to the cases who reported being tricked/ deceived/sold or being trafficked. This can take the form of case studies, the aim of which would be to gather sufficient data regarding whether they were trafficked, where this happened, how this occurred, and who took part in the process. Understanding these issues can help refine current efforts on how trafficking can be reduced or eliminated.

As a support to future work, a study on the labour market should be carried out – its status, requirements and future directions. The results of such a study can identify the appropriate interventions that can be developed for BPGs and also shape its implementation.

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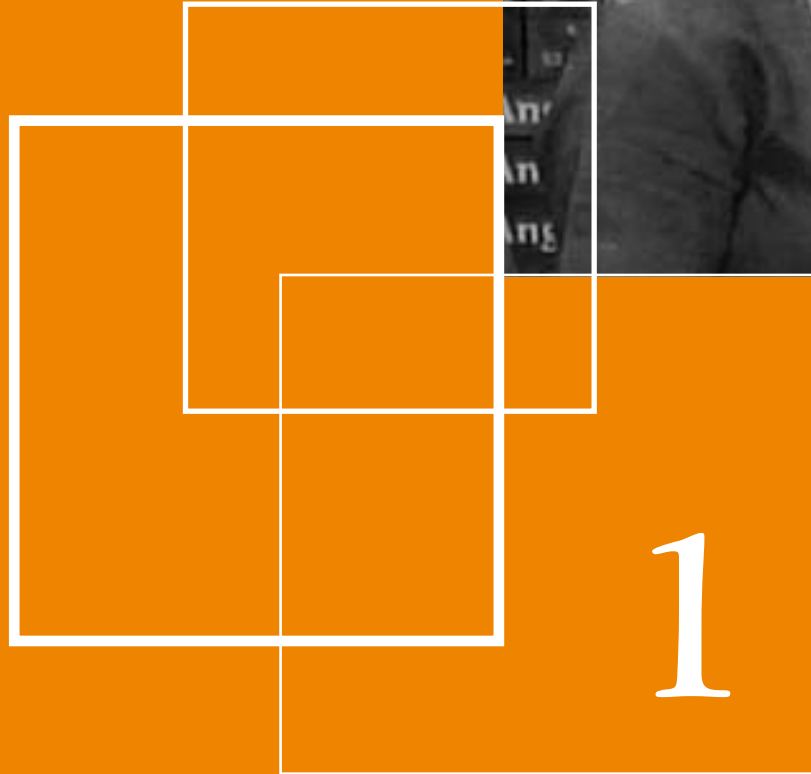
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ACRONYMS

BPG	Beer promotion girl
CNCC	Cambodia National Council for Children
DSALVY	Directorate of Social Affairs, Labour, Vocational Training and Youth Rehabilitation
FGD	Focus group discussion
EFA	Education for all
KHANA	Khmer HIV/AIDS NGO Alliance
KI	Key informant
ILO/IPEC	International Labour Organization - International Programme on the Elimination of Child Labour
MoInt	Ministry of Interior
MoSALVY	Ministry of Social Affairs, Labour, Vocational Training and Youth Rehabilitation
MoWVA	Ministry of Women's and Veterans' Affairs
NCHADS	National Center for HIV/AIDS, Dermatology and STD
NGO	Non-government organization
NIS	National Institute of Statistics
OHS	Occupational health and safety
DSALVY	Directorate of Social Affairs, Labour, Vocational Training and Youth Rehabilitation
RHAC	Reproductive Health Association of Cambodia
STD	Sexually transmitted diseases
STI	Sexually transmitted infections
TBP	Time Bound Programme
WNU	Women's Network for Unity



1. INTRODUCTION

The first national child labour survey conducted by the National Institute of Statistics (NIS) in collaboration with ILO/IPEC in 2001 revealed that the magnitude of child labour situation was more serious than it had been reported. According to the survey, one out of every two children was working (44.8 percent of children aged 5-14). A series of rapid assessments and baseline surveys in selected sectors such as salt production, rubber plantation, fishing sector, etc. has not only helped build the knowledge base on the target children and their realities of work, but has also contributed to raising awareness on the issues and subsequently, to advocacy efforts as well as practical interventions against the problems.

ILO/IPEC has gained practical experiences and knowledge in providing comprehensive packages of interventions to selected target groups together with the national counterparts. The comprehensive package interventions include 1) promoting formal and non-formal education, 2) providing alternative livelihoods through vocational, skills training, 3)

protecting the children above minimum age by introducing the concept of occupational health and safety (OHS), 4) withdrawing the children in exploitative situations with alternative livelihoods, and 5) monitoring the labour situation in order to respond to the immediate needs of child labour. The interventions are supported by the local communities and have gained some positive experiences, yet they need to be consolidated to be “model” interventions.

As part of the effort to enhance the knowledge base, identify and implement appropriate interventions in ‘new’ sectors, a survey was carried out among beer promotion girls in Phnom Penh Municipality. The findings are expected to result in an electronic database which will facilitate the tracking of the project beneficiaries and further assist with the monitoring of service delivery amongst targets in this service sector. The results are also expected to shed more light on the demand side of trafficking in the beer promotion service sector involving young people, particularly women.



2

2. OBJECTIVES OF THE STUDY

This research aims to provide wide-ranging information on the beer promotion girls (BPGs) service sector in Phnom Penh – a receiving area of trafficking in children and young women. More specifically, the study aims:

- To understand the situation of beer promotion girls working in the workplace (restaurants/companies) in selected geographical areas in Phnom Penh including: reasons or factors pushing/pulling them to become beer promotion girls; skills/vocational background, health and educational status, working environment/condition of trafficking for labour and sexual exploitation (in slave-like conditions) by unscrupulous employers, client/clients, income and expense, and for future planning;
- To assess the existing institutional mechanisms and identify gaps and potential for improvement (with a particular focus on workers' and employers' organizations and other social groups) with a view to seeking ways to mobilize them to develop solutions;
- To generate inputs for Government agencies and civil society organizations in developing appropriate policy responses to the sector; and
- To provide data for other agencies and researchers for their appropriate use and analysis.



3

3. METHODOLOGY

Preparatory work for the survey involved a review of the literature, sample determination, preparation of survey instruments, and the selection and training of enumerators. To facilitate the data collection process, meetings were held with Messrs Khleang Rim, the National Project Coordinator for the ILO-IPEC Mekong Sub-regional Project to Combat Trafficking in Children and Women (TICW project), and Chea Sorn who heads the Directorate of Social Affairs, Labour, Vocational Training and Youth Rehabilitation (DSALVY) in the Municipality of Phnom Penh. As the key person in the focal governmental agency for planned interventions, the latter's assistance was solicited in the selection of the enumerators, the conduct of the enumerators' training, and other logistics of the training (e.g., letters to identified employer respondents, selection of a training venue, rental of transportation during the pre-test and the actual survey) and data collection. Schedules were provided and other requirements discussed so that the training and survey could proceed smoothly.

1. Preparation of survey and demand study data collection instruments

The profiling and demand aspects of service sector workers were studied by using a combination of quantitative and qualitative data gathering methods. For the former, the survey instruments used for the profiling of women prostitutes (WPs) and their employers in Sihanoukville were adapted to obtain the required information about BPGs and their employers (Annex 1). The structured questionnaires essentially built on existing ILO-IPEC resources, particularly survey instruments which had been field-tested in various countries for child and employer profiling purposes. The survey instruments focused

on demographic data, socio-economic characteristics, educational and literacy levels, presence of skills, work history and conditions, work hazards and discrimination, earnings, awareness and perceptions regarding various issues (e.g. trafficking), health status, and future plans.

Similarly, the employer questionnaire covered socio-economic characteristics, work history, earnings, and future plans. In addition, questions about employees' work history and conditions, and employers' perceptions about clients who patronize their business were added. While much of the original questions were kept, new questions were added based on a review of the literature. The instruments underwent further changes as comments came in from the ILO-IPEC TICW Project and from the training participants during the training and after the instruments' pre-tests. The former offered suggestions regarding the focus of the questionnaires and additional questions, while participants to the training recommended changes to make the questions easier to administer.

Obtaining in-depth information through qualitative approaches on the working conditions in the 'entertainment' sector and on the demand aspects involved the preparation of guide questions for interviews with key informants. As it was felt that data to be gathered from a few key informants (i.e., a total of 7 in Phnom Penh, with 1 representative each from different backgrounds and occupations) could generate limited information, a focus group discussion (FGD) was also organized with about 12 worker respondents.¹ The key informant interview guide questions and those for the FGD with the worker respondents are presented in Annex 2.

¹ "Worker" is the term used in this report to refer to beer promotion girls and distinguish them from the employer respondents.

To complement the data collected through qualitative and quantitative methods, qualitative information inadvertently solicited from respondents was obtained through a debriefing of enumerators at the end of the survey. For this purpose, guide questions have been formulated (Annex 3).

2. Selection and training of interviewers

A critical element to the conduct of the surveys and the qualitative data collection methods, the training of interviewers was held from 28-30 June 2004. The underlying goal of the training was to arrive at a common understanding of how questions should be asked and answered. More specifically, the training activity had the following objectives:

- To familiarize interviewers with the data collection instruments to be administered with the identified respondents;
- To solicit feedback and identify areas of refinement in the data collection instruments; and
- To finalize with the participants the plan for the data collection activities.

Annex 4 lays out the training activities that were undertaken to meet the above objectives.

Twelve enumerators, representing the government's Ministry of Planning, Ministry of Interior, DSALVY, Ministry of Tourism, Ministry of Women's and Veterans' Affairs, Ministry of Commerce, NGOs, were

identified and attended the interviewers' training in Phnom Penh. Two beer promotion girls, recruited by the DSALVY staff, also participated in the training and served as data interviewers. NGOs were represented by selected staff from the Reproductive Health Association of Cambodia (RHAC). Annex 5 presents a list of the training participants who served as enumerators to this study in Phnom Penh.

The separate training on the guide questions for the qualitative data collection consisted only of one participant. A shift from an originally conceived three qualitative researchers, only one female Cambodian researcher who is well versed in qualitative information gathering methods was identified to reduce the likelihood of differing interpretations of the guide questions. The Team Leader and the selected qualitative researcher carefully reviewed the questions jointly prior to the latter's fieldwork.

3. Sample sizes and sample selection process

One of the initial activities in the planning of the surveys was the setting of sample sizes for the quantitative and qualitative components of the study, established in consultation with the Baseline Survey Specialist at the ILO-IPEC Regional Office. A total of 400 BPGs and eight employers was targeted for the former while seven key informants and one focus group discussion was planned for the latter (Table 2).

Table 2. Data collection methods, proposed and actual number of respondents

No.	METHODS	RESPONDENTS	POPULATION	EXPECTED SAMPLE	ACTUAL SAMPLE
1	Survey	Beer promotion girls ² (as of July 2004)	1,550	400	426
		Employers (as of July 2004)	9	8	8
2	Focus Group Discussion	Beer promotion girls	1,550	12	12
3	Key informant interviews (for BPGs)				
	Representatives from the Government: Ministry of Women's and Veterans' Affairs, and Cambodia National Council for Children (CNCC)			2	2
	Representatives from NGO (RHAC)			2	2
	Representatives of labor union/ women's network (Women's Network for Unity; Tourism and Hospitality Trade Union)			1	2
	Condom shop sellers			1	2
	Health care workers			2	-
	Clients (restaurants)			1	
	Motodup drivers (representing restaurant locations that are distant from one another)			1	1
	Restaurant owners			3	2
	Neighbors/ people living close to BPGs			1	1
Total				14	14

² Obtained from the beer companies/distributors as of July 2004; RHAC estimated the BPG in Phnom Penh to be 1,295 from 10 employers, as of March 2004.

The distribution of the target of 400 workers for the 8 identified beer promotion companies/ distributors was arrived at by first obtaining the number of BPGs from each beer company. A sample proportionate to the total was then calculated (Table 3). Obtaining a list of the beer promotion girls from each company to generate a random sample was not successful, however. Beer companies that were contacted tended to be evasive in the number of BPGs that they employed, and claimed that they did not have a human resources unit from which a list could be solicited. They apparently also did not have an updated list due to the high turnover of workers and because they did not keep the women on contract. Seemingly to compensate for their inability to provide a list, they agreed to set up the interviews with the women in the company premises, and/or have the enumerators make arrangements for interviews in the BPGs' homes and in the restaurants where they worked. Enumerators thus generally followed this procedure of going to the offices of the beer companies/ distributors and interviewing the BPGs who were available and/or setting up appointments with them in their respective homes or places of work.

As planned, eight interviews were conducted with representatives of beer promotion girls' employers, particularly the beer promotion company managers and supervisors. The number of interviews for the BPG respondents, on the other hand, exceeded the expected sample by twenty six. Interviews for respondents on the qualitative component of the study were also generally carried out as planned with a total of fourteen respondents. Where the set numbers for the identified respondent type could not be met, appropriate replacements were made from among the others identified to maintain the number that had been set.

4. Fieldwork

During the first two days of the survey, data collectors were met as a group and reminded to be careful with questions which had skip instructions since these were usually a source of errors. To ensure the quality of the data, the monitor observed the enumerators at work, and spot checks were carried in the field after interviews were completed. Moreover, questionnaires completed in the previous day were checked and those with blanks or unclear responses were returned to enumerators. 'Bad' interviews - a total of six - were removed from the total completed survey instruments that were subsequently subjected to data processing.

As earlier noted, permission was sought and obtained from the employer or supervisor to be able to interview BPGs. Appointments were set up through the same persons either at the company premises or the restaurant where they worked. An enumerator who was a staff from the DSALVY, Phnom Penh office assisted in setting up these meetings. Most of the interviews were carried out in the morning until about 2 or 3 pm, when BPGs begin preparations for their work. However, there were occasions when respondents were interviewed late in the afternoon in restaurants, while they waited for the establishment's customers or clients.

Data collectors found interviewing beer promotion girls difficult. If they visited a potential respondent's house, she would still be sleepy and would not want to be interviewed. They were also often busy playing cards, putting on make up, or there would not be enough time because the BPGs would already be picked up for work. Enumerators were also told that 'since you interview me, that means you're going to help me. So when will you help me?' According to some respondents, many NGOs already came to interview them but no one offers help; NGOs 'just ask, ask, ask and then go'.

Table 3. Sample distribution among beer companies/ distributors

N°	BEER COMPANY/ DISTRIBUTOR (1)	BEER BEING PROMOTED/ DISTRIBUTED (2)	ESTIMATED #OF BPGs (3)	% of TOTAL (4)	REPORTED COUNT ^{a/} According to Beer Companies/ Distributors (as of June 2004)	EXPECTED SAMPLE Employer/ Company Representative (5)	Beer Promotion Girls (6) ^{b/}	ACTUAL SAMPLE Employer/ Company Representative (7)	Beer Promotion Girls (8)
1	ANCO BROTHERS CO.,LTD	Budweiser	50	0.03	15	1	13	1	17
2	ASIA SUNRISE	Asahi	100	0.06	150	1	24	1	28
3	ATTWOOD IMPORT EXPORT CO.,LTD	Heineken	150	0.10	120	1	40	1	39
4	CAMBREW	Angkor, Bayon, Black Panther	450	0.29	600	1	116	1	114
5	CAMBODIA BREWERY LIMITED	Tiger, ABC Stout, Anchor, Crown	400	0.26	400	1	104	1	103
6	DUONG CHHIV IMPORT EXPORT & TRANSPORT CO.	Stella Artois	100	0.06	150	1	24	1	36
7	HAC SOON	3 Heroes, Jade Beer	50	0.03	130	1	13	1	17
8	HOSTEN DISTRIBUTOR	Leo, Singha	50	0.03	100	-	13	-	6
9	SOON SOON IMPORT & EXPORT CO.,LTD	San Miguel Beer, Beck's, KTK	200	0.13	250	1	53	1	66
TOTALS			1,550	1.00	1,915	8	400	8	426

^{a/} These numbers were obtained during the interviews with the employers, when interviewers were asked to confirm the initial estimates solicited and against which the sampling had been based.

^{b/} Formula for the figures in this column is as follows: Column (4) x target sample size of 400.

Enumerators were asked to complete four interviews per day to reach the target within the seven-day survey period from 3 July – 12 July 2004.

Arrangements for the key informant interviews and FGD were made through the assistance of the same staff that was part of the survey team.

5. Survey management

A Team Leader, an Assistant Team Leader, and a Research Monitor ensured that the survey would be completed on time with all the required information.³ The monitor was tasked with the supervision of the achievement of the sample sizes, the proper completion of survey instruments, taking note of problems and issues, and reporting the progress to the Team Leader and Assistant Team Leader. In a meeting with the monitor prior to the start of the survey, ground rules were set and explained, to wit:

- Interviews should not be interrupted, but that the monitor should make a note of errors being made by the interviewers and call the latter's attention to it after the interview. The first part of this guideline was given based on a request of the enumerators who appeared to be concerned about losing face in front of the respondents. In cases of serious errors, the monitor should immediately notify the Team Leader and/or the Assistant Team Leader so that they can take the appropriate action.
- The monitor should make every effort to get along well with the enumerators, especially because they may have to ask the interviewer to go back to the respondent on erroneous entries in the questionnaires. They were asked to avoid quarreling with, antagonizing or making interviewers defensive by taking a confrontational stance when pointing out mistakes.

- When a decision is called for, the Team Leader or Assistant Team Leader should be consulted.

Forms were provided to the monitor to facilitate keeping track of daily interviews vis-à-vis the target sample and the use of questionnaires (Annex 6).

6. Data processing and analysis

Data from the 426 worker-questionnaires and 8 employer-questionnaires were entered into a database created using Microsoft Access. With this software, mistakes arising from data entry were avoided, range of code errors eliminated, and consistency checks carried out. These were accomplished by replicating the questionnaire, exactly as printed, in Microsoft Access where validation rules were also set. These validation rules consisted of conditions that automatically checked if the data being entered was within the range of response categories, and consistent with the responses required for the questions in the survey instrument.

Once the database was completed, checked, cleaned and edited, the data was captured in SPSS where frequency tables were generated. Descriptive analysis was used and findings were presented using the prepared dummy tables.

7. Limitations

An important constraint and a source of important lesson is the relative lack of experience of the enumerators in data collection. Key government players who may have such experience are frequently busy or are involved in other ongoing activities such that 'second liners' who may not have the needed background could be seconded to new surveys. This appears to have happened in the current survey. While capacity building is an inherent part of working with government staff in Cambodia, the

³ In implementation, a Logistics Coordinator had to be brought into the Survey Management Team to ensure that the logistics/ administrative aspects of the project were taken care of (e.g., organizing and distributing the right number of questionnaires as well as token items during the pre-test and the data collection, providing support in undertaking final checks/ edits on the questionnaires once completed ones are turned in, etc.) and to allow the Team Leader and the Assistant Team Leader to focus on the technical aspects of the three surveys (e.g., Team Leader conducting the training in one site, while the Assistant Team Leader attends to the start up work on data collection in another study site).

quality of the data could suffer even as (a) experience in data collection had been emphasized as a primary criterion in the selection of people who will serve as enumerators, and (b) the Survey Team proceeded at a slower pace to ensure understanding of the questions and allocated enough time to digest the meaning of the questions and the skip patterns. Cognizant of this limitation, the Survey Management Team made every effort to work with and closely monitor the tasks of the Research Monitors so that unclear responses can, while in the field, be detected and clarified by going back to the respondents.

On the questions in the survey instruments, an important lesson is the need to keep questions very simple because certain ways of phrasing these that are taken for granted in English or assumed to be generally understood does not necessarily translate well in the Khmer language. For instance, “how do you pay your staff?” should be a straightforward “what is your method of payment?” since the “how do” part of the question is taken to refer to a process rather than a variation of “what”. In the same

question, ‘worker’ was preferred rather than “staff” by enumerators since there was different meaning associated for each word (e.g. staff = office work).

Another barrier that relates to translation is the word ‘young’ that was used in questions 11 and 23 in the survey instrument for employers. For respondents, this referred to girls or those in their teens so that the usual reaction is a denial that there were young persons working for them.

Finally, it should be noted that while wide-ranging, the description of the BPGs’ working conditions in this report does not attempt to be thorough and comprehensive, and reflects information obtained through a structured instrument within a nine-day data collection period. As such the data mirrors the limitations of the survey methodology (e.g., measurements are taken at one point in time) even as those interviewed represented 28% of 1,550 beer promotion girls as per this survey’s count in July 2004.



4

4. FINDINGS & ANALYSIS

A. PROFILE OF BEER PROMOTION GIRLS

1. Characteristics of respondents

Age and rank in family

All respondents were female with ages ranging between 16 and 32 years. Majority was between 18 and 25 years of age, with two thirds falling in the 22-25 age bracket followed by those in the 18-21 age group (Table 4). The mean age was 22.7 years, a year lower than the findings for Women Prostitutes,

among other urban sentinel groups, by the National Center for HIV/AIDS, Dermatology and STD (NCHADS 2001) in a study on sexual behaviour. Five BPG-interviewees admitted they were seventeen years of age while another said she was sixteen years old.

More than eight in ten respondents are one of the first four children born in their families, and 54.7% were either the eldest child or the second in rank. In contrast, two interviewees acknowledged that they were the tenth and twelfth in the family, the highest number of siblings reported in the survey.

Table 4. Gender, age distribution and rank among siblings

Gender, age and rank among siblings	n	percent
Male	-	-
Female	426	100.0
Age groups		
Less than 18 years	6	1.4
18-21 years	114	26.8
22-25 years	284	66.7
More than 25 years	22	5.2
MEAN AGE	$\bar{X} = 22.75$	
Rank from among siblings		
1	138	32.4
2	95	22.3
3	80	18.8
4	55	12.9
5	25	5.9
6	17	4.0
7	7	1.6
8	5	1.2
9	2	0.5
10	1	0.2

Places of origin

Respondents came from eighteen provinces, a few coming as far as Stung Traeng and Oddar Meanchey while those coming from nearby provinces such as

Kampong Cham, Kandal, and Prey Veng accounted for 43% of respondents (Table 5). Phnom Penh residents comprised 16.4% of the total. Four Khmer speaking Vietnamese were also among those who were interviewed for the survey.

Table 5. BPGs' provinces of origin

PROVINCE	n	%
Kampong Cham	73	17.1
Phnom Penh	70	16.4
Kandal	67	15.7
Prey Veng	44	10.3
Takeo	30	7.0
Kampot	24	5.6
Kampong Thom	23	5.4
Battambang	22	5.2
Kampong Speu	13	3.1
Svay Rieng	17	4.0
Kampong Chhnang	11	2.6
Siem Reap	9	2.1
Pursat	8	1.9
Kratie	5	1.2
Koh Kong	3	0.7
Banteay Meanchey	1	0.2
Oddar Meanchey	1	0.2
Stung Traeng	1	0.2
Vietnam	4	0.9
Total	426	100.0
SE	0.203	

According to a provincial level estimation of poverty in Cambodia by the World Food Programme (as cited by Harrison and Khou 2004) eight of the first ten provinces listed in Table 5 above are in the top ten poorest provinces. This was one of the criteria used by the same authors in determining top seven 'sending' provinces, or where migrant labour is likely to originate. Five of these provinces – Kampong Cham, Battambang, Prey Veng, Svay Rieng, and Kandal are the places of origin for 52% of the sample.

Living arrangements and contact with family

A total of 296 interviewees, representing 69% of the total sample, did not dwell with their family. In general, living arrangements consisted of living on their own, with other relatives, or with friends at 43%, 27%, and 27%, respectively. A minority mentioned they lived with co-workers or with one of their parents (Table 6). Expectedly, rented domiciles were cited by 63% of interviewees in terms of physical

location. In Preak Leap for instance, BPGs were living next to each other in dormitory-like structures located not far from big restaurants. Others said they resided on their own, at friend's, other relatives', or co-workers' houses.

Eighty-eight percent of respondents who lived separately made visits to their families, the occurrence of which varied from very frequent (every two to three days) to occasional (every six months etc). A few respondents admitted that they visited only

during Khmer holidays (Table 6).

Besides being able to visit, 95% of respondents kept in touch with their families by communicating through telephone calls, members of families visiting, and letters at 65%, 28%, and 4%, respectively. Several interviewees said that they sent messages via neighbors. Sixteen of the 35 respondents who do not or never visit stated they did not maintain any contact with their families.

Table 6. Living arrangements and frequency of visits by BPGs to their families

FREQUENCY	n	%
<i>Not living with family</i>	296	
Living on their own	128	43.2
Living with relatives	81	27.4
Living with friends	80	27.0
Living with co-workers	5	1.7
Living with one parent	2	0.7
SE	0.107	
<i>Frequency of visits to family (n=296)</i>		
Does not/ never visit	35	11.8
Every 2-3 days	2	0.7
Once a week	2	0.7
Once a month/ every 15 days	124	41.9
Once in three months	35	11.8
Once in six months	42	14.2
Once a year	46	15.5
Once in 3 years	1	0.3
Others	5	1.7
Khmer holidays	4	1.4
SE	0.110	

Educational attainment

Seventy-six percent of the BPG sample attained some level of schooling, with the majority completing

or reaching grades in the lower primary to upper secondary levels. Slightly more than six in ten or 60.9% were able to reach upper primary or lower secondary levels (Tables 7 and 8).

Table 7. Education levels of BPGs

EDUCATIONAL LEVEL	All	
	n	%
No formal education, cannot read & write	80	18.9
No formal education, can read & write	15	3.5
No formal education, can read, cannot write	7	1.6
<i>Highest level achieved (formal education)</i>		
Lower primary school (Grades 1-3)	75	23.3
Upper primary level (Grade 4-6)	115	35.7
Lower-secondary level (Grade 7-9)	81	25.2
Upper-secondary level (Grade 10-12)	33	10.2
Technical Education & Vocational Training	8	2.5
University/Institutions	2	0.6
Literacy class	8	2.5
Total	322 ^{a/}	75.9
All respondents	424	100.0

^{a/} Two missing responses

Out of 324 BPG-respondents who were able to go to school, only two are currently enrolled. While one was attending English classes, the other was continuing her education at the primary level. The frequent explanation offered for never or not currently attending school was the poor economic standing of the family. For instance, around six in ten respondents cited the lack of money to pay for school fees (Table 9). Related reasons mentioned were the 'need to take care of families', 'wanting to have jobs',

'school interferes with work', and 'works full time'. The death or divorce of parents, also mentioned as a reason, implies the suspension of financial support that would have allowed respondents to enroll or continue their schooling.

The value of education too, does not seem to be appreciated by respondents so that they were disinterested in going to school. They allowed age, shyness or 'school is hard' feelings to override other considerations.

Table 8. Education levels of BPGs, by age groups

EDUCATIONAL LEVEL	Less than 18		18 to 21		22 to 25		More than 25	
	n	%	n	%	n	%	n	%
No formal education, cannot read & write	-	-	24	30.0	52	65.0	4	5.0
No formal education, can read & write	-	-	4	26.7	10	66.7	1	6.7
No formal education, can read, cannot write	-	-	-	-	5	71.4	2	28.6
<i>Highest level achieved (formal education)</i>								
Lower primary school (Grades 1-3)	2	33.3	17	19.1	55	25.8	1	7.1
Upper primary level (Grade 4-6)	2	33.3	28	31.5	80	37.6	5	35.7
Lower-secondary level (Grade 7-9)	-	-	27	30.3	49	23.0	5	35.7
Upper-secondary level (Grade 10-12)	-	-	9	10.1	21	9.9	3	21.4
Technical Education & Vocational Training	2	33.3	4	4.5	2	0.9	-	-
University/Institutions	-	-	1	1.1	1	.5	-	-
Literacy class	-	-	3	3.4	5	2.3	-	-
Total	6	100.0	89	100.0	213	100.0	14	100.0
SE	0.760		0.159		0.088		0.244	

Table 9. Reasons for never and not currently attending school^{a/}

REASONS	NEVER ATTENDING		NOT CURRENTLY ATTENDING	
	n = 100	%	n = 321	%
Not enough money for school fees	60	60.0	201	62.6
Help/ take care of family/ relatives	22	22.0	120	37.4
Want to have job	12	12.0	29	9.0
Do not want to attend school	11	11.0	31	9.6
School interferes with work	11	11.0	3	0.9
I was never enrolled in school	9	9.0	-	-
Work full time (too tired)	-	-	4	1.2
I dropped out	-	-	18	5.6
Too old/ shy to return to school	-	-	9	2.8
School too far from workplace/house	2	2.0	5	1.5
School is too hard	-	-	1	0.3
Parents divorced/ dead	2	2.0	7	2.2
Failed the exam	-	-	6	1.9
Others	2	2.0	9	2.7

^{a/} Totals exceed 100 percent due to multiple responses.

There were eighteen instances of drop outs, and the duration of the time between now and the time they quit school stands at an average of 7.1 years. Respondents who admitted to dropping out did so in their teens, except for one who stopped going to school at age seven. The mean age when respondents dropped out was 16.28 years.

Interviewees provided similar reasons to those who never attended or no longer attending school for quitting school. Nearly half of respondents said that there was not enough money for school fees and over a quarter of drop outs stated that they needed to take care of the family. The distance of the school, the way it interferes with work, failing exams, being too old

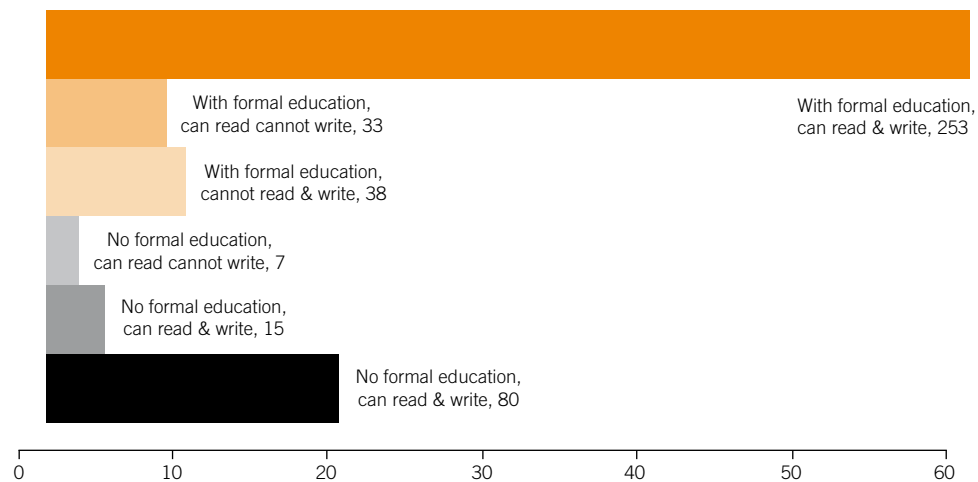
or shy, and the lack of interest in formal education were also factors in prompting respondents to drop out.

Of the 102 respondents who never stepped into a classroom, 78% cannot read and write while 14.7% could. Another 6.8% reported an interesting pattern: being able to read but not write, which may be due to the lack of many opportunities to practice their writing skills. This disparity is more marked in the 22 to 25 year age bracket compared to other age groups in the study (Table 10). Among those who ever attended formal school, 38 respondents said they could not read nor write (Figure 1).

Table 10. Distribution of BPGs, by ability to read & write, school attendance and age groups

LITERACY/ATTENDANCE	n=426	percent
Can read		
Less than 18 years	6	1.4
18 to 21 years	86	20.2
22 to 25 years	199	46.7
More than 25 years	17	3.9
SE	.022	
Can write		
Less than 18 years	5	1.2
18 to 21 years	82	19.2
22 to 25 years	168	39.4
More than 25 years	13	3.1
SE	.023	

FIGURE 1. LITERACY LEVELS OF BPGS



Vocational skills and training

A total of 40 respondents or 9% of the sample attended vocational and skills training, with 32% and 7% becoming skilled in cutting hair and

sewing, respectively (Table 11). Twelve were unable to specify the course they completed. On average, these trainings were undertaken 30 months or 2.5 years ago.

Table 11. Vocational/ skills training attended by BPGs^{a/}

TYPE OF TRAINING	n=40	%	HOW LONG AGO (MEAN MONTHS)
Cutting/ hairdressing	13	32.5	30.14
Sewing	7	17.5	
Make up skills	3	7.5	
Run a small business	1	2.5	
Computer training course	2	5.0	
English training course	4	10.0	
Art	1	2.5	
Unspecified	12	30.0	

^{a/} Total exceeds 100 percent due to multiple responses.

2. Work history

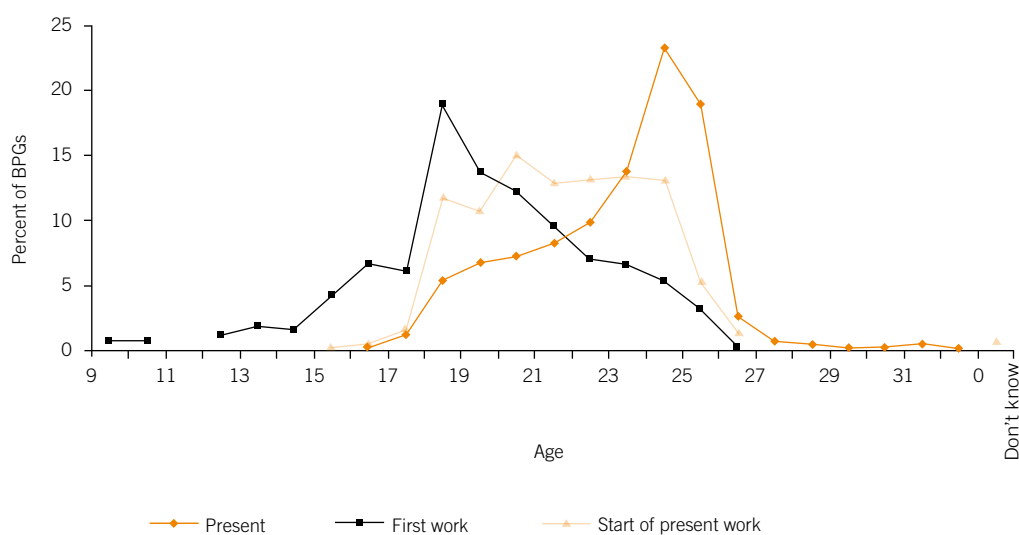
Age at first and current work

In the respondents' first jobs, 23% started to work when they were minors, while a total of 44% did so during their late teens and early twenties. In their current employment, more than nine in ten interviewees were between 18 and 25 years when

they started (Figure 2). Three of the six minors began working as a BPG a year ago, while the other three just started. The length of time they have been employed, not necessarily in the current job, ranged from one to three years.

All employers were aware that potential employees need to be at the legal age, which they correctly identified as 18 years.

FIGURE 2. AGE OF RESPONDENTS AT PRESENT, AT FIRST WORK, AND AT START OF CURRENT WORK

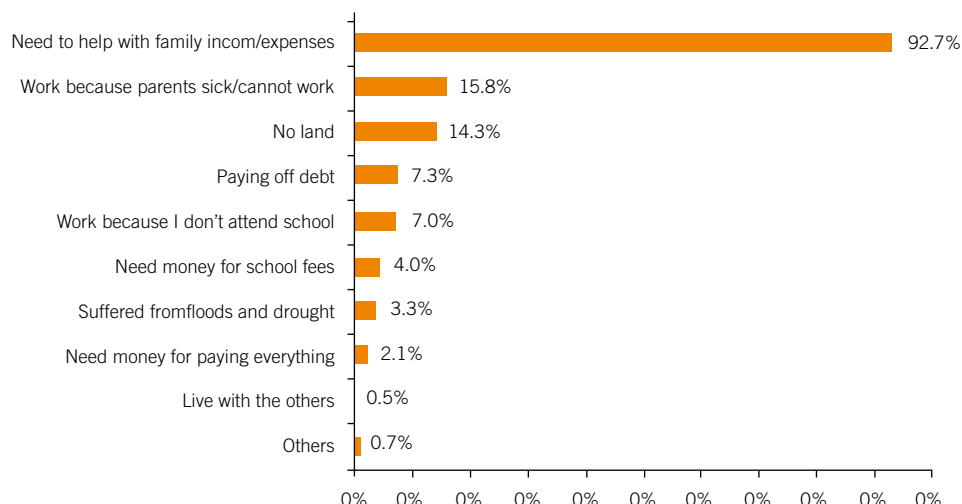


Reasons for working

In over nine of ten interviewees, the motivation to work arose from the need to help out with the household income and expenses (Figure 3). The primacy of the family's needs is also seen in the other rationale cited by respondents: work because parents are sick (16%), no land from which a livelihood could be derived (14%), and paying off debts (7.3%), and other reasons.

Another expression of this sentiment is found in the ages of respondents when they started in their first and current work – some were still minors and the majority was in their late teens and early 20s. For the beer promotion girls, age is apparently not a deterrent in seeking employment.

FIGURE 3. WHY BPGS HAD TO WORK



Previous work

Previous work undertaken by the respondents generally reflected their skills, and levels of education and knowledge. Ninety percent had previous jobs, with most working in rice farms, as household domestic workers, and as employees in garment factories at 28%, 22%, 15%, respectively (Table 12). Other work taken by the interviewees were jobs in different establishment and families, engaging in their own business, and being a singer. Ten respondents cited their present job as the same

one they had before while eight were unable to give details.

The striking element of most jobs previously held by interviewees is the low or lack of remuneration. For instance, those who worked in rice farms were probably assisting their own families while respondents doing odd jobs (including working as public phone attendants), received low salaries, given the scale of operations of these enterprises in Cambodia.

Table 12. Previous work of the BPGs

PREVIOUS WORK	n	%
Work in rice farms	120	28.2
(Household) Domestic workers	94	22.1
Garment factory worker	63	14.8
Work in different family/establishments doing odd jobs	57	13.4
Do own business	27	6.3
Beer promotion	10	2.3
Public phone attendant	2	0.5
Singer	2	0.5
Unspecified work	8	1.9
Student	5	1.2
Did not work before	38	8.9
Total	426	100.0
SE	0.119	

Consistent with their motivation to work (i.e. desire to help the family's finances), respondents, accounting for 62% of the total, said they changed their jobs to earn money for the family (Table 13). The low remuneration in their former jobs, 'having a long free time', the insufficiency of food and the need to pay debts were other major reasons offered by respondents as to the shift in their employment. One respondent who said she was raped felt that she could not find any work other than the present one.

Seven other respondents recognized their inability to find other kinds of employment when they said that their present job required no capital or education. Moller and Yean (2001) reported in their study on 'entertainment' workers that this work was one of the only jobs available to poorly educated, unskilled women who did not have capital to set up their own business. Quinn (2003) noted that for beer promotion girls, literacy is preferred but not a requisite; nor was sales experience.

Table 13. BPGs' reasons for changing to present job^{a/}

REASONS	n= 384	%
Need money for family	236	62.3
Low remuneration in previous job	155	40.9
Have a long free time	40	10.6
Insufficient food	29	7.7
Need to pay debts	23	6.1
Need money/ Irregular salary	25	6.6
Fired by former employer/ the shop closed	9	2.4
Requires no capital/ education	7	1.8
Punishment/harassment in previous job	6	1.6
Deceived / tricked/ sold by family member/relative	5	1.3
Heard the job through other employees/friends	4	1.1
Lose business	4	1.1
Was raped	1	0.3

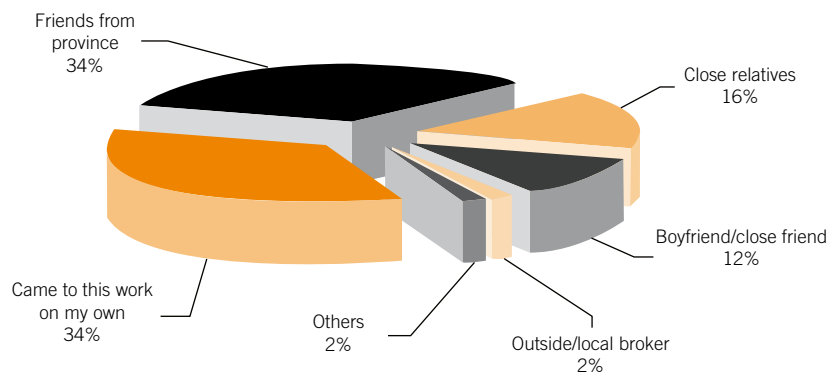
^{a/} Total exceeds 100 percent due to multiple responses.

Recruitment

Over a third of the sample (34%) applied for their current position, saying that there was no other person involved in their decision to work as BPG. Another third of the total respondents (34%) pointed to

friends from the province who helped them find their present jobs. Close relatives, boyfriends and close friends helped in the decision making, according to 16% and 12% of the total, respectively (Figure 4). Brokers and other persons played a lesser role in the respondents' choice.

FIGURE 4. KEY PERSONS TO ENTRY INTO PRESENT JOB



Discussants to a group discussion said they learned and got their jobs because beer companies posted announcements and they applied. Others learned of it through friends working in the company. They wanted this work because of their poverty, unemployment, and low education, and that 'they could not do anything better than this'.

According to 66% of respondents, they landed their present jobs when they applied for it on their own. This was also the finding of Quinn (2003) when she

reported that 'walk in' basis was the most common form of recruitment for BPGs. Being recruited by employers, asked by family members and relatives, and coming in with friends were cited by 27%, 12%, and 6%, respectively (Table 14). Of the five who were tricked/ deceived/ sold, two respondents said parents or other relatives sold them; one interviewee revealed that she was promised love and marriage; another was promised employment, and two acknowledged they were deceived into entering beer promotion work.

Table 14. How BPGs got into their present job, according to BPG and employer-respondents^{a/}

MANNER OF RECRUITMENT	BPGs		MALE		FEMALE		TOTAL	
	n = 425	%	n = 6	%	n = 2	%	n = 8	%
Came on their own	282	66.4	4	66.7	1	50	5	62.5
Employers recruit them	113	26.6	2	33.3	2	100	4	50.0
Parents/ relatives asked me to work here [referred them]	52	12.2	-	-	2	100	2	25.0
Came with friend	24	5.6	-	-	-	-	-	-
Tricked/ deceived/ sold	5	1.1	-	-	-	-	-	-
Other BPGs refer them	-	-	1	16.7	1	50	2	25.0
Others	7	1.6	2	33.4	-	-	2	25.0

^{a/} Total exceeds 100 percent due to multiple responses.

Roughly the same proportion of all employers (63%) agreed with interviewees' responses that BPGs came on their own, seeking employment. Fifty percent of employers also revealed that they played an active role in recruiting the workers, or other BPGs referred them (25%). Parents and relatives of respondents also

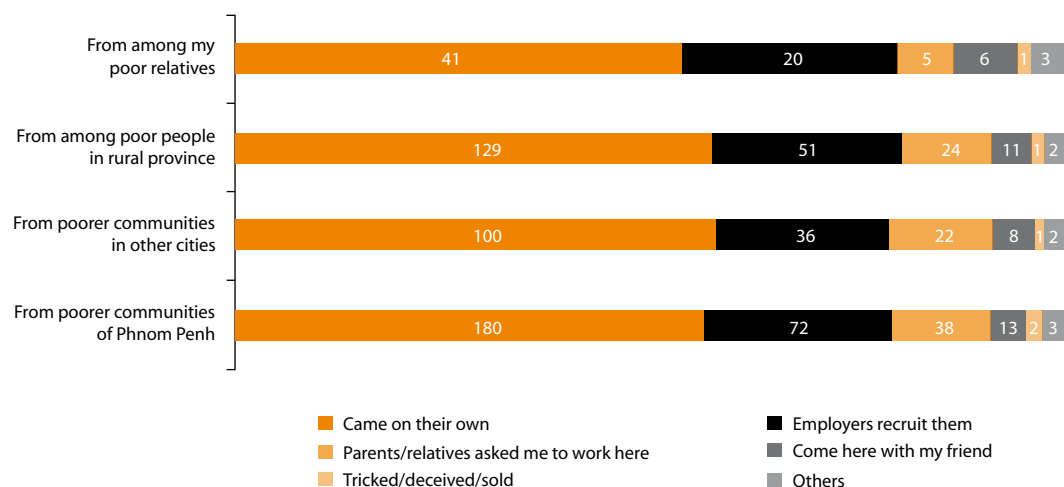
referred the workers to the employers. All employers said that they accepted applicants with ages 18 years or older, and have experience. However, it would appear that employer-respondents opted to recruit from poorer parts of the population in Phnom Penh, other cities and provinces (Table 15).

Table 15. Where/ from whom employer-respondents recruit workers, by gender of employer^{a/}

WHERE/ FROM WHOM RECRUITING	EMPLOYERS				TOTAL	
	MALE		FEMALE			
	n=4	%	n=2	%	n=6	%
From poorer communities in Phnom Penh	2	50.0	2	100.0	4	66.7
From poorer communities in other cities	-	-	2	100.0	2	33.3
From among poor people in rural provinces	2	50.0	2	100.0	4	66.7
From among my poor relatives	1	25.0	-	-	1	16.7

^{a/} Total exceeds 100 percent due to multiple responses.

FIGURE 5. HOW BPGS WERE RECRUITED INTO BEER PROMOTION WORK, ACCORDING TO EMPLOYER AND BPG RESPONDENTS (N=366)

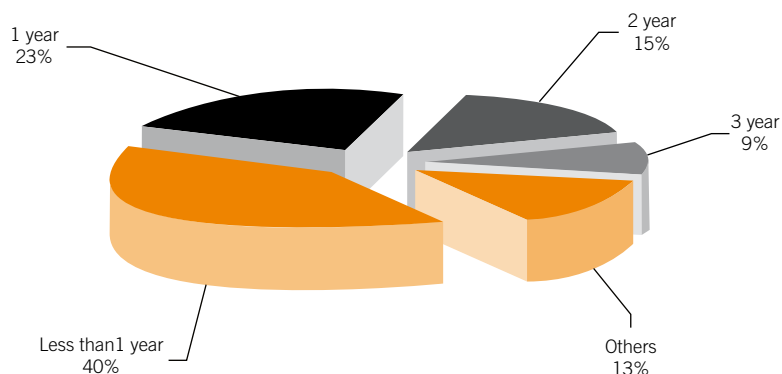


Length of time in current work

Beer promotion girls have been in their present jobs for an average of 1.5 years. Some 40% have started in

the past year, while the rest revealed that they have been working as BPGs for as short as a year (23%) to as long as ten years, grouped under 'others' (Figure 6).

FIGURE 6. LENGTH OF TIME WORKING AS BPG



3. Work conditions

Number and age of co-workers

When respondents were asked to approximate the number of their co-workers by age groups, one respondent estimated that there were six beer promotion girls who were between 10 to 14 years of age. Nine of ten respondents however, said that their co-workers were between 18 to 25 years old, estimating that on average, there were 7.8 of these young women in the restaurant where they worked

(Table 16). On the other hand, 66% of the sample could provide estimates on the number of co-workers belonging to the more than 25 years age group, at a mean of 7.5 females. When asked, employers stated that their beer promotion girls were between the ages of 18 to 25 years, contradicting BPGs' contention that on average, there were about 11 minors among their co-workers who were below 18. It is likely that beer promotion girls underreport their age when seeking a position in the beer companies during the application process, as they may have been informed that the legal age of employment is 18.

Table 16. Number of co-workers by age group, according to BPGs

	10 to 14 years (n=1)	15 to 17 years (n=55)	18 to 25 years (n=385)	More than 25 years (n=281)
Mean	6	5.04	7.79	7.52
Minimum	6	1	1	1
Maximum	6	20	58	40
SE	-	0.623	0.354	0.448

Working hours

Seventy-seven percent of the sample said they were working on a full time basis or for eight hours for a beer company/ distributor. In general, beer promotion girls congregate at the offices in the early afternoon and are subsequently dropped off at pre-identified restaurants. Changes in these ‘assignments’ take place only if the restaurant has a few clients.

Busy periods or ‘peak’ times were reported by the respondents although these seem to be centered on times of the month rather than the year. Hence, 70% and 21% of the sample cited weekends and paydays, respectively, as the peak periods in their work (Table 17). During holidays in Cambodia, there is a tendency for the local population to take out of town trips with families and friends so that BPG-respondents in Phnom Penh might have fewer clients during those times.

Table 17. Busy periods reported by BPGs

BUSY PERIODS	N	%
YES	230	54
NO	196	46
WHEN BUSY PERIODS OCCUR ^{a/}		
Weekend	161	70.0
During payday	49	21.3
Khmer New Year	20	8.7
Pchum ban	14	6.1
Busy everyday	2	0.9
Not regularly	27	11.7
Others	5	2.2

^{a/} Total exceeds 100 percent due to multiple responses.

According to interviewees, working days could range from two to seven during non-busy periods, or a mean of 6.83 days. During busy periods, on the other hand, respondents averaged 6.46 days on the job. The lower figure could stem from the fact that more workers cited only two days as the number of busy days in a week.

Of the 54% of respondents claiming that there busy periods in their work, 40% said that they worked anywhere from eight hours onwards. On other times,

96.5% of all interviewees said that the working time can be as short as 3-4 hours to a maximum of eight hours (Table 18). There is little difference between the reported busy and usual period, judging by the average hours worked. For the former, the mean was 6.89 and for the latter, the length of working hours averaged 5.96. Of note is the assertion of focus group discussants that the period of work of beer promotion girls was supposed to be about 4-5 hours only per night.

Table 18. Working hours during busy and usual periods, according to BPGs

WORKING HOURS/DAY	BUSY PERIOD		USUAL PERIOD	
	n	%	n	%
Up to 4 hours	17	7.4	92	21.6
5-7 hours per day	121	52.6	237	55.8
8 hours per day	60	26.1	81	19.1
More than 8 hours per day	32	13.9	15	3.5
Total	230	100.0	425	100.0
Average working hours	$\bar{X} = 6.89$		$\bar{X} = 5.96$	

Activities during free time

When not reporting to their current job, 88.7% of respondents did not engage in any economic pursuit; the rest however augmented their earnings by having a small business/ income earning activity such as sewing, singing Khmer songs in some establishments, and working as a hairdresser or waitress Table 19). In their free time (i.e. not doing any work whatsoever), respondents relaxed either alone or with friends. Typical activities at these times were sleeping, doing nothing, watching TV or listening to the radio, reading books and playing cards. It is also during

their free time that respondents were able to do their household chores (30%) and clean their workplace (6.3%). Five respondents said they attended school in their free time.

The highest incidence of engaging in other income earning work occurred among respondents who worked up to four hours and 5-7 hours a day, at 16.3% and 11.4% of respondents working these hours, respectively (Table 19). Expectedly, those working eight hours or more a day and pursuing economic activities outside their jobs were in the minority.

Table 19. Other work and activities of BPGs during free time

WORK HOURS & ACTIVITIES	Idle/ No other Work		Other income earning Work ^{a/}	
	n	%	n	%
<i>BPGs' work hours</i>				
Working up to 4 hours per day	77	83.7	15	16.3
Working 5-7 hours per day	210	88.6	27	11.4
Working 8 hours per day	76	93.8	5	6.2
Working more than 8 hours per day	14	93.3	1	6.7
Unspecified work hours	1	100.0	-	-
Total	378	88.7	48	11.3
<i>Activities during free time^{b/}</i>	n = 426		%	
Relax/ do nothing				
Sleeping	157		36.9	
None/ nothing/ free time	99		23.2	
Relax with friends	31		7.3	
Watching TV/ listen to radio	10		2.3	
Read books	8		1.9	
Play cards	4		0.9	
Other activities				
Do house work	126		29.6	
Clean workplace	27		6.3	
Attended school	5		1.2	
Unspecified	25		5.9	

^{a/} Other income earning work includes small business/ selling (24), sewing (14), singing in some establishments (2), hairdressing (6), working as waitress (1), and another unspecified work (1).

^{b/} Total exceed 100 percent due to multiple responses.

Tasks undertaken

Eighty-six percent of respondents said that their main tasks was to see to the clients' needs like pouring drinks, filling glasses with ice, lighting cigarettes, calling the attention of waiters when clients want to order, relaying the order, and clearing tables.

Additionally, they entertained clients by talking or going out with them. Although the intent of these tasks was to be able to sell as much beer as they could, only twenty respondents categorically stated that their assignment was to sell more beer. Another 20 revealed that they also slept with clients, when asked about their tasks at work.

Food, water, lodging & breaks at work

Over three fourths of the sample reported being provided breaks while at work, with 68% saying this lasted up to 30 minutes (Table 20). The same proportion of respondents could not specify the duration or said that it depended on the arrival of the customers, at 4.4% of the total. A closer look at the data revealed that among those who said there were busy periods at work, 67.9% had breaks for up to 30 minutes. During 'normal' working hours, a slightly lower proportion or 63% of the total mentioned the same amount of time given for rest. On the other

hand, there was a higher percentage of respondents who stated that they had no breaks during busy times, at 29% of the total in comparison to the 23% of respondents who could not rest during not-busy periods at work.

Toilets were provided in the work area, according to 86% of respondents; the rest however, had to resort to using facilities outside the workplace. In a like manner, drinking water was provided by employers to 91% of the interviewees (Table 20). Several brought their own water; a few reported receiving this from clients.

Table 20. Other work conditions of BPGs

	n	percent
YES	316	76.7
NO	96	23.3
DURATION OF BREAK (n=316)		
Up to 15 minutes	200	48.5
30 minutes	82	19.9
One to two hours	3	0.7
Others	18	4.4
Unspecified duration	13	3.2
SE	0.181	
<i>TOILETS</i>	n = 426	
Employer provide in working area	368	86.4
Outside work area	22	5.2
Unspecified	36	8.5
SE	0.041	
<i>DRINKING WATER</i>	n = 426	
Provided by owner	390	91.5
Bring own water	30	7.0
Client give water	4	0.9
Unspecified	2	0.5
SE	0.020	

The provision of food at the workplace appears to be dependent on the whims of the restaurant owners where the workers promote various brands of beer. For 39 BPGs or 9% of the total, food was provided at the workplace with over a third mentioning that they ate only once during working hours (i.e., once for a 6 or 7 hour stretch). Slightly more than a quarter said that enough food was given or they could eat 2-3 times while at work. In contrast, other respondents said there was too little food available or given only when the workers were hungry (Table 21).

More than nine in ten respondents however, used their own money to buy food, ranging from as little as 20,000 (US\$5) to as much as 600,000 Riel per month, with one mentioning a monthly food expense of 1 million Riel (US\$260). Excluding this one BPG, the median spending on food among them was 80,000 Riel or US\$20, with about six in ten respondents incurring a food expense between 50,000 and 150,000 Riel. Seven respondents were unable to estimate the amount they spent on food.

Table 21. Provision of food to and amounts spent by BPGs

	n=418	%
YES/ provided food ^{a/}	39	9.3
Too little food given	4	10.3
Eat only once during working hours	14	35.9
Food given not good	6	15.4
Enough food given/ eat 2-3 times	10	25.7
Food provided is good	1	2.6
Food available only when hungry	2	5.1
No description	3	7.7
NO/ not provided food	379	90.7
<i>Amount spent per month (Riel)</i>		
Less than 50,000	93	25.1
50,001 to 100,000	136	36.7
100,001 to 150,000	84	22.6
150,001 to 200,000	33	8.9
200,001 to 250,000	10	2.7
More than 250,000 ^{b/}	15	4.0
SE	0.065	

^{a/} Total exceed 100 percent due to multiple responses.

^{b/} Excludes one case with an outlier amount of 1,040,000 Riels (US\$260.)

Similarly, the lodging of over eight in ten respondents was paid out of their own pockets at a monthly average of 78,558 Riel or about US\$20. One respondent declared that she was given accommodations, free of charge while 14% said they lived in their own homes (Table 22).

Other costs initially shouldered by the BPGs are their uniforms – for Attwood Import Export Co. (distributor of Heineken), the \$15 spent by the young women can only be refunded if they give notice two weeks in advance and return the uniform. For Anco, the distributor of Budweiser beer, promoters only need to return the uniform and can get their \$5 back.

Table 22. Availability of lodging and amounts spent by BPGs if not available

	n=75	%
YES, unspecified location	1	1.3
YES, own home	61	81.3
NO, unspecified amount paid	13	17.3
SE	0.088	
Amount spent per month (Riel)	n=351	
Less than 50,000	86	24.5
50,001 to 100,000	206	58.7
100,001 to 150,000	39	11.1
150,001 to 200,000	17	4.8
200,001 to 250,000	2	0.6
More than 250,000	1	0.3
SE	0.043	

Employers confirmed the answers given by respondents when they asserted that they provided breaks, access to latrines in the work area, and gave drinking water. Female employers were more likely to allow workers to go and relieve themselves,

provide drinking water, and offer advice on health (Table 23). On the other hand, male employers gave condoms, transport and paid for cost of treatments when respondents had accidents.

Table 23. How employer-respondents provide care for the BPGs, by gender of employer^{a/}

	EMPLOYER				TOTAL	
	MALE		FEMALE			
	n = 6	%	n = 2	%	n = 8	%
Give breaks	4	66.7	1	50	5	62.5
Provide latrines in work area	1	16.7	2	100	3	37.5
Provide drinking water	2	33.3	1	50	3	37.5
Offer advice on health	5	83.3	2	100	7	87.5
Provide schooling	3	50.0	1	50	4	50.0
Provide condoms	2	33.3	-	-	2	25.0
Provide transportation	1	16.7	-	-	1	12.5
Help pay treatment if accident	1	16.7	-	-	1	12.5
Provide vocational training	-	-	1	50	1	12.5

^{a/} Total exceed 100 percent due to multiple responses.

According to a group discussion participated in by BPGs, employers took care of workers by helping them when they were sick or had accidents (assisting

them pay for treatments), or sponsoring parties to allow the workers to have 'fun and happiness' and have stronger bonds with one another.

Other work conditions

The number of clients that BPGs entertained in one working day varied from one to sixty persons, at a mean of 21 clients. According to 88% of the respondents however, the number of would range from less than ten to 30 persons (Table 24). Typically, a BPG attends to the needs of clients occupying

several tables during busy periods. All incoming persons, whether arriving singly or in group, are greeted by several young women, each promoting a brand of beer. Hence on busy nights, BPGs flit from one table to another. This situation explains the claim of five respondents who said they had more than 50 clients in a working day.

Table 24. Number of clients entertained by BPGs

NUMBER OF CLIENTS	n	%
Less than 10	106	27.5
11 to 20	146	37.9
21 to 30	88	22.9
31 to 40	17	4.4
41 to 50	23	6.0
More than 50	5	1.3
Total	385	100.0
Mean number of clients	$\bar{X} = 21$	

The interval between clients, referring to the gap in attending several tables simultaneously could be as short as 5 to 15 minutes or as long as three hours, according to 39% and 5.7% of the sample,

respectively. More than a quarter of interviewees said this was not regular and 13% asserted that they had no free time between clients (Table 25).

Table 25. Interval between clients, according to BPGs

INTERVAL	n	%
No free time	56	13.1
Up to 15 minutes	167	39.2
30 minutes	21	4.9
One hour	42	9.9
Two or three hours	24	5.7
Not regular	108	25.4
Others	3	0.7
Not sure	5	1.2
Total	426	100.0
SE	0.449	

Of the forty five respondents who said they could choose the clients they would attend to, twenty-six were able to offer the following explanations: they disliked the client, they needed to earn money and wanted to choose rich-looking clients, and clients would not mind if they refused since they knew

each other (Table 26). However, 88% of the total or 377 interviewees said they were unable to choose the clients they would serve. Majority this group explained that this was part of the job (83%), they needed to earn money (23.1%), and that they would be penalized if they refused (5.8%).

Table 26. Reasons offered by BPGs for being able/ not able to choose clients^{a/}

REASONS	ABLE		NOT ABLE	
	n=26	%	n=377	%
Part of the job	-	-	312	82.8
Need to earn money	8	30.8	87	23.1
Forced/ punished by employer	-	-	22	5.8
Not get paid if refuse	-	-	6	1.6
Does not like client/ client does not like us to refuse	10	38.5	3	0.8
Not allowed by employer	-	-	3	0.8
Have the right	1	3.8	-	-
Know each other so can refuse/ cannot refuse	6	23.1	2	0.5
Client becomes violent	-	-	1	0.3
Others	1	3.8	-	-

^{a/} Total exceed 100 percent due to multiple responses.

Of the 20 respondents who confessed that they also slept with clients, four women said that they could change their mind once they went out because the client does not force them, while one said she just refused. On the other hand, six respondents said they could not refuse once they said 'yes' to clients because they needed to earn money or would not get paid if they refused, or the client became violent.

Three-fourths of the respondents who revealed that they slept with clients said their partners used condoms. Trust in their partners, regular partners, and 'sweetheart does not agree' were the reasons cited by five respondents who did not use prophylaxis. Nevertheless, these respondents could negotiate its use.

Like and dislike for job

Of the 287 respondents or 67% who said they liked their jobs, 65% explained that they could help support their families, their work was an easy way to earn money, and they could earn money for school,

presumably for younger siblings (Table 27). On the other hand, nearly a third of respondents expressed an aversion for their jobs and of this proportion, over half mentioned the verbal abuse that came with the job as the main explanation for their dislike.

Table 27. Why BPGs like/ dislike their job^{a/}

REASONS	n	%
<i>REASONS FOR LIKING JOB (n=285)</i>		
Can help support family	184	64.6
Easy to earn money	47	16.5
Can earn money for school	28	9.8
Working makes me happy	15	5.3
Can do job even if uneducated	24	8.4
No other job	8	2.8
Employer very kind	3	1.1
Others	7	2.5
<i>REASONS FOR DISLIKING JOB (n=136)</i>		
Suffer from verbal abuse	74	54.4
(Have to) Drink too much	35	27.7
Being looked down upon	24	17.6
Suffer from physical abuse	18	13.2
Boring	14	10.3
Not enough time to rest, too tired	14	10.3
Cannot save money	13	9.6
Others ^{b/}	7	3.8

^{a/} Total exceed 100 percent due to multiple responses.

^{b/} Includes 'working hours too long' (5 cases), 'risk of STI/HIV/AIDS' (1 case), and 'I am too old' (1 case).

Other reasons cited were having to drink too much (28%), being looked down upon by others (18%), physical abuse (13%) and the lack of time to rest (10%). In addition to injuries that come with physical abuse, interviewees experienced discrimination at the hands of clients. While not immediately visible or felt, physical and psychological harm arising from the adverse working conditions cumulate while respondents promote beer. Interestingly, 10% of respondents cited boredom as a reason for their dislike, and almost the same proportion complained of not being able to save, which was why did not like their jobs.

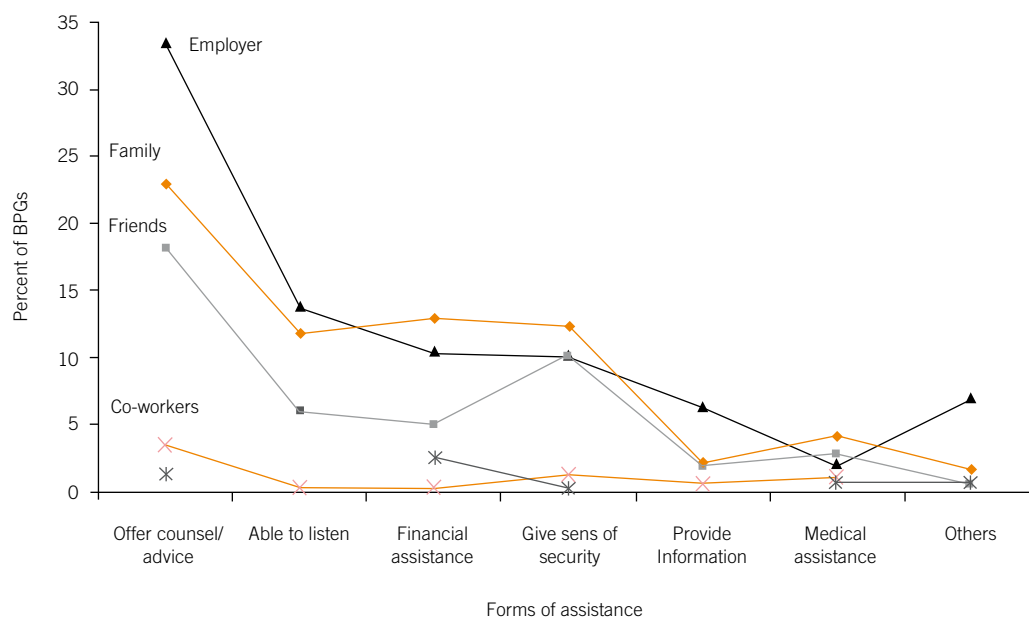
However, 93% of respondents asserted that they could leave their present job, anytime, if they wanted to. For 22 respondents, the need to pay off their debts to the employer holds them back. Seven respondents mentioned that they would not be allowed by the employer or needed to give two weeks or a month's notice to enable them to leave their job. A respondent acknowledged that it would be difficult to find another job so that she could not leave.

Assistance obtained by BPGs

Employers seemed to play a big part in the life of respondents since they were identified as a source of counsel, financial assistance, and information; as persons who could listen; and who gave a sense of security. Interviewees seemed to rank counsel

given by family members, friends and employers as foremost, based on the frequency of responses (Figure 7). In times of trouble, employers also ranked as the first person workers turned to, followed to a lesser extent by the family and other persons (e.g. friends, neighbor, police).

FIGURE 7. HOW BPGS ARE ASSISTED AND BY WHOM



Employers for their part, said that they helped respondents in different ways. Workers were given enough time to rest when they were ill and also provided financial assistance when requested, at 75%

and 62.5% of the total responses, respectively (Table 28). The likelihood of male employers offering help seem to be greater compared to female-employers.

Table 28. Assistance given to BPGs by employer-respondents, by gender of employer^{a/}

ASSISTANCE	EMPLOYER				TOTAL	
	MALE		FEMALE		n = 8	%
	n = 6	%	n = 2	%		
Financial assistance	4	66.7	1	50.0	5	62.5
Medical assistance	2	33.3	1	50.0	3	37.5
Time to rest when sick	5	83.3	1	50.0	6	75.0
Take care of workers	3	50.0	1	50.0	4	50.0

^{a/} Totals exceed 100 percent due to multiple responses.

4. Work hazards/discrimination

Work hazards that dominated the workplace and faced by respondents were alcohol use, physical or verbal abuse, and conflicts among BPGs. The incidence was high, especially for imbibing alcohol, given that these were happening on daily basis or 2-3 times per week (Table 29). Drinking with clients appeared to be a regular practice that BPGs did to sell beer. It should be noted that some BPGs were paid a commission if beer sales exceed the target in addition to their salaries received on a monthly basis. For others, the commission they earned was their monthly salary. There is therefore a strong pressure to sell as much beer as possible. Moller and Yean (2001) found that beer promoters were compelled to drink because:

- clients insisted on drinking alcohol with them, and got angry and complained to the bosses if they refused;
- establishment managers/supervisors pressured workers to drink alcohol with clients in order to satisfy the latter, to increase sales, and to foster loyal and regular clients; and
- they were afraid that they might lose their jobs if they did not do what the clients wanted.

Unfortunately, excellent behaviour cannot be expected from persons who might be, to some degree, inebriated. Focus group participants recounted situations where clients attempted to touch the BPGs' bodies, believing that they were also sex 'workers'; or, where clients shouted at them when they were drunk. Quinn (2003) found that the 'extent of harassment is so widespread that a considerable number of beer promoters believe that being verbally or physically abused is part of the job'.

Conflicts among BPGs arise because they are under pressure to achieve certain quotas. Young women, when greeting clients, give the appearance of a swarm as they crowd incoming clients with requests to order the beer they are promoting.

Lack of food and the occasional drug use were other difficulties that faced respondents at work (Table 29a). On the other hand, drug use has been reported by the beer promotion girls as happening either through personal use or when they are forced by clients to do so (Moller and Yean 2001; Quinn 2003). Walking home at night, owing to the lateness of working hours kept by respondents, pose real risks to respondents given documented cases of gang rape (PSI 2002).

Table 29. Frequency of work hazards faced by BPGs

FREQUENCY	ALCOHOL USE		PHYSICAL/VERBAL ABUSE		CONFLICT AMONG BPGs	
	n	%	n	%	n	%
Daily	54	34.8	19	22.1	2	6.1
2-3 times a week	25	16.1	30	34.9	8	24.2
Once a week	23	14.8	19	22.1	12	36.4
Rarely	5	3.2	16	18.6	9	27.3
Often	1	0.6	1	1.2	-	-
Others	47	30.3	1	1.2	2	6.1
Total	155	100.0	86	100.0	33	100.0
SE	0.110		0.155		0.222	

Table 29a. Frequency of work hazards faced by BPGs

FREQUENCY	LACK OF FOOD		DRUG USE	
	n	%	n	%
Daily	2	6.1	11	39.3
2-3 times a week	8	24.2	12	42.9
Once a week	12	36.4	4	14.3
Rarely	9	27.3	1	3.6
Often	-	-	-	-
Others	2	6.1	-	-
Total	3	100.0	28	100.0
SE	0.315		0.176	

Corroborating the answers of worker-respondents, 88% of the employers cited verbal abuse and harassment as hazards faced by the BPGs (Table 30). Female employers seemed more likely to observe these occurrences compared to their male counterparts.

Table 30. Work hazards faced by BPGs, according to employer-respondents^{a/}

WORK HAZARDS	EMPLOYERS				TOTAL	
	MALE		FEMALE		n = 8	%
	n = 6	%	n = 2	%		
Verbal abuse	5	83.3	2	100	7	87.5
Harassment	5	83.3	2	100	7	87.5
Physical abuse	3	50.0	2	100	5	62.5
Diseases	4	66.7	1	50	5	62.5

^{a/} Totals exceed 100 percent due to multiple responses.

In addition to the abovementioned hazards, many respondents reported a variety of discrimination they experienced as beer promotion girls. Hatred and contempt mostly came from community members and clients, according to 73% and 21% of interviewees, respectively (Table 31). These two groups were also the source of inappropriate behaviour (e.g. being laughed at, looked down on, and harassed) and inappropriate comments. Physical abuse mostly came from clients (Table 31a).

Table 31. Discrimination experienced by BPGs from various sources

FROM WHOM	HATRED/CONTEMPT		INAPPROPRIATE BEHAVIOR		INAPPROPRIATE COMMENT	
	n	%	%	n	%	%
Community members	188	72.6	99	39.0	131	53.3
Clients	55	21.2	118	46.4	96	39.0
Family members/relatives	7	2.7	30	11.8	11	4.5
Friends	7	2.7	6	2.4	5	2.0
Others	2	0.8	1	0.4	3	1.2
Total	259	100	254	100	246	100
SE	.088		0.383		0.313	

Table 31a. Discrimination experienced by BPGs from various sources

FROM WHOM	PHYSICAL ABUSE		NO/ DELAYED TREATMENT		HIV TEST WITHOUT CONSENT	
	n	%	n	%	n	%
Community members	5	8.8	2	6.0	1	4.7
Clients	49	86.1	3	9.1	1	4.7
Family members/relatives	1	1.7	1	3.0	-	-
Health providers	1	1.7	26	78.9	15	71.6
Friends	-	-	1	3.0	3	14.3
Others	1	1.7	-	-	1	4.7
Total	57	100	33	100	21	100
SE	0.134		0.158		0.332	

5. Earnings and expenditures

Method of payment

Over three fourths of respondents (79%) expressed that they were on the company payroll, receiving their salaries on a monthly basis, while 25% got their wages based on a percentage of beer sales (Table 32). In addition, several respondents said they were paid per night or per time spent with the clients. Nevertheless, these persons were able to give monthly estimates of their wages. Key informants mentioned

that beer promotion girls received their salaries monthly, based on how much they had sold. Incomes were between US\$30-40 per month although some could get up to US\$100 due to their beauty, youth, and 'courteousness'. Only two companies, Cambodia Brewery Limited and Cambrew Ltd, paid fixed salaries per month. The former paid US\$40 and the latter US\$30 for new recruits. Interestingly, majority of employers, representing 75% of the total, stated that they issued the workers' wages based on the amount of beer sold.

Table 32. Method of payment, according to BPG and employer-respondents^{a/}

MODE OF PAYMENT	BPGs		EMPLOYER				TOTAL	
	n = 411	%	MALE		FEMALE		n = 8	%
			n = 6	%	n = 2	%		
Per day/per night	2	0.5	-	-	-	-	-	-
Per month	323	78.6	2	33.3	2	100	4	50
Percent of beer sales	102	24.8	5	83.3	1	50	6	75
Per time spent with client	4	1.0	-	-	-	-	-	-

^{a/} Total exceed 100 percent due to multiple responses.

Earnings from employers and clients

Over half of respondents earned between 150,000 (US\$37) to 225,000 Riel (US\$56) per month, at a median of 200,000 Riel or US\$50. In past studies, beer promotion girls in 5 major population centers in Cambodia, including Phnom Penh, were found to earn an average of 282,054 Riel or a median of 200,000 Riel (NCHADS 2001; Quinn 2003). Some beer promoters were paid a monthly salary of approximately US\$40, whereas others were paid according to the number of beer boxes sold (Moller and Yean 2001).

A total of 14 respondents were still earning below the estimated poverty line⁴ of less than a dollar per day (Table 33). In contrast, seventeen respondents also reported receiving commissions from beer sales on top of their salaries. Of the nine interviewees who claimed that they could not get their full wages, five stated they were paying off debts, the employer was withholding it for unstated reasons, or because of deductions. One respondent was unsure as to the reason why she was not being paid in full while three could not offer an explanation. However, 88% of respondents acknowledged that they received extra money from clients.

⁴ The poverty line is estimated at 2,470 Riels in Phnom Penh, 2,093 Riels in other urban areas, and 1,777 Riels in rural areas (Ministry of Planning. 2001. 1999 Cambodia Poverty Profile. Phnom Penh: Ministry of Planning).

When the eight employers were asked about the salaries paid to workers, responses varied from 60,000 to (US\$15) to 720,000 Riel (US\$180), at a

median of 390,000. This is almost twice the amount reported by the workers.

Table 33. Monthly earnings of BPGs, in Riel

INCOME RANGE	< 18 years		18-21 years		22-25 years		> 25 years		TOTAL	
	N	%	n	%	n	%	n	%	n	%
74,000 and below	1	16.7	3	2.7	9	3.4	1	5.9	14	3.5
74,001 to 150,000	-	-	8	7.1	20	7.5	2	11.8	30	7.5
150,001 to 225,000	5	83.3	68	60.7	136	51.3	6	35.3	215	53.8
225,001 to 300,000	-	-	27	24.1	73	27.5	6	35.3	106	26.5
More than 300,000	-	-	6	5.4	27	10.2	2	11.8	35	8.8
Total	6	100.0	112	100.0	265	100.0	17	100.0	400	100.0
Median	190,000		200,000		200,000		200,000		200,000	
Minimum	14,500		24,000		14,000		56,000		14,000	
Maximum	224,500		400,000		600,000		400,000		600,000	
SE	30,988		6,111		5,293		20,543		4,037	

Disposition of income

Ranked in terms of responses, food and rent were the biggest expense that BPGs incurred, at 34% and 28%, respectively, of their monthly earnings (Table 34). This is not unusual since 70% of the sample

lived away from their families and needed to spend for the cost of living. Giving money to parents and family was mentioned by 73% of interviewees, with a share of 33% to total income. A third of respondents were able to save, accounting for 21% of the money earned per month.

Table 34. How BPGs spend their incomes

EXPENSE ITEM	n=426	%	% TO EXPENSES	SE
Buy food	363	85.2	33.6	0.862
Pay rent	318	74.6	27.9	0.658
Give to parents, family	309	72.5	32.6	1.064
Buy clothing	200	46.9	13.5	0.507
Saving	125	29.3	20.9	1.255
Pocket money	74	17.4	22.5	1.828
Transport (motodup)	57	13.4	14.3	1.030
Pay other debts	29	6.8	22.5	2.130
School fees, books, uniforms	20	4.7	27.4	3.757
Water and electricity	24	4.6	18.2	2.697
Send money to children	8	1.9	19.0	2.903
Everything necessary in the house	6	1.4	16.8	3.060
Pay debt to employer	1	0.2	25.0	-

More than eight in ten interviewees said that their incomes helped their families directly although 55 respondents were unable to provide concrete examples. Earnings were used for daily expenses of the household, according to 83% of respondents (Table 35). This is consistent with the stated reason for working by some 94% of the sample, which was

to help shoulder family expenditures.

Incomes were further put to use by families in other ways. These included sending younger siblings to school and paying for hospital bills and debts. About 16% of the total did not believe that their incomes were helping their families.

Table 35. How BPGs' income help their families^{a/}

	n = 301	%
Help in daily expenses	250	83.1
Send younger siblings to school	60	19.9
Pay for hospital bills	37	12.3
Pay off debts	22	7.3
Others	11	3.6

^{a/} Total exceed 100 percent due to multiple responses.

6. Health status

Health problems and frequency

Eighty five percent of all respondents reported suffering from a health problem, the most common of which were fever, dizziness, and headaches as cited by 86% of the total (Table 36). Stomach ache and ulcers, also cited, were probably the result of eating meals irregularly due to the necessity of attending to clients for stretches of time, or due perhaps to excessive alcohol consumption. Being on their feet and working at night could well lead to lower back aches, mentioned by 7% of the total. These complaints occurred several times in a week or in a month, compared to fever/dizziness/headaches, cited by 32% as happening several times per week. The severity of this ailment appear to have varying degrees, based on the treatment sought by respondents: 18% said rest was required; 36% indicated rest and medication;

16% had to visit a doctor; and 31% bought medicine from a pharmacy for relief. About 75% of respondents suffering from this ailment had to take a day or two off.

Most complaints dealing with stomach ache on the other hand, required medication, purchased from a pharmacy, and consulting with a health professional, according to 5% and 4% of respondents, respectively; ulcers were treated in the same manner. Several respondents also mentioned severe health problems such as typhoid, heart attack or HIV/AIDS, illnesses that directly impact on their ability to earn money. As might be expected, treatment for these health problems was obtained from doctors or clinics. Nearly six of ten respondents said that they had to take time off from work due to some illness, ranging from as quick as an hour or two, to as long as three months or until the respondent got better.

Table 36. Health problems frequently experienced by BPGs^{a/}

HEALTH PROBLEM	TOTAL	
	n = 364	%
Fever/ dizziness, headache	314	86.3
Stomach ache	34	9.3
Lower back aches	25	6.9
Ulcers	24	6.6
Cold/ cough	11	3.0
Tired	11	3.0
Cuts/ swollen hands	8	2.2
Typhoid	7	1.9
Heart attack	5	1.4
Sprains, accidents, injuries at work	4	1.1
HIV/AIDS	3	0.8
Sexually transmitted infections	2	0.5
Others	2	0.5

^{a/} Total exceeds 100 percent due to multiple responses.

Asked directly if they ever had sexually transmitted infections (STI), 16% of the respondents answered affirmatively while five respondents said they did not know. Half of interviewees however, were unable to pinpoint a symptom associated with STI other than saying something about diseases associated with the uterus (Table 37). A slightly higher proportion mentioned itchiness, which could well be an indication of poor hygiene. Only a few correctly identified pain

when urinating and abnormal discharge as symptoms commonly associated with STI.

Treatment, when accessed, was obtained from hospitals and from Reproductive and Child Health Association (RHAC), a Cambodian NGO, according to 30% and 23% of the total, respectively. A significant proportion did not seek treatment.

Table 37. Symptoms and source of treatment of sexually transmitted infections

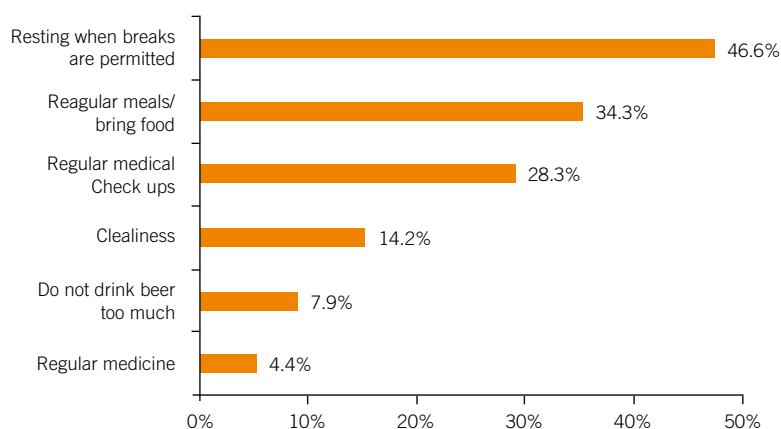
SYMPTOMS/ SOURCE OF TREATMENT	n	%
HAD STI BEFORE (n = 426)		
Yes	69	16.2
No	352	82.6
Do not know	5	1.2
SE	0.508	
SYMPTOMS ^{a/} (n = 69)		
Itchiness	37	53.6
Uterine (women disease)	35	50.7
Pain/burning sensation when urinating	7	10.1
Rashes	5	7.2
Abnormal discharge	5	7.2
Swelling in genital areas	3	4.3
Do not know	2	2.9
SOURCE OF TREATMENT (n = 69)		
No treatment	14	20.3
Hospital	21	30.4
RACHA	16	23.2
Private clinic	7	10.1
Seek assistance of pharmacy	5	7.2
Health center	3	4.3
Do not know	3	4.3
SE	2.376	

^{a/} Total exceed 100 percent due to multiple responses.

To ensure their continued health, respondents took the several steps. About 47% took breaks when allowed; 34% made sure of having regular meals or bringing their food; and 28% went for regular

checkups. Others made a conscious effort not to drink beer too much (8%) or mentioned sanitation (14%) to safeguard their health (Figure 8).

FIGURE 8. MEASURES TAKEN BY BPGS TO SAFEGUARD THEIR HEALTH



Access to and sources of treatment

Respondents identified the pharmacy and private medical providers as their major sources of treatment during times of illnesses. Public health facilities (health centers and hospitals) were cited only by 21.2% of all respondents (Table 38). This health seeking behavior is consistent with earlier studies by the Ministry of Health: a sector review carried out in 2001 found that many Cambodians attempt to treat themselves with home remedies or with medications purchased over the counter. An unpublished health survey report in 2002 disclosed that a bigger

proportion of the population were more likely to patronize private providers as a first recourse when sick.

Other respondents obtained care from their mother, the employer, friends and neighbors. Seventy respondents said they did not consult with anyone when they were sick. Explanations offered for not seeking assistance from a health professional in times of illness were the lack of money (44%), the perceived non-severity of the problem (21%), lack of time (14%), and not knowing where to go (11%).

Table 38. Who BPGs see when sick^{a/}

REASONS	n = 421	%
No one	70	16.6
Pharmacy/ buy medicine	145	34.4
Private health workers	103	24.5
Health clinic in commune	53	12.6
Traditional treatment (Kru Khmer)	46	10.9
Go to hospital	36	8.6
Others	21	4.9

^{a/} Total exceed 100 percent due to multiple responses.

7. Awareness of Issues

About trafficking

Many respondents declared they were aware of the issue of trafficking. In seeking answers to this question, enumerators explained the concept in simple terms, based on the definition set out in UN Protocol to Prevent Suppress and Punish Trafficking in Persons, Especially Women and Children. Nearly a third however, confessed they lacked knowledge about it or were not sure (Table 39). Perceived causes of trafficking were poor law enforcement, poverty, education, unemployment, and 'debts of people', according to the findings from a focus group discussion. Key informants also mentioned the entry

of 'foreign culture into Cambodia' as a cause of trafficking.

Among those who claimed to be familiar with the issue, 46 respondents stated they knew of women who were trafficked, while more than eight in ten did not know of such cases. Sixteen respondents confessed they were victims of trafficking.

Queried about young women being brought to the place of work in the context of trafficking, many respondents answered in the affirmative. However, given that a third of the sample lack familiarity about the issue, or have not heard of trafficking cases, references to 'new' young women at work might only be about new employees.

Table 39. Knowledge about trafficking

	n	%
<i>AWARE OF TRAFFICKING IN WOMEN & CHILDREN?</i>	n=426	
Yes	287	67.4
No	132	31.0
Not sure	7	1.6
SE	0.535	
<i>KNOW OF TRAFFICKED GIRLS/WOMEN?^{a/}</i>	n=286	
Yes	46	16.1
No	240	83.9
SE	0.022	
<i>VICTIM OF TRAFFICKING?^{a/}</i>	n=287	
Yes	16	5.6
No	271	94.4
SE	0.013	
<i>'NEW' YOUNG WOMEN BEING BROUGHT HERE?</i>	n=426	
Yes	230	54.0
No	190	44.6
Not sure	3	0.7
Do not know	3	0.7
SE	0.528	

^{a/} Figures in rows under the heading have been calculated based on the 287 BPGs who said "yes" on whether or not respondents were aware of trafficking in women and children.

When respondents were requested for suggestions on how best to stop trafficking in children and women, roughly the same proportion of respondents said the following were needed: education for trafficked persons, awareness raising, and stronger enforcement of the law. Two of five respondents had no ideas to offer or were not sure (Table 40).

Focus group discussants and key informants offered more suggestions regarding the elimination of trafficking. They stated that there has to be

effective enforcement of laws, absence of corruption, improvement of education, and provision of vocational training. They also mentioned that poverty should be reduced, that jobs should be created, and that there should be awareness raising about trafficking among the general public. Representatives from the Women's Network for Unity (WNU) and RHAC said that cooperative efforts with other organizations, and banning of 'foreign culture flowing into Cambodia, particularly from broadcasting on radios and televisions' were needed to fight trafficking.

Table 40. What are needed to help stop trafficking in children and women^{a/}

ACTION NEEDED	n = 420	%
Education for trafficked persons	145	34.5
Awareness raising about trafficking	133	31.7
Stronger enforcement of the law/law enforcement	132	31.4
More livelihood opportunities for families	31	7.4
Other sources of income for trafficked person	30	7.1
Not sure	2	0.5
Do not know	166	39.5

^{a/} Total exceeds 100 percent due to multiple responses.

About health issues

Health concerns that are in the minds of most Cambodians are HIV/AIDS and STI, given the high prevalence of the former. Majority of respondents (74.3%) said they know how to lessen the risk of becoming infected with STI.

Those who claimed to know how mentioned regular use of condoms (92%), avoiding multiple partners (53%), and abstinence (23%) (Table 41). Several interviewees also offered ambiguous answers, saying that 'sanitation and health control' were effective means.

Table 41. Knowledge of BPGs on reducing risk of STI

	n = 420	%
Know how reduce risk	312	74.3
Do not know	105	25.0
Not sure	3	0.7
<i>How to reduce risk^{a/} (n=312)</i>		
Regular use of condoms	288	92.3
Avoiding multiple partners	164	52.6
Abstinence/ reduced frequency of sex	73	23.4
Must have sanitation	14	4.5
Health control	5	1.6
Others	1	0.3

^{a/} Total exceed 100 percent due to multiple responses.

HIV/AIDS, on the other hand, was unknown only to a handful or 4.7% of the sample (Table 42). The majority was able to correctly identify known high-risk routes of HIV transmission. Among respondents

who said they knew how the virus could be contracted, eight respondents explained cutting nails as risky, while ten could not elaborate on their answer.

Table 42. Knowledge of BPGs regarding HIV/AIDS

	n=426	%
Know how transmitted	406	95.3
Do not know how transmitted	20	4.7
Transmission modes ^{a/} (n=406)		
Mother to child	133	32.8
Blood transfusions	260	64.0
Sharing of needles	273	67.2
Unprotected sex	290	71.4
Nail cutting	8	2.0
Do not know	4	1.0
Others	6	1.5

^{a/} Total exceeds 100 percent due to multiple responses.

Access to information

BPG-respondents had access to information through a mixture of media, with television and radio predominating as the main sources of information.

Both were watched or listened to on a daily basis by 76% and 65% of interviewees, respectively (Table 43). Magazines and newspapers were accessed to lesser degree by respondents, read only by 23% on a daily basis and 25% 2-3 times a week.

Table 43. Frequency of reading/ watching/ listening to sources of information

FREQUENCY	MAGAZINES		TELEVISION		RADIO	
	n	%	n	%	n	%
Daily	50	22.7	288	76.4	202	65.0
2-3 times a week	55	25.0	68	18.0	72	23.2
Once a week	19	8.6	12	3.2	23	7.4
2-3 times a month	91	41.4	7	1.9	12	3.9
Seldom	5	2.3	1	0.3	1	0.3
Others	-	-	1	0.3	1	0.3
Total	221	100.0	377	100.0	311	100.0
SE	0.089		0.036		0.049	

Television, radio, magazines and newspapers served primarily as source of information on an array of subjects, with cinemas, stories and jokes being cited by 79% of respondents. Fifty two percent and 37% read about STI/HIV/AIDS and general health, respectively, from these media (Table 44). Other topics

of interest to the sample were on cooking, events in Cambodia including issues about personal safety (e.g. robberies), trafficking, etc. Six respondents could not specify any information they gleaned from reading, watching television or listening to the radio.

Table 44. Type of information obtained from various sources^{a/}

INFORMATION	n = 395	%
Cinema, stories, jokes	312	79.0
On STI/HIV/AIDS	205	51.9
On general health	145	36.7
What is happening in the country	121	30.6
On cooking	108	27.3
On trafficking	73	18.5
On human rights & violations	32	8.1
Other educational information	27	6.8
Information on heroin	8	2.0
Others	2	0.6
Do not know/not sure	2	0.6

^{a/} Total exceed 100 percent due to multiple responses.

8. Perceptions

Experiences in the family as a child

Thirteen percent of the sample recalled instances in their childhood when they were abused. Neglect and scolding, and beating were remembered by 84% and 25% of respondents, respectively. Other forms of maltreatment recounted by several interviewees were being thrown out of the home, not being sent to school, and starvation.

Role in the family

Group discussion participants and key informants stated that women and girls feel a strongly about

being income earners for themselves and their families since men alone could not earn enough for the needs of the household. Moreover, holding financial responsibilities in behalf of their families have been practiced a long time in Cambodia. In terms of decision-making, key informants and focus group discussants noted that women and children should not absolutely follow or not question men's pronouncements or choices. Men could make mistakes, with potentially detrimental effects on the whole family. Participants further asserted that women and children have equal rights to men.

9. Future plans

Regarding work

The critical element needed by respondents in order to stop working was money, to be utilized in a variety of ways: 87% said for the family, 11% wanted it for medical care, and 9% would use it

for education purposes (Table 45). Again, this is not inconsistent with the motivation to work, which was out of economic considerations. Other requirements identified by respondents to enable them to quit were the need to learn a different skill, more farmland, and other business.

Table 45. What BPGs need in order to stop working^{a/}

REQUIREMENTS	n = 420	%
More money for family	365	86.9
Money for medical/health care	46	11.0
Money for school	39	9.3
Learn a different skills or job	137	32.6
More farmland for family	66	15.7
Have other business	32	7.6
Pay debt to employer	2	0.5
Not sure	1	0.2

^{a/} Total exceeds 100 percent due to multiple responses.

Nine of ten respondents would be willing to stop working if they could. If not working, over half of them would choose to start a small business, a quarter would return to their home province, and close to one in five would attend a skills training/ apprenticeship (Table 46). Responses that allude to

improvement of economic wellbeing of respondents, especially their families, form a pattern that has been repeated in various answers to questions in the study. Only four would go to school full time, presumably because of the higher priority given to earning money and also due to their ages.

Table 46. What BPGs would do if not working^{a/}

	n = 426	%
Start a small business	226	53.1
Return to home province	106	24.9
Participate in skills training/ apprenticeship	80	18.8
Go back to family	56	13.1
Go to school full time	4	0.9
Take non-formal education course (literacy)	8	1.9
Find employment	26	6.1
Difficult to find job	3	0.7
Do not know	2	0.5
Others	1	0.2

^{a/} Total exceeds 100 percent due to multiple responses.

For 162 interviewees who expressed a desire to go back to the province or return to their family, nearly half or 47% of the total wanted to start a small business, and 70% aimed to help in the family farm or at home. Three respondents wanted to go to school while the rest would find a job within the village (8%).

Regarding literacy & skills acquisition

Many respondents were still interested in pursuing further education, constituting 61% of the total. This interest was prompted by a desire to reach higher levels of schooling and getting better jobs and incomes, according to 64% and 60% of the sample, respectively. Other reasons for wishing to study again were 'literacy', enjoy studying, and play with friends. To do so, they wanted money for

school fees, according to 89% of the sample (Figure 9). It should be noted that although school fees have been done away with, unofficial charges are still being levied. In addition, transportation, food, and supplies for schoolwork were seen as essential to enable respondents to continue studying.

A lesser number of respondents, at 59% of the total, were interested in attending non-formal education (i.e., literacy, numeracy classes) (Table 47). This is way above the proportion of the sample (18.8% of the total or 80 respondents) who said they could not read or write. Some possible reasons for this discrepancy are: a) the unwillingness of respondents to reveal their illiteracy; b) respondents might have misunderstood and equated non-formal education with formal education; and c) interviewers inadequately explained the distinction between the two.

FIGURE 9. WHAT BPGS WOULD NEED TO KEEP STUDYING

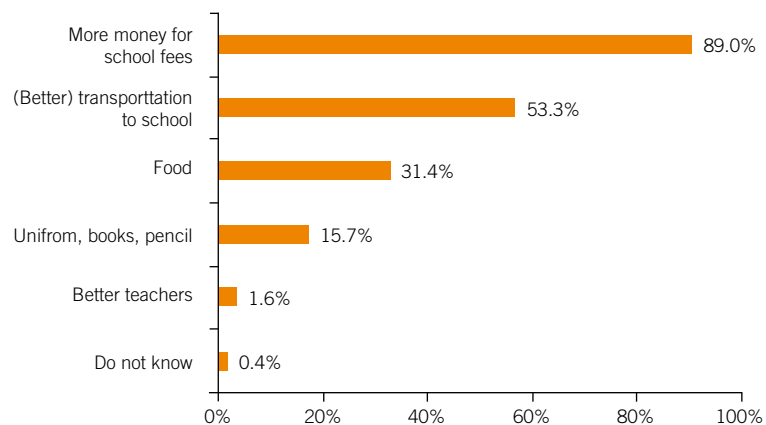


Table 47. Willingness to attend non-formal education and training

	n	%
WOULD ATTEND NON-FORMAL EDUCATION (n = 426)		
Yes	250	58.7
No	176	41.3
SE	0.024	
WOULD ATTEND SKILLS TRAINING? (n = 426)		
Yes	389	91.3
No	37	8.7
SE	0.014	
TYPE OF SKILLS TRAINING ^{a/} (n = 389)		
Cutting hair/ hairdressing	205	52.7
Sewing	123	31.6
Make up skills	147	37.8
Starting and operating a small business	66	17.0
Dancer	3	0.8
Others	23	5.9

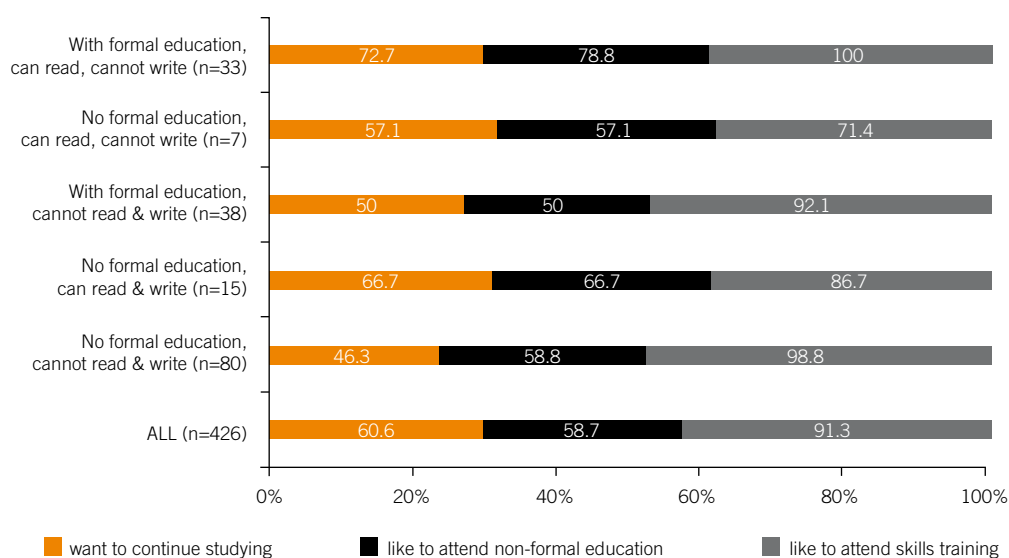
^{a/} Total exceed 100 percent due to multiple responses.

In comparison, 91% of the total was willing to attend skills training. Most of the skills that interviewees wanted to learn focused only on a few areas, and those that are usually tagged as 'women's work' - hairdressing, sewing, and applying make up. Nonetheless, 17% and 6% wanted to learn how to start and operate a small business, attend English and computer classes grouped

under 'others', and other unspecified skills.

Regardless of their literacy levels and educational attainment, almost all respondents wanted to attend some forms of skills training, and to a lesser extent improve their educational levels through formal and non-formal education (Figure 10).

FIGURE 10. LITERACY LEVELS AND PLANS REGARDING FUTURE STUDIES AND SKILLS



Work/ livelihood aspirations

Respondents identified diverse aspirations, but most of the dreams for the future mentioned were practical in nature, tied to economic needs. Hence, having a

small business, becoming a tailor, farming, opening a salon and similar livelihood activities were named by many (Table 48). However, others would like to become teachers, doctors or nurses, government or private company workers, etc.

Table 48. Aspirations of BPGs^{a/}

	n = 426	%
Small business/ selling	250	58.7
Tailor	106	24.9
Rice farmer	37	8.7
Hairdressing	37	8.7
Beauty salon	23	5.4
Teacher	11	2.6
Work for private company	6	1.4
Wedding dresser	6	1.4
Cosmetic shop	5	1.2
Animal raising	4	0.9
Doctor/nurse	3	0.7
Government worker	3	0.7
Receptionist	2	0.5
Others	2	0.5
Not sure/don't know	2	0.4

^{a/} Total exceed 100 percent due to multiple responses.

10. Household characteristics

Status of employment of family members

Of the total number of household members enumerated in the study, siblings accounted for 49%, followed by parents at 28%. Respondents comprised 18%, and the rest consisted of the spouse, children, and other relatives. Including respondents, 58% of family members were working. Those who were not employed were homemakers (18%), in school part- or full time (19%), too young (2%) or jobless.

Literacy of parents

About two-thirds of the beer promotion girls (66%)

who made up the sample stated that their fathers could read. Male parents seemed more likely to have reading skills, since only 56% of the respondents noted that their female parents as being able to read (Table 49). This is not unusual since in Cambodia, literacy has been estimated to be 80% and 67% for adult males and females, respectively (EFA 2003-215).

Respondents who could not answer or were not sure whether their parents could read or write accounted for 25% for fathers, and 9% for mothers, presumably because they have not had a chance to observe their parents doing so. Moreover, for families who are dependent on agriculture, there is little opportunity to do a lot of writing.

Table 49. Literacy level of BPGs' parents

	FATHER ^{a/}		MOTHER ^{b/}	
	n = 376	%	n = 407	%
<i>CAN READ</i>				
Yes	249	66.2	227	55.8
No	33	8.8	141	34.6
Do not know/ not sure	1	0.3	2	0.5
No answer	93	24.7	37	9.1
SE	1.882		1.312	
<i>CAN WRITE</i>				
Yes	249	66.2	220	54.0
No	34	9.0	148	36.4
Do not know/ not sure	-	-	2	0.5
No answer	93	24.7	37	9.1
SE	1.876		1.311	

^{a/} 50 respondents reported their father as deceased

^{b/} 19 respondents reported their mother as deceased

Ownership of house and land, and livelihood

While over half of respondents' families owned their houses and land, slightly more than a third did not own agricultural land despite possessing a house. Those who neither owned house nor land comprised

14% of the sample (Table 50). Possession of these assets directly impacts on the ability of households to maintain itself, and a perceived inability to do so would prompt other family members to seek employment.

Table 50. Ownership of house and land

	n	%
Own house and land	218	51.3
Own house, not own agricultural land	146	34.3
Not own house and agricultural land	59	13.9
Not own house but own agricultural land	2	0.5
Total	425	100.0

Majority of households relied on their own farming or worked as agricultural wage labourers for their livelihood, according to 50% and 9% of the respondents (Table 51). Interviewees' families undertook a wide range of economic activities,

from waged employment as government or private company employees, to doing their own business or being self-employed (e.g. photographer, electrician).

Table 51. Livelihood activities of BPGs' families

ACTIVITIES	n	%
Own farming	208	50.0
Agricultural wage labourer	38	9.1
Non agricultural wage labourer, unspecified	53	12.7
Do own business	53	12.7
Garment workers	11	2.6
Government official	9	2.2
Construction	6	1.4
Teacher	5	1.2
Driver	5	1.2
Work for private company	3	0.7
Soldier	3	0.7
Weaving	2	0.5
Cook	2	0.5
Renting out house	2	0.5
Pharmacy	1	0.2
Photographer	1	0.2
Electrician	1	0.2
Hairdressing	1	0.2
Do not know	1	0.2
Others	11	2.6
Total	416	100.0
SE	0.305	

Household size

The mean household size for respondents is 5.57 years, lower than the national estimated mean of 5.7 for Phnom Penh.⁵ An interviewee said that all the

members of her family passed away, so that she was a single-person household. Besides this, the smallest household size reported was two while the largest was ten.

⁵ 2001 Cambodia Child Labour Survey, p. 20

B. EMPLOYER CHARACTERISTICS

Respondents who were ‘employers’ of beer promotion girls were actually representatives of companies or

distributors of a variety of beers (Table 52). The eight who were interviewed occupied managerial or supervisory positions, given that access to owners was not possible.

Table 52. List of beer companies and distributors^{a/}

COMPANY NAME	REGISTRY DATE	NATIONALITY	CAPITAL ('000 Riel)	PRODUCT
1. ANCO Brothers Co., Ltd.	1995	Cambodian	50,000	Budweiser
2. Attwood Import Export Co., Ltd.	1998	Cambodian	40,000,000	Heineken
3. Asia Sunrise Co., Ltd.	2003	Cambodian	20,000	Asahi Beer
4. Cambodia Brewery Limited (CBL)	1995	Singaporean, Cambodian, Netherlands	50,000	Tiger, ABC Stout, Anchor, Crown.
5. CAMBREW LTD.	1995	Malaysian, Hong Kong	500,000	Angkor, Bayon, Black Panther
6. Duong Chhiv Import Export Co., Ltd.	1999	Cambodian	50,000	Stella Artois
7. Hak Soon Co., Ltd.	2002	Cambodian	20,000	Three Horses, Jade Beer
8. Soon Soon Import Export Co., Ltd.	1998	Cambodian	100,000	San Miguel Beer, Beck Beer.

^{a/} Source: List of Registered Companies in Cambodia, Ministry of Commerce. 2004.

Age and gender

Of the 8 interviewees, males comprised 75% of the

sample. They had a mean age of 34.67 years, with female employers being about 5 years younger than their male counterparts (Table 53).

Table 53. Age distribution of employer-respondents, by gender

AGE GROUP	MALE		FEMALE		TOTAL	
	n = 6	%	n = 2	%	n = 8	%
21 to 30 years	2	33.3	1	50.0	3	37.5
31 to 40 years	2	33.3	1	50.0	3	37.5
41 to 50 years	2	33.3	-	-	2	25.0
More than 50 years	-	-	-	-	-	-
Total	6	100.0	2	100.0	8	100.0
Mean age	34.67		30.00		33.50	

Employers were generally viewed in a positive light, with only a few BPG-respondents portraying them to be verbally abusive or threatening. For over nine of ten worker interviewees, employers were

portrayed as kind and understanding (Table 54). They were also thought to be supportive and looked after the well being of workers.

Table 54. Description of employers, according to BPG respondents^{a/}

DESCRIPTION	n = 423	%
Kind, understanding	393	92.9
Supportive and looks after welfare of the workers	147	34.8
Strict	10	2.4
Verbally abusive/ threatening	3	0.7
Do not know	4	0.9

^{a/} Total exceeds 100 percent due to multiple responses.

Educational attainment

As shown in Table 55 below, most employers were either graduates of upper or post-secondary levels.

There does not appear to be a gender disparity in educational attainment as both male and female employers have completed roughly the same levels of schooling.

Table 55. Educational attainment of employer-respondents by gender

EDUCATIONAL LEVEL	MALE		FEMALE		TOTAL	
	n	%	n	%	n	%
Upper secondary school (Grade 10-12)	2	33.3	1	50	3	37.5
University/Other higher level	-	-	1	50	1	12.5
Technical Education and Vocational training	4	66.7	-	-	4	50.0
Total	6	100.0	2	100	8	100.0

Work history

Seven respondents had previous working experience and one was a student prior to being employed in the current job. Fifty percent worked in a private company or in a restaurant while 25% were engaged

in the same line of work (Table 56). On average, employers have been at their present jobs for about five years. The most recently hired started working 1.5 years ago, while the longest time spent at the company was 12 years by a 32-year old woman.

Table 56. Previous work of employer-respondents by gender

	MALE		FEMALE		TOTAL	
	n = 6	%	n = 2	%	n = 8	%
Same as now	2	33.3	-	-	2	25.0
Non-agricultural work	-	-	1	50.0	1	12.5
Private company	3	50.0	-	-	3	37.5
Work for restaurant	1	16.7	-	-	1	12.5
Student	-	-	1	50.0	1	12.5
Total	6	100.0	2	100.0	8	100.0

Low remuneration, cited by 37.5%, served as a goad for male respondents to change employment. Others cited the distance of the residence from the place of work, the closure of companies, and the desire for change. A respondent said he wanted to study more so that he needed to save money for future schooling.

The dominant reasons cited for liking their job was that they were able to help workers, according to four male and the two female employers (Table 57). The ease with which money could be earned was also cited by respondents. In contrast, two male employers said they did not like their jobs because of the difficulty in finding workers and the violence of clients.

Table 57. Reasons for liking or disliking their job by gender^{a/}

REASONS	MALE		FEMALE		TOTAL	
	n	%	n	%	n	%
EMPLOYERS WHO LIKE JOB	n = 4		n = 2		n = 6	
Easy to earn a lot of money	2	50	-	-	2	33.3
Can help workers	4	100	2	100	6	100.0
Need little investment	1	25	-	-	1	16.7
EMPLOYERS WHO DISLIKE JOB	n = 2				n = 2	
Difficult to find worker	1	50	-	-	1	50
Clients are violent	1	50	-	-	1	50

^{a/} Totals exceed 100 percent due to multiple responses.

Sources of income and earnings

Three-fourths of the sample found their present jobs lucrative, reflected in the median income earned by all workers, at 670,000 Riel or US\$167 (Table 58). The salaries of respondents showed a wide range, from 160,000 (US\$40) earned by a 32 year-old female to 2.8 million Riel or US\$700 received by a 40 year-old male respondent.

Half of the sample had additional sources of income besides their job at the beer company/ distributor. Three male respondents (37.5%) said they operated a restaurant while a female employer said she provided informal loans. However, only three gave estimates of their monthly earnings, ranging from 200,000 (US\$50) to 480,000 Riel or US\$120 (Table 59).

Table 58. Total income earned by employer-respondents, by source (in Riel)

INCOME RANGE	BEER COMPANY		OTHER SOURCES		TOTAL	
	n	%	n	%	n	%
Less than 400,000	3	37.5	2	75	3	37.5
400,001 to 800,000	3	37.5	1	25	3	37.5
More than 800,000	2	25.0	-	-	2	25.0
Total	8	100.0	3	100	8	100.0
SE	0.295		0.333		0.164	
Median	520,000		320,000		670,000	
Minimum	160,000		200,000		480,000	
Maximum	2,800,000		480,000		2,800,000	
SE	303,101		81,103		275,471	

Table 59. Income earned by employer-respondents, by source and gender (in Riel)

SOURCE	BEER COMPANY	OTHER SOURCES	TOTAL
MALE			
Median	680,000	480,000	770,000
Minimum	260,000	480,000	480,000
Maximum	2,800,000	480,000	2,800,000
SE	379,324	-	355,368
FEMALE			
Median	280,000	260,000	540,000
Minimum	160,000	200,000	480,000
Maximum	400,000	320,000	600,000
SE	120,000	60,000	60,000

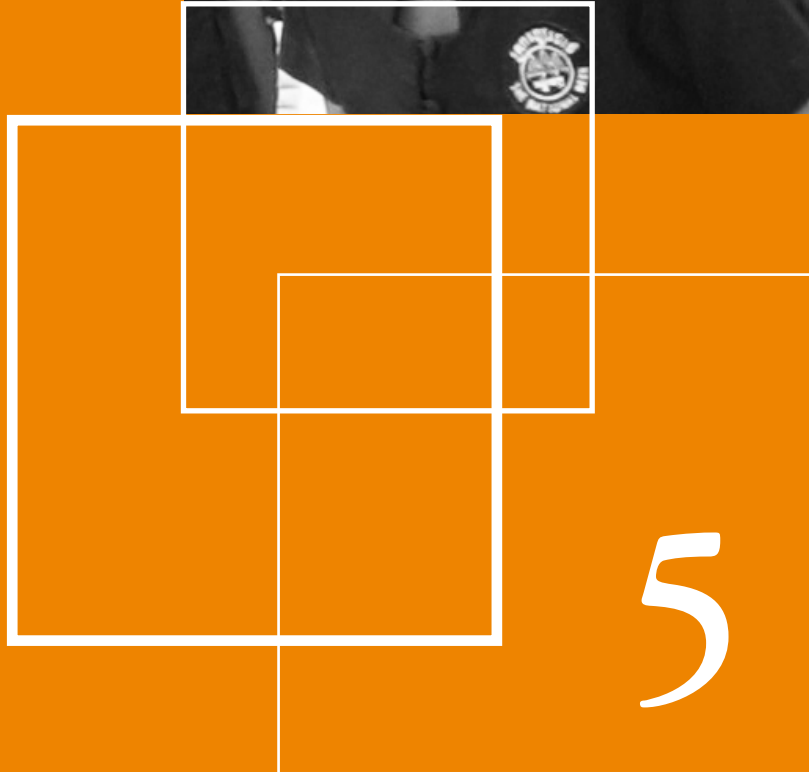
Seven employer-respondents mentioned that they did not provide workers with any advance on their salaries, other than a male respondent who mentioned that his company did so for the workers' family expenses. This advance was paid in cash by the workers.

Future plans

Five respondents identified alternative work that they would consider taking on as replacement for

the present one: 60% identified buying and selling, while the rest preferred small businesses.

Plans to expand the company were mentioned by 62.5% of respondents while a quarter of employers said there was no intent to do so. One employer was unsure regarding the future plans of the company.



5. CONCLUSIONS

Beer promotion girls included in the study can be said to possess the following attributes: they are young at an average of 22.7 years, coming from provinces and families that rely on agriculture, live separately from their families. About three quarters of them have at least reached primary to lower secondary levels. Half of the sample started working between the ages of 18 and 21 years, motivated by the need to help relieve their families' poor economic standing. The majority applied for their jobs on their own, upon learning of its availability from friends or vacancy announcements.

Working hours per day averaged six to seven hours, depending on the intake of clients while the days worked can be six to seven days a week. The number of clients attended on a working period averages 21 and according to 70% of respondents, with very short breaks in between. Besides the brief breaks, drinking water, and access to toilets is provided at the workplace. However, they shoulder the cost of lodging and food, at a median of 80,000 and 78,588 Riel per month.

Over half of respondents earned between 150,000 (US\$37) to 225,000 Riel (US\$56) per month, at a median of 200,000 Riel or US\$50 per month. This is usually used for the payment of food, rent, and to send money to their families.

BPG respondents have also been found to be suffering mostly from fever, dizziness, headaches, stomach pains, and ulcers with varying intensities and durations, possibly arising from excessive consumption of alcohol and irregular meals. Nonetheless, awareness regarding STI and HIV/AIDS transmission and

prevention is high. Knowledge of trafficking as an issue, on the other hand, is also widespread, although known cases are few. In general, awareness levels are assisted by the regular access to information on a daily basis, mostly from television and radio.

Employers, on the other hand, are mostly male, in their mid-thirties, with educational levels of at least upper secondary levels and incomes at a median of 670,000 Riel or US\$167 per month. In general, they were described as kind, understanding, supportive, and tended to look after the welfare of their workers. They were also said to assist workers primarily through listening to their problems and offering advice. However, because employers rarely, if ever, go to the venues where workers endorse beer, they do not have a full appreciation for the difficulties with which their workers contend.

Beer promotion, in addition to billboards and spots on television, is an approach that has been taken by companies and distributors to generate greater sales. Only women are employed and they are based in various restaurants and beer gardens, creating sales by requesting clients to buy the brand they are endorsing. While the clients are in the restaurant, they talk with them, make sure they have what they in need in terms of food and drinks. They regularly pour the beer even in half-full glasses, as a way to make clients drink more, and accomplish repeat orders. Hence in itself, there is little wrong that can be said of this work from the perspective of the beer promotion girl. However, the conditions that are part of this kind of employment are another matter, making workers vulnerable, such as:

- harassment, in the form of verbal and physical abuse;
- alcohol use;
- the perception that beer promotion girls are sex 'workers'; and
- the pressure to reach certain sales quotas which directly impact on incomes.

It will be recalled that two-thirds of the sample made a decision to become beer promotion girls on their own to help their families. In addition, family members and relatives encouraged respondents to apply for these jobs. While their motivation for doing so is commendable, certain characteristics heighten their vulnerability, some of which are:

- the low educational levels;
- little skills and when available, limited to certain fields;
- poor economic standing of families because existing sources of income are insufficient, parents are sick/cannot work, large household size, and lack of land;
- dependence on employers, close friends and family for advice and information on issues that affect their health and work conditions.

These are also some of the factors that urge young women to migrate to urban centers and seek employment, similar to that identified by Harrison and Khou in 2004 and the Foundation of Women and The Global Alliance Against Traffic in Women (as cited in Combating Human Trafficking in Asia).

Pull factors, on the other hand, consist of 1) the belief of being accepted in jobs that requires little in terms of competencies, and 2) encouragement from friends who are working.

The lack of sufficient information on potential employment for young women in rural areas, however, could make them a target for unscrupulous persons. As the findings have shown, a few respondents have been sold, tricked or deceived, promised employment, love and marriage but ended up in their current

employment when these failed to materialize. Due to their lack of skills, low educational levels, and the minimum qualifications needed, they might have turned to beer promotion work. This is not sufficient basis, however, to state that trafficking occurred. It should be noted that beer companies or distributors follow usual recruitment processes where vacancies are posted or spread through informal means, and hopefuls file their application. Owing to their size, these companies are also subject to scrutiny or research by various government agencies and even by NGOs (e.g. MoSALVY, KHANA, CARE). These conditions are not conducive for trafficking to happen, although it might be argued that with sufficient collusion, this is possible. It is evident that there is a gap in information between these respondents' setting out and their entry into the present employment that needs to be addressed in future studies. Additional research can shed light on whether the particular issue of trafficking and its extent actually happens in this type of work.

It must be noted that beer companies and distributors, whether knowingly or not, tap into the accepted Cambodian norm of pre- and extra-marital sex by 'packaging' those who promote beer. They do this by employing young, all-women staff to endorse various brands while suggesting an image of availability or at least desirability, which inadvertently contributes to the workers' vulnerability. While this could be an advantage (i.e. BPGs can utilize this to boost greater sales), the likelihood of this being used against them is greater. As these findings and other studies have shown, beer promotion girls are subject to occupational and safety risks at work and when going home, arising from a barrage of harassment, both verbal and physical.

Clients on the other hand, use alcohol as a bonding activity in beer gardens and restaurants. The presence of healthy, beautiful and young beer promotion girls makes the chances of repeat visits to these places even greater.

The prevailing image of beer promotion girls as Children and Women Prostitutes has painted the majority with the image created by a few young women. In this study, only 4.7% of the sample admitted that they had relations with clients, beyond

their tasks as beer promotion girls. While it can be argued that the numbers might be greater, this does not detract from the fact that endorsing beer is a form of employment that is a viable option for young women to consider, once work safety is ensured.



6

6. RECOMMENDATIONS

Actions that can be taken to improve the welfare of beer promotion girls are mostly addressed to employers and workers, as follows:

1. Working conditions in the places of work should be regulated and monitored by employers to reduce incidences of physical and verbal abuse, and substance abuse. The commitment and participation of venue owners should be solicited in the elimination of these problems.
2. Employment practices of beer companies and distributors should be monitored to ensure they follow labour laws and fair trade practices (e.g., formalizing the employment of workers with a contract). The assistance of labour inspectors or organizations that perform monitoring activities should be solicited for effective implementation.
3. Provide training on occupational 'safety and risks' which will teach BPGs how to reduce their vulnerability at work. Issues such as self-esteem, use of language that will not offend clients but allows them to continue selling beer without comprising themselves, and the like can be taught in these sessions.
4. The health situation of the beer promotion girls requires attention as more than four in five of them have fallen sick, and about two in three experience fever, dizziness and headaches. Health NGOs should be mobilized to lend support in this area in terms of exploring and helping address the factors that create BPGs' health problems. These health problems also strengthen the earlier recommendation of the

need to monitor these workers' conditions at work which could be contributing to the health risks that BPGs face.

In addition to the above, levels of awareness regarding trafficking should be raised in 'sending' areas – places where poverty is more acutely felt so that younger portion of the local population feel the need to find work and are attracted to the perceived easy availability of jobs in urban areas. An information center could also be established in the office of local governments whose function is to provide information to inhabitants about employment beyond the community. This does not purport to be a 'placement' agency but rather a source of information so that new entrants to the labour market are fully aware of the risks and implications of their future actions.

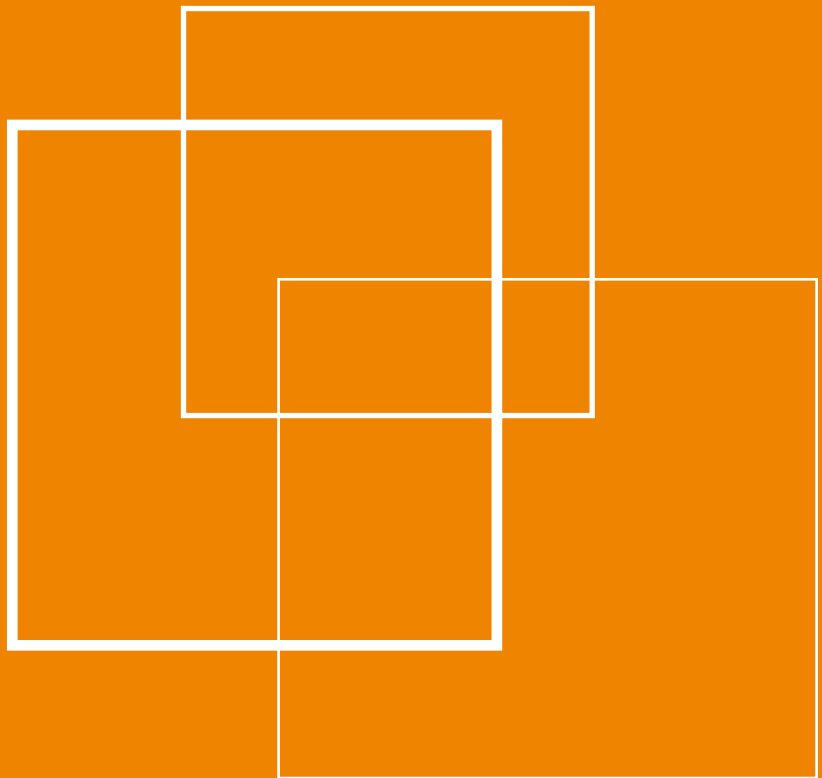
Further research needs to be undertaken with reference to the cases who reported being tricked/ deceived/sold or being trafficked. This can take the form of case studies, the aim of which would be to gather sufficient data regarding whether they were trafficked, where this happened, how this occurred, and who took part in the process. Understanding these issues can help refine current efforts on how trafficking can be reduced or eliminated.

As a support to future work, a study on the labour market should be carried out – its status, requirements and future directions. The results of such a study can identify the appropriate interventions that can be developed for BPGs and also shape its implementation.

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Annexes 1-6



SURVEY INSTRUMENT FOR BEER PROMOTION GIRLS (Respondent below age of 25 years)

Greetings! My name is _____ and I am working as an interviewer for a research institution that is undertaking a study on beer promotion girls. The results of the study will be used for possible interventions among them and their families. In order to determine what may be appropriate interventions, we are looking into beer promotion girls' living conditions, the nature of their work, their educational levels, and their life goals and aspirations.

We have a number of questions that we would like to ask you but please be assured that your responses will be treated in complete confidence. The interview will take approximately 1 to 1 ½ hours during which time we will be noting down your answers. Would you have the time to help us with our study?

Name of Interviewer _____

Interviewer ID _____

Name of Respondent _____

Gender of Respondent _____ M / F [Circle one]

RESPONDENT ID/ EMPLOYEE NUMBER _____

{IF 2 OR MORE IN ONE BEER COMPANY} _____

NAME OF EMPLOYER _____

NAME OF BEER COMPANY _____

ADDRESS/ LOCATION OF BEER _____

COMPANY _____

To be filled out by the interviewer:

Date of Interview	
Province of Interview	
District of Interview	
Commune of Interview	
Village Name/No.	
Group/Cluster No.	

SERIAL NUMBER: _____

OTHER CODES: 1=YES 2=NO 88=NOT SURE 99=DON'T KNOW

A. DEMOGRAPHIC DATA

Ask about ALL living family members including the respondent's data, even if the respondent is living and working away from family.

Member ID#	1. Name of Family Member	2. Relationship to respondent [USE CODE]	3. Sex [USE CODE]	4. Age (Indicate 0 if < 1 year old) (INDICATE YEARS)	5. Status of employment of each family member [USE CODE]
1					
2					
3					
4					
5					
6					
7					

Codes for Q.2 1=father/mother 2=step-father/ step-mother 3=siblings (brother/sister) 4=Nephew/ niece	5=Uncle/ aunt 6=Grandfather/ grandmother 7=Other relative 8=Others, (ask respondent to describe relationship to him/her) _____ 9=Self/ respondent	Codes for Q.3 1=Male 2=Female
Codes for Q.5 1=not employed (≥ 14 years old) 2=school full time 3=school full time (work part time) 4=in school part time (work full time) 5=in school part time (work part time) 6=not in school (work full time)	7=too young to be in school or employed 8=working/ employed 9=homemaker 10=cannot work/ disabled 11=others, specify _____	

SERIAL NUMBER: _____

OTHER CODES: 1=YES 2=NO 88=NOT SURE 99=DON'T KNOW

Q. 6-12: LIVING SITUATION OF RESPONDENT IF NOT LIVING WITH FAMILY

6. Are you living with your entire family (yes/ no)? [USE CODE] IF <u>NO</u> , GO TO Q.7; IF <u>YES</u> , GO TO Q.9.	7. Who do you live with? [USE CODE]	8. In whose house? [USE CODE]	9. How often do you visit family/ village? [USE CODE]	10. Are you able to communicate with your family regularly (yes/ no)? If yes, how? [USE CODE]	11. From which province did you come from? SPECIFY.	12. From which district? SPECIFY.	13. Have you ever been treated badly in your family (yes/ no)? [USE CODE; MULTIPLE RESPONSE]

Codes for Q.7 and 8 1=On my own 2=With father only 3=With mother only 4=With both parents & family 5=With other relatives	6=With friends 7=With employer 8=With co-workers 9=Others, specify	Codes for Q.9 1=Does not/ never visit 2=Once a month 3=Once in 3 months 4=Once in 6 months 5=Once a year 6=Others, specify	Codes for Q.10 3=through letters 4=through telephone calls 5=through visits from family members 6=Others, specify	Codes for Q.13 3=Mental abuse (neglect, scolding) 4=Physical abuse (beating, torture) 5=Malnutrition/starvation 6=Lack of schooling/drop out 7=Thrown out/run away from home 8=Others, specify
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14. Among the children of your parents, which child are you? TICK OFF RANK OF RESPONDENT FROM AMONG ALL SIBLINGS.

1	2	3	4	8	9	7	8

15. Can your parents read and write?				16. Does your family own a house and land?		17. What is the main work done by your family to make a living? [USE CODE]
FATHER		MOTHER		16a. Owns house (yes/ no)? [USE CODE]	16b. Owns agricultural land (yes/ no)? [USE CODE]	
15a. Reads (yes/no)? [USE CODE]	15b. Writes (yes/ no)? [USE CODE]	15c. Reads (yes/ no)? [USE CODE]	15d. Writes (yes/ no)? [USE CODE]			

Codes for Q.17
 1=Own farming 2=Agricultural wage labourer 3=Non-agricultural wage labourer 4=Others, specify

SERIAL NUMBER: _____

OTHER CODES: 1=YES 2=NO 88=NOT SURE 99=DON'T KNOW

B. EDUCATIONAL STATUS OF THE RESPONDENT

18. Can you read and write (yes/ no)? [USE CODE]		19. Did you ever attend formal or non-formal school (yes/no)? [USE CODE] IF NO, GO TO Q.24	20. Are you currently attending formal school (yes/no)? [USE CODE] IF <u>YES</u> , GO TO Q21 & 22. IF <u>NO</u> , GO TO Q23 & 24.	21. In which grade are you? [USE CODE].	22. Where do you attend school? INDICATE CODE, THEN GO TO Q28 & 29.	23. What is the highest grade you completed? [USE CODE]	24. Why aren't you in school? IF RESPONSE INCLUDES 9 FROM CODES BELOW, ASK Q. 25, 26, AND 27. IF OTHER CODES, GO TO Qs. 28 & 29. [MULTIPLE RESPONSE]
Can read?	Can write?						

25. At what age did you drop out? INDICATE AGE.	26. Approximately when did you drop out? INDICATE YEAR	27. Why did you drop out? Give reasons. [USE CODE <u>EXCEPT CODE 9</u> – MULTIPLE RESPONSE]	28. Have you attended any vocational/ skills training course (yes/no)? If yes, for what skill? [USE CODE; MULTIPLE RESPONSE] IF NO, GO TO Q.30	29. When did you attend the vocational/ skills training course? NOTE HOW MANY MONTHS OR YEARS AGO.	
				Months	Years

Codes for Q.21 and Q.23 1=Not currently attending school 2=Lower primary school (Grades 1-3) 3=Upper primary school (Grades 4 to 6) 4=Lower-Secondary School (Grade 7 to 9) 5=Upper-Secondary School (Grade 10 to 12) 6=Technical Education and Vocational Training 7=Universities/Institutions 8=Others, specify	Codes for Q.22 1=Not currently attending school 2=in home village 3=within location of current residence 4=outside location of current residence 5=others, specify	Codes for Q.24 and Q.27 1=Not enough money for school fees 2=Work full time (too tired) 3=Too old/shy to return to school 4=School too far from workplace 5=School interferes with work 6=School is too hard 7=Don't want to attend school 8=I was never enrolled in school 9=I dropped out 10=Help/ take care of family 11=Others, specify	Codes for Q.28 3=Cutting hair. hairdressing 4=Sewing 5=Make up skills 6=Starting &operating a small business 7=Others, specify
--	--	---	--

SERIAL NUMBER: _____

OTHER CODES: 1=YES 2=NO 88=NOT SURE 99=DON'T KNOW

C. PAST WORK HISTORY

30. How old were you when you first started working? [INDICATE AGE IN YEARS].	31. What did you do before this? [USE CODE] IF CODE 1, GO TO Q.33	32. Why did you choose this present work? [USE CODE; MULTIPLE RESPONSE]

Code for Q.31 1=Did not work before 2=Worked in rice farms 3=Worked for different families/ establishments doing odd jobs 4=Beer promotion 5=Others, specify	Code for Q.32 1=Low remuneration in previous job 2=Punishment/harassment in previous job 3=Need money for family 4=Insufficient food 5=Fired by former employer	6=Deceived/tricked 7=Sold by family member/relative 8=Need to pay debts 9=Heard of job through other employees/ friends 10=Others, specify
--	---	--

D. CURRENT WORK HISTORY

33. How were you recruited to work here? [USE CODE] MULTIPLE RESPONSE	34. How old were you when you started working here? [INDICATE AGE IN YEARS]	35. Who was the key person to your entry in this job? [USE CODE]

Code for Q. 33 1=Parents/other relatives asked me to work here 2=Parents/other relatives sold me 3=Recruited by employer 4=I decided by myself to work here 5=Tricked/deceived into working 6=Promised employment	7=Promised love/marriage 8=Abduction/force 9=Using drugs 10=Escaping from domestic violence 11=Escaping from poverty 12=Others, specify	Code for Q 35 1=No one, came to this work on my own due to financial need of family 2=Friends from province who came with me to Phnom Penh 3=Local broker 4=Outside broker 5=Close relatives/Family 6=Boyfriend/Close friend 7=Others, specify
--	--	--

SERIAL NUMBER: _____

OTHER CODES: 1=YES 2=NO 88=NOT SURE 99=DON'T KNOW

36. Are you working full time or part time? [USE CODE]	37. Do you experience peak and off-peak periods* in your work as a BPG (yes/ no)? [USE CODE] IF YES, GO TO Q.38. IF NO, GO TO Q. 41	38. When do you experience peak periods or times in your work? [USE CODE; MULTIPLE RESPONSE]	BUSY/ PEAK TIMES		USUAL/OFF-PEAK PERIODS	
			39. On average, how many hours do you work per day? [INDICATE HOURS]	40. How many days per week? [INDICATE NUMBER OF DAYS]	41. On average, how many hours do you work per day? [INDICATE HOURS]	42. How many days per week? [INDICATE NUMBER OF DAYS]

* *Peak periods* refer to times of the week/ month/ year when there are more customers serviced than usual.

43. Which tasks do you perform? [USE CODE; MULTIPLE RESPONSE]	44. Are most of your customers Cambodians or foreigners? [USE CODE]	45. Are you able to choose your customers (yes/ no)? [USE CODE]	46. If <u>yes</u> in Q.45, why? If <u>no</u> in Q.45, why not? [USE CODE; MULTIPLE RESPONSE]	47. ASK ONLY IF CODE 3 MENTIONED IN Q.43; IF OTHER CODES, GO TO Q.49: After you go out with customer, are you able to change your mind about sleeping with them (yes/no)? [USE CODE]	48. If <u>yes</u> in Q. 47, why? If <u>no</u> in Q.47, why not? [USE CODE; MULTIPLE RESPONSE]

Code for Q.36 1=Full-time (8 hours or more) 2=Part time (3-4 hours) 3=Others, specify	Codes for Q.38 1=Weekends 2=During paydays 3=Khmer New Year 4=Pchum Ban 5=Others, specify	Codes for Q.43 1=See to customers' needs (pour drinks, light cigarettes, clear tables) 2=Entertain customers (talking/ going out with them) 3=Sleep with customers 4=Others, specify	Codes for Q.44 1=Cambodians 2=Foreigners	Codes for Q.46 and 48 1=Part of the job 2=Need to earn money 3=Forced or punished by employer 4=Not get paid if refuse 5=Customer becomes violent 6=Others, specify
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49. On average, how many customers do you have to attend to per day?	50. What is the interval between customers? [USE CODE]	51. Do you get paid a salary by your employer (yes/ no)? [USE CODE] IF <u>YES</u> , GO TO Q.53; IF <u>NO</u> , GO TO Q.52

Code for Q.50 1=One hour 2=Two hours 3=Three hours 4=Not regular, describe _____ 5= Others, specify _____

SERIAL NUMBER: _____

OTHER CODES: 1=YES 2=NO 88=NOT SURE 99=DON'T KNOW

52. If <u>no</u> in Q.51, why not? [USE CODE] GO TO Q.59	53. What is your method of payment with your employer? [USE CODE] LIST ALL ANSWERS	54. How much do you get paid? [INDICATE PERCENT (%) OR AMOUNT IN RIEL]	55. Do you get extra money from your clients also (yes/no)? [USE CODE]	56. Do you receive your full wages (yes/ no)? [USE CODE] IF <u>YES</u> , GO TO Q. 58; IF <u>NO</u> , GO TO Q. 57	57. If <u>no</u> in Q. 56, why not? [USE CODE]

Code for Q.52 and 57

1=Paying off debt
 2=Employer withhold pay
 3=Customer refuse to pay

4=Many deductions (e.g., food & lodging, accidental break-age of plates, glasses
 5=Forwarded to/ received by family members/ relatives
 6=Others, specify

Code for Q.53

1=Per hour 2=Per day/ per night
 3=Every two weeks _____
 4=Per month

5=Percent of beer sales, specify
 6=Per time spent with client
 7=Others, specify

58. What do you do with your income? List all options and equivalent percent. [USE CODE] MULTIPLE RESPONSE	
USE OF INCOME	PERCENT (%)

Codes for Q.58

1=Pay rent
 2=Pay for school fees, books, uniforms
 3=Give to parents/family
 4=Pay some back to employer
 5=Keep some for pocket money (to spend on cigarettes, etc)

6=Pay debts (besides employer)
 7=Buy food
 8=Buy clothing
 9=Savings
 10=Others, specify

SERIAL NUMBER: _____

OTHER CODES: 1=YES 2=NO 88=NOT SURE 99=DON'T KNOW

59. Does the income you earn help your family (yes/ no)? If yes, how? [USE CODE; MULTIPLE RESPONSE]	60. What other work do you do apart from your current job? [USE CODE]	61. What do you do when not working? [USE CODE]	62. Can you leave your job when you want to, anytime (yes/ no)? IF <u>YES</u> , GO TO Q.64, IF <u>NO</u> , GO TO Q.63	63. If no in Q. 62, why not?	64. How would you describe your employer? [USE CODE; MULTIPLE RESPONSE]

Codes for Q.59 3=Help in daily expenses 4=Send younger siblings to school 5=Pay for hospital bills 6=Pay off debts 7=Others, specify	Codes for Q.60 1=No other work 2=Small business/selling 3=Others, specify	Codes for Q.61 1=Attend school 2=None/nothing/ free time 3=Clean workplace 4=Relaxing with friends 5=Sleeping 6=Play cards 7=Others, specify	Codes for Q.63 1=Have to pay debt/ advances to family 2=Not allowed by employer 3=Others, specify	Code for Q.64 1=Kind/ understanding 2=Supportive/ looks after welfare of the workers/ BPGs 3=Strict 4=Verbally abusive/ threatening 5=Physically violent 6=Others, specify
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65. To whom do you turn to in times of trouble? [USE CODE; MULTIPLE RESPONSE]	66. How do these people help you? [USE CODE; MULTIPLE RESPONSE]	67. Are you aware of trafficking of women and children (yes/no)? [USE CODE] SEE DEFINITION OF TRAFFICKING BELOW	68. Do you know of actual cases of trafficked girls/ women (yes/ no)? [USE CODE]	69. Are you a victim of trafficking (yes/no)? IF <u>YES</u> NOTE HOW LONG AGO IN MONTHS OR YEARS

Code for Q.65 1=No one 2=Family 3=Friends 4=Employer 5=Co-workers 6=NGOs 7=Others, specify	Codes for Q.66 1=They are able to listen 2=Provide financial assistance 3=Provide medical assistance 4=Provide sense of security 5=Provide information 6=Provide counseling 7=Others, specify	Definition of TRAFFICKING: Trafficking in persons is "the recruitment, transportation, transfer, harboring, or receipt of persons, by means of the threat or use of force or other forms of coercion, abduction, of fraud, of deception, of the abuse of position of power or of position of vulnerability, or giving or receiving of payments or benefits to achieve the consent of a person having control over another person for the purpose of exploitation" (<u>Source: UN Protocol to Prevent Suppress and Punish Trafficking in Persons, Especially Women and Children, December 2000</u>).
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SERIAL NUMBER: _____

OTHER CODES: 1=YES 2=NO 88=NOT SURE 99=DON'T KNOW

70. Do you observe new beer promotion girls being brought at your workplace (yes/no)? [USE CODE]	71. Around how many beer promotion girls/women are working in your place of work?					72. What do you think are needed to help stop trafficking of children and women? [USE CODE; MULTIPLE RESPONSE]
	<10 years old	10-14 years old	15-17 years old	18-25 years old	>25 years old	

Code for Q.72

1=Awareness raising about trafficking

2=Education for trafficked persons

3=Other sources of income for trafficked persons

4=More livelihood opportunities for families

5=Stronger enforcement of the law/ law enforcement

6=Others, specify

E. WORK HAZARDS ASSOCIATED WITH CURRENT JOB

73. In general, what health problems have you experienced most frequently? [USE CODE; MULTIPLE RESPONSE] IF NONE, SKIP TO Q. 78	74. How often? [FOR CODES 2-7 OF Q.73 ONLY]	75. Have you ever had to take time off from work because of a health problem (yes/no)? IF <u>YES</u> , GO TO Q.76; IF <u>NO</u> , GO TO Q.78	76. For how long, if taking time off from work because of a health problem? [USE CODE]	77. What treatment was prescribed/ obtained? [USE CODE]

Code for Q.73

1=None/ no health problem

2=Cuts/swollen hands

3=Sprains, accidents, injuries at work

4=Fever/ dizziness/ headache

5=Lower back aches

6=Sexually transmitted diseases, specify

7=Ulcers

8=HIV/AIDS

9=Others, specify

Code for Q.74

1=Often (several times per week/month)

2=Seldom (once-twice per month)

3=Others, specify

Code for Q.76

1=From 1 hour to 2 hours

2=Half-day

3=One day

4=Two days

5=Three to four days

6=One week

7=Two to three weeks

8=One month

9=Two month

10=Others, specify

Code for Q.77

1=No treatment

2=Rest only

3=Rest & medication

4=Visit to doctor/ clinic

5=Buy medication at pharmacy

6=Use traditional medicine

7=Others, specify

SERIAL NUMBER: _____

OTHER CODES: 1=YES 2=NO 88=NOT SURE 99=DON'T KNOW

78. Who do you see when you are sick? [USE CODE] MULTIPLE RESPONSE. IF CODE 1, GO TO Q.79. IF OTHER CODES, GO TO Q.80	79. If no one, why? [USE CODE]	80. Do you take measures to safeguard your health? If yes, how? [USE CODE; MULTIPLE RESPONSE]	81. ASK ONLY IF CODE 3 IN Q. 43; IF CODE 3 NOT MENTIONED, GO TO Q.84. When you sleep with customers, do they wear condoms (yes/no)? [USE CODE] IF YES, GO TO Q.84

Code for Q.78 1=No one 2=Private health workers in neighborhood (traditional treatment) 3=Private health workers in neighborhood (modern medicines) 4=Health clinic in commune 5=Pharmacy 6=Others, specify	Codes for Q.79 1=Not allowed by employer 2=No money 3=No time 4=Don't know where to go 5=Others, specify	Code for Q.80 3=Bring own food 4=Resting when breaks are permitted 5=Regular medical check ups 6=Others, specify
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82. If no in Q.81, why not? [USE CODE]	83. Are you able to negotiate its use (yes/no)? [USE CODE]?	84. Are there work conditions you cannot do anything about but directly affects your health (yes/ no)? If <u>no</u> , go to Q.86; If <u>yes</u> , what are these situations? [USE CODE; MULTIPLE RESPONSE] IF CODE 3 ONLY, GO TO Q. 86; IF OTHER CODES, GO TO Q. 85	85. Frequency of occurrence [USE CODE]				
			Drug Use	Physical / verbal abuse	Conflicts among BPGs	Lack of food	Others, specify

Code for Q.82 1=I trust my partner 2=Regular partner 3=Others, specify	Code for Q.84 3=Long hours 4=Alcohol use 5=Drug use 6=Conflicts among BPGs 7=Walking home from work late at night because no money for <i>motodop</i>	8=BPGs asked to go with customer as condition to payment of customer's bill 9=Physical/ verbal abuse 10=Lack of food/ food is not good 11=Others, specify _____	Code for Q.85 1=Daily 2=Two-three times a week 3=Once a week 4=Others, specify
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SERIAL NUMBER: _____

OTHER CODES: 1=YES 2=NO 88=NOT SURE 99=DON'T KNOW

86. Have you experienced any of the following? [USE CODE; MULTIPLE RESPONSE] IF <u>YES</u> GO TO Q. 87; IF <u>NO</u> GO TO Q. 88		87. If yes in one or more items in Q.86, from whom? [USE CODE]
BEHAVIOR	YES/ NO [USE CODE]	
a. No treatment/delayed treatment		
b. Inappropriate behavior (laughed at, ridiculed)		
c. Inappropriate comments/verbal abuse from others		
d. HIV testing without consent		
e. Physical abuse		
f. Hatred/contempt		
g. Others, specify		

Code for Q.87

1=Family members/relatives 2=Neighbors/community members 3=Health providers 4= Others, specify

88. Do you get breaks at work (yes/no)? [USE CODE] If YES, how long?	89. Do you have access to latrines (yes/no)? [USE CODE] If YES, ask where.	90. What are your sources of drinking water at work? [USE CODE]	91. Is food made available (yes/ no)? If <u>yes</u> , please describe food situation. [USE CODE; MULTIPLE RESPONSE] If <u>no</u> , ask for amount spent on food per month	92. Is lodging free (yes/no)? [USE CODE] If NO, specify amount paid per month. INDICATE 0 IF OWN HOME.

Code for Q.88 3=No breaks 4=10-15 minutes 5=30 minutes 6=Day off, specify number/ week (or per month) 7=Others, specify	Code for Q.89 3=Outside work area 4=Facility provided by owner in work area 5=Others, specify	Code for Q.90 1=Provided by owner 2=Bring own water 3=Others, specify	Code for Q.91 3=Too little food given 4=Eat only once during work hours 5=Food given is not good 6=Enough food is given	7=Eat 2-3 meals during work hours 8=Food provided is good 10=Food available only when hungry 11=Others, specify _____
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SERIAL NUMBER: _____

OTHER CODES: 1=YES 2=NO 88=NOT SURE 99=DON'T KNOW

F. KNOWLEDGE ABOUT SEXUALLY TRANSMITTED DISEASES (STD)

93. Have you had STD before (yes/ no)? [USE CODE] IF <u>YES</u> , GO TO Q.94; IF <u>NO</u> , GO TO Q.96	94. What were the symptoms? [USE CODE; MULTIPLE RESPONSE]	95. Where did you go for treatment? [USE CODE]	96. Do you know how to reduce the risk of contracting STD (yes/no)? If YES, how? [USE CODE; MULTIPLE RESPONSE]

Code for Q.94 1=Abnormal discharge 2=Pain/burning sensation when urinating 3=Swelling in genital areas 4=Itchiness 5=Rashes 6="Uterine" (women's disease) 7=Others, specify	Code for Q.95 1=No treatment 2=Hospital 3=Health center 4=Private clinics 5=Traditional healers (Kru Khmer, etc.) 6=Seek assistance of pharmacists 7=Others, specify	Codes for Q.96 3=Regular use of condoms 4=Avoiding multiple partners 5=Abstinence/ reduce frequency of sex 6=Others, specify
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G. KNOWLEDGE ABOUT HIV/AIDS

97. Are you aware about HIV/ AIDS (yes/ no)? [USE CODE] IF <u>YES</u> , GO TO Q.98; IF <u>NO</u> , GO TO Q.100	98. How do you think HIV/AIDS is transmitted? [USE CODE; MULTIPLE RESPONSE]	99. Do you know how to reduce the risk of contracting HIV/AIDS (yes/ no)? [USE CODE] If YES, how? MULTIPLE RESPONSE]

Code for Q.98 1=Mother to child 2=Blood transfusions 3=Sharing/multiple use of needles 4=Unprotected sex involving penetration 5=Others, specify	Codes for Q.99 3=Regular use of condoms 4=Avoiding multiple partners 5=Avoiding sex involving penetration 6=Abstinence/Reduce frequency of sex 7=Others, specify
--	--

SERIAL NUMBER: _____

OTHER CODES: 1=YES 2=NO 88=NOT SURE 99=DON'T KNOW

H. ACCESS TO INFORMATION

100. Are you able to read up-to-date magazines/ newspapers, watch TV or listen to the radio? INDICATE CODE FOR <u>YES</u> OR <u>NO</u> IN COLUMNS BELOW IF <u>YES</u> , GO TO Q.101; IF <u>NO</u> , GO TO Q.103			101. How frequently are you able to read magazines/ newspapers, watch TV or listen to the radio? [USE CODE]			102. Do you get information that you can use from these sources (yes/no)? If YES, what kind? [USE CODE; MULTIPLE RESPONSE]
Magazines/ newspaper	Television	Radio	Magazines/ newspaper	Television	Radio	

Codes for Q.101 1=Daily 2=Twice or thrice a week 3=Once a week 4=Two or three times a month 5=Others, specify	Code for Q.102 3=Information on general health 4=Information on STD/HIV/AIDS 5=Information on trafficking 6=Information on human rights and violations	7=Information on cooking 8=Information about what is happening in the country 9=General educational information 10=Cinema, stories, jokes 11=Others, specify
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SERIAL NUMBER: _____

OTHER CODES: 1=YES 2=NO 88=NOT SURE 99=DON'T KNOW

I. LIFE GOALS AND ASPIRATIONS

103. Why do you need to work? List from most important to least important. [USE CODE]	104. Do you like your work as a beer promotion girl (yes/no)? [USE CODE]	105. If <u>yes</u> , in Q.104, why? If <u>no</u> in Q.104, why not? [USE CODE]	106. Would you stop working, if you could (yes/ no)? [USE CODE]	107. What would you do if you didn't have to work? [USE CODE] IF RESPONSE IS 5 OR 6 FROM CODES BELOW, ASK Q. 108. IF OTHER CODES, GO TO Q.109.	108. If returning to home province (Code 5 or 6 in Q107), what would you do there? [USE CODE]	109. What do you need in order to be able to stop working? [USE CODE; MULTIPLE RESPONSE]

Code for Q.103	Codes for Q.105		Code for Q.107	Code for Q.108	Code for Q.109
1=Need to help with family income/ expenses 2=No land 3=Suffered from floods/ drought 4=Work because I don't attend school 5=Work because parents sick/ cannot work 6=Paying off debt 7=Others, specify	if YES in Q.104 1=Can help support family 2=Can earn money for school 3=Others, specify	if NO in Q.104 1=Working hours too long 2=Not enough time to rest, too tired 3=Suffer from physical abuse 4=Suffer from verbal abuse 5=Drink too much 6=Use drugs 7=Don't like nature of work 8=Don't like employer 9=Too old 10=Cannot save money 11=Risk of STD/HIV/ AIDS 12=Boring 13=Others, specify	1=Go to school full-time 2=Take non-formal education course (literacy) 3=Participate in skills training/ apprenticeship 4=Start a small business 5=Return to home province 6=Go back to family 7=Others, specify	1=Find a job within village 2=Help in family farm 3=Help mother at home 4=Go to school 5=Engage in small business 6=Others, specify	1=More money for family 2=More farmland for family 3=Money for school 4=Money for medical/ health care 5=Learn a different skill or job 6=Pay debt to employer 7=Others, specify

SERIAL NUMBER: _____

OTHER CODES: 1=YES 2=NO 88=NOT SURE 99=DON'T KNOW

110. Do you want to continue studying (yes/ no)? IF YES, GO TO Q.111; IF NO, GO TO Q.113	111. Why do you want to continue studying? [USE CODE; MULTIPLE RESPONSE]	112. What do you need in order to keep studying? [USE CODE; MULTIPLE RESPONSE]	113. Would you attend non-formal education (e.g., literacy classes) (yes/no)? [USE CODE]

114. Would you attend skills training (yes/no)? IF YES GO TO Q. 115; IF NO GO TO Q.116	115. What kind of skills training will you attend? [USE CODE]	116. What work do you want to do when you are older or if you were not working here? [USE CODE]

Code for Q.111 1=Enjoy studying 2=Play with friends 3=Obtain higher level of schooling 4=Want better job and income 5=Parent ask me to continue studying 6=Employer asked me to go school 7=Others, specify	Code for Q.112 1=(Better) transportation to school 2=More money for school fees 3=Food 4=Uniforms, books, pencils 5=Better teachers 6=Would require nothing 7=Others, specify	Code for Q.115 1=Cutting hair/ hairdressing 2=Sewing 3=Make up skills 4=Starting & operating a small business 5=Others, specify	Code for Q.116 1=Teacher 2=Tailor 3=Doctor/Nurse 4=Small business/selling 5=Police/army 6=Rice farmer 7=Government worker 8=Others, specify
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THANK YOU FOR YOUR TIME!

SURVEY ON BEER PROMOTION GIRLS EMPLOYER'S QUESTIONNAIRE

Greetings! My name is _____ and I am working as an interviewer for a research institution that is undertaking a study on beer promotion girls. The results of the study will be used for possible interventions among them and their families. In order to determine what may be appropriate interventions, we are looking into the young beer promotion girls' living conditions, the nature of their work, their educational levels, and their life goals and aspirations.

We have a number of questions that we would like to ask you but please be assured that your responses will be treated in complete confidence. The interview will take approximately 1 to 1 ½ hours during which time we will be noting down your answers. Would you have the time to help us with our study?

Survey Site Information

Name of Enumerator	
Enumerator's ID	
Date of Interview	
Province of Interview	
District of Interview	
Commune of Interview	
Group/ Cluster #	
Name of BPG respondent(s) working for Employer Respondent	

Name of Beer Company/ Distributor Employer: _____

Name of Beer Company/ Distributor: _____

Address/ Location of Beer Company/ Distributor: _____

QUESTIONNAIRE/SERIAL NUMBER: _____

OTHER CODES: 1=YES 2=NO 88=NOT SURE 99=DON'T KNOW

1. Sex of respondent [USE CODE]	2. Age (in completed years)	3. Educational attainment [USE CODE]	4. What kind of work did you do before this? [USE CODE] IF CODE 3, GO TO Q.6	5. Why did you leave that job?	6. For how long have you been doing this work?	
					months	years

Code for Q.1 1=Male 2=Female	Codes for Q.3 1=Lower Primary School (Grade 1 to 3) 2=Upper Primary School (Grade 4 to 6) 3=Lower-Secondary School (Grade 7 - 9) 4=Upper-Secondary School (Grade 10 - 12) 5=Technical Education and Vocational Training 6=University/Other higher academic level 7=Others, specify	Code for Q.4 1=Agricultural work 2=Non-agricultural work 3=Same as what I am doing now 4=Others, specify	Code for Q.5 1=Was fired 2=Low income compared to current job 3=Dangerous 4=Long hours 5=Other, specify
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7. Do you find this job lucrative (yes/ no)? [USE CODE]	8. Aside from this establishment you operate, what are your other sources of income? [USE CODE]	9. What is your average income per month (in Riels)?		10. What alternative types of work would you consider? [USE CODE, MULTIPLE RESPONSE]	11. Do these young people work for you (yes/ no)? [USE CODE] IF <u>YES</u> GO TO Q.12; IF <u>NO</u> , GO TO Q.13	12. If yes in Q.11, how do they come to work for you? [USE CODE, MULTIPLE RESPONSE]	13. Where do you recruit your workers? [USE CODE, MULTIPLE RESPONSE]
		Beer company	Other Sources				

Code for Q.8 1=No other ways of earning money 2=Running a restaurant 3=Owns a guest house 4=Operates other business, specify _____ 5=Others, specify _____	Code for Q.10 1=Small business 2=Buying and selling 3=Farming 4=Others, specify	Code for Q.12 1=I recruit them myself 2=Other BPGs refer them 3=Their relatives/friends refer/ sold them 4=They come on their own 5=Parents are indebted to me, so they work for me 6=I pay for them 7=Others, specify	Code for Q.13 1=From poorer communities of Phnom Penh 2=From poorer communities in other cities 3=From among poor people in rural provinces 4=From remote towns/ villages in provinces 5=From bars/nightclubs in provinces 6=From among my poorer relatives 7=I target beggars/ young male or female porters 8=Others, specify
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QUESTIONNAIRE/SERIAL NUMBER: _____

OTHER CODES: 1=YES 2=NO 88=NOT SURE 99=DON'T KNOW

14. When you recruit your workers, do you have criteria (yes/ no)? If <u>yes</u> , what are these [USE CODE; MULTIPLE RESPONSE]	15. Do you provide money in advance to your workers (for family, clothes, etc.) (yes/ no)? If <u>yes</u> , for what? [USE CODE] IF NO, GO TO Q.17	16. How do your workers pay for the advances? [USE CODE; MULTIPLE RESPONSE]	17. What is your method of payment for your workers? [USE CODE; MULTIPLE RESPONSE]	18. Usually, how much do you pay them? INDICATE IN PERCENT (%) or AMOUNT in RIEL

Code for Q.14 3=Age must be _____ (SPECIFY AGE) 4=Have experience 5=Must come from rural province, specify 6=Others, specify	Code for Q.15 3=for family expenses 4=for clothes 5=for transportation 6=Others, specify	Code for Q.16 1=Salary deduction 2=Cash 3=Others, specify	Code for Q.17 1=Per hour 2=Per day/ per night 3=Every 2 weeks 4=Per month 5=Percent of beer sales, specify % 6=Per time spent with client 7=Others, specify
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19. How do you take care of your staff? [USE CODE, MULTIPLE RESPONSE]	20. Do your beer promotion girls suffer from any of the following (yes/ no)? INDICATE CODE FOR YES OR NO.				21. Do you offer assistance when your workers are in need (yes/ no)? If <u>yes</u> , what assistance do you provide? [USE CODE, MULTIPLE RESPONSE]	22. How old are most of your workers? [USE CODE] IF CODES 1-3 GO TO Q.23; IF CODES 4-5, GO TO Q.24
	Physical abuse	Verbal abuse	Harassment from employers/ customers	Diseases		

Code for Q.19 1=Provide food 2=Provide lodging 3=Provide condoms 4=Provide schooling 5=Offer advice on health 6=Give breaks 7=Provide latrines in work area 8=Provide drinking water 9=Others, specify _____	Code for Q.21 3=Financial assistance 4=Medical assistance 5=Time to rest when sick 6=Take care of workers (e.g. help with abusive customers) 7=Others, specify _____	Code for Q.22 1=<10 years old 2=10-14 years 3=15=17 years 4=18-25 years 5=>25 years
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QUESTIONNAIRE/SERIAL NUMBER: _____

OTHER CODES: 1=YES 2=NO 88=NOT SURE 99=DON'T KNOW

23. Why are most of your workers young? [USE CODE, MULTIPLE RESPONSE]	24. Are you aware that it is illegal to employ workers who are minors (yes/ no)? [USE CODE]	25. Do you know the age when a person can be legally employed (yes/ no)? USE CODE. IF <u>YES</u> , SPECIFY AGE	26. Do you have customers who ask for young beer promotion girls to serve them (yes/no)? [USE CODE] IF <u>YES</u> , GO TO Q.27. IF <u>NO</u> , GO TO Q.28	27. Do you provide what they request (yes/no)? [USE CODE]	28. Why do you think customers prefer young beer promotion girls? [USE CODE, MULTIPLE RESPONSE]

Code for Q.23

1=Customers like them young
 2=Easier to manage/control
 3=They are healthy
 4=They have no HIV
 5=Others, specify

Code for Q.28

1=They are healthy
 2=They are beautiful
 3=They have no HIV
 4=They have no experience
 5=It is natural
 6=Others, specify

29. Are most of these customers young or old (yes/no)? [USE CODE]			30. Are customers mostly Cambodians or foreigners? [USE CODE]	31. Are these customers rich (yes/ no)? [USE CODE]	32. Do you like doing this kind of job/ business (yes/ no)? [USE CODE]	33. If yes in Q32, why? if no in Q32, why not? [USE CODE, MULTIPLE RESPONSE]	34. Do you have plans to expand your company (yes/ no)? [USE CODE]
Less than 20	20 to 40 years	More than 40 years					

Codes for Q.30

1=Cambodian
 2=Foreigners
 3=Both

Codes for Q.33**IF Q.32=YES**

1=Easy to earn a lot of money
 2=Can help workers
 3=Need little investment
 4=Others, specify

IF Q.32=NO

1=Customers are violent/abusive
 2=Difficult to find workers
 3=Have to give bribes
 4=This business uses/exploits young people
 5=Others, specify

QUESTIONNAIRE/SERIAL NUMBER: _____

OTHER CODES: 1=YES 2=NO 88=NOT SURE 99=DON'T KNOW

35. ASK ONLY IF BPGs HAVE NOT BEEN INTERVIEWED YET: Would you mind if we chat with your beer promotion girls when they come to report (yes/ no)? [USE CODE]	36. Do you know where we can find other employers such as yourself (yes/ no)? [USE CODE] IF <u>YES</u> , GO TO Q.37. IF <u>NO</u> , END INTERVIEW	37. If yes, where can we find the other employers?

THANK YOU FOR YOUR TIME!

GUIDE QUESTIONS FOR KEY INFORMANTS: DEMAND ASPECTS FOR BEER PROMOTION GIRLS

MOTODUPS, HEALTHCARE WORKERS, NEIGHBORS, RESTAURANT OWNERS, CONDOM SELLERS⁶

1. Do you have any idea as to the number of places where BPG work in the commune/ district/ province? Please give estimates for each commune, district or province.
2. How do you get to know these girls/women? Please describe if they are predominantly young or old, brothel based or street walkers, local inhabitants or migrants.
3. How often do you get to interact with them? (i.e., to consult with you as a health worker/ to buy condoms/ ride your moto/ eat at your restaurant)?
4. Do you observe the kind of persons who visit places where BPGs work? Please describe if they are mostly Cambodians or foreigners, predominantly old or young, come alone or in groups, the way they dress up, whether they come in cars or *moto*, etc. Do you have any idea what businesses they might be in or the work that they do? Please describe in detail
5. In your opinion, why are these places regularly visited? What do you think are the needs of the clients that are provided by these places? Do you see many customers going out with BPG?
6. Why do you think these girls/ women go into this type of work? Please discuss in detail.
7. Do you believe that women and girls feel a strong financial responsibility as income earners for their families? Why or why not?
8. Do you think that women and children should only follow and not question men's decisions? Why or why not? What do you think are the status of women and children in family life and society? Please describe in detail.
9. Would you say that extramarital sexual activities or married men having girlfriends are acceptable behavior? Why or why not?
10. Do you think that engaging in sex with young women and girls (especially virgins) have curative powers and will reduce the chances of acquiring HIV? Please explain.
11. Are you familiar with activities of government agencies aimed at reducing the problem of trafficking? Please give details
12. Why do you think trafficking happens? What are the causes? Please discuss in detail cases of girls being kidnapped, forced or deceived into work that you are aware of.
13. In your opinion, how can trafficking be reduced? What is needed so that trafficking of children and women can be prevented?

⁶ Informants should know beer promotion girls for at least 3-6 months, are able to talk/interact with them regularly (not only on sight or because of rumors). If possible, these key informants should also be familiar with BPGs' places of work as well.

GUIDE QUESTIONS FOR GOVERNMENT REPRESENTATIVES & NGOs

DEMAND ASPECTS FOR BEER PROMOTION GIRLS (BPG)

1. Do you have any idea as to the number of establishments which hire BPG in the areas being covered by your work? Please give estimates (for each commune, district or province).
2. Do you observe the kinds of persons who visit places where BPGs work? Please describe if they Cambodians or foreigners, predominantly old or young, alone or in groups, the way they dress up, whether they come in cars or moto, etc. Do you have any idea what businesses they might be in or the work that they do? Please describe in detail.
3. In your opinion, why are these places regularly visited? What do you think are the needs of the clients that are provided by these places? Do you see many customers going out with a BPG?
4. Why do you think these girls/women go into this type of work? Please discuss in detail.
5. Do you believe that women and girls feel a strong financial responsibility as income earners for their families? Why or why not?
6. Do you think that women and children should only follow and not question men's decisions? Why or why not? What do you think are the status of women and children in family life and society? Please describe in detail.
7. Would you say that extramarital sexual activities or married men having girlfriends are acceptable behavior? Why or why not?
8. Do you think that engaging in sex with young women and girls (especially virgins) have curative powers and will reduce the chances of acquiring HIV? Please explain.
9. Why do you think trafficking happens? What are the causes? Please discuss in detail cases of girls being kidnapped, forced or deceived into work that you are aware of.
10. How is your organization addressing the demand side of trafficking? Please provide details.
11. Do you know of any organization (besides your own) that is working with BPGs? Are you familiar with their work? Please give details.
12. In your opinion, how can trafficking be reduced? What is needed so that trafficking in children and women can be prevented?

GUIDE QUESTIONS FOR FGD: DEMAND ASPECTS IN THREE SERVICE SECTORS – BEER PROMOTION GIRLS

1. Do you have any idea as to the number of places where BPGs work in your commune/ district/ province? Please give estimates for each commune, district or province. Since when have there been beer promotion girls in the company where you work?
2. Do you observe the kind of persons who visit places with BPGs? Can you tell us their characteristics? Please give detailed descriptions, including usually preferred places with BPGs. Also, why do you think these persons have preferred places with BPGs?
3. Do you know how the beer companies/ distributors recruit the girls/ women who work for them? Please describe. Can you tell us how and why you joined the beer companies/ distributor you are working for?
4. Can you describe for us the usual day-to-day activities of a beer promotion girl?
5. In general, how are you paid by the beer company/ distributor? Do your own calculations usually coincide with those of your employer? Do you get extra money from the customers aside from your usual salary? Do the salaries differ? If so, how and why?
6. Are there situations where BPGs live with their employers? If yes, do the BPGs generally get along well with them? Would you say the employers take good care of the BPG? Please describe what they do/ do not do for you, including your food and lodgings situation.
7. What are the special difficulties of working as a beer promotion girl? Please tell us about your working hours, the customers you have to deal with, conflicts you may have with other beer promotion girls, people in your neighborhood and others you get to interact with, etc.
8. Do you know of cases where beer promotion girls are illegally transported elsewhere within or outside the country? For what purpose(s)? Please discuss in detail.
9. Can you tell us specific conditions and developments in Cambodia and neighboring countries that could contribute to the demand for children/ women a) as indirect (e.g., those in massage parlors/ *karaoke* bars, beer promotion girls, those in hotels/ guest houses) or Children and Women Prostitutes, and (b) for begging and servitude?
10. It is said that in Cambodia, women and girls feel a strong financial responsibility to be income earners as well for their families. Do you believe this? Why or why not?
11. Do you think that “women and children should only follow and not question men’s decisions”? Why or why not? What do you think are the status of women and children in family life and society? Please describe in detail.
12. It is believed that a factor shaping demand in Cambodia for indirect and Children and Women Prostitutes is the extramarital sexual activities of men. Can you comment on this?

13. Studies on trafficking⁷ in Cambodia also cite that there is a belief that “engaging in sex with young women and girls (especially virgins) have curative powers and will reduce the chances of acquiring HIV”. Please tell us what you think about this?
14. Why do you think trafficking happens? What are the causes? Please describe in detail cases of children and women being kidnapped, forced or deceived into prostitution/ begging and servitude (e.g., adoption, domestic work, construction, agricultural work) that you are aware of or have heard about.
15. In your opinion, how can trafficking be stopped? What is needed so that trafficking of children and women can be reduced?
16. Do you have an organization or are you familiar with organizations that are working with beer promotion girls? Can you tell us about their work? Please give details, including how these organizations are addressing the demand side of trafficking.

⁷ Definition of TRAFFICKING: Trafficking in persons is “the recruitment, transportation, transfer, harboring, or receipt of persons, by means of the threat or use of force or other forms of coercion, abduction, of fraud, of deception, of the abuse of position of power or of position of vulnerability, or giving or receiving of payments or benefits to achieve the consent of a person having control over another person for the purpose of exploitation” (Source: UN Protocol to Prevent Suppress and Punish Trafficking in Persons, Especially Women and Children, December 2000).

GUIDE QUESTIONS IN DE-BRIEFING OF ENUMERATORS

1. What additional information did you get from each of the questions in the two questionnaires?
2. What difficulties did you encounter during the data collection? What steps did you take?
3. What were the reactions of the respondents (workers and employers) to our study and the questions that we posed to them? What are the reasons for the refusals of employers to be interviewed?
4. Based on your interviews and conversations with our respondents, what seems to be creating the demand for Children and Women Prostitutes?
5. If you were to do this study again, what will you do differently, particularly in terms of:
 - how to do the study
 - the questions that should be asked

INTERVIEWERS' TRAINING: BASELINE SURVEY & DEMAND STUDY OF BEER PROMOTION GIRLS

28-30 June 2004, Phnom Penh

The Royal Government of Cambodia is committed to take concrete and effective measures to address the issue of the worst forms of child labor. This commitment is demonstrated in its intent to ratify the International Labor Organization's Convention 182 that calls for the elimination of the Worst Forms of Child Labor and its determination to progressively eliminate worst/ hazardous forms of child labor from 16.5% in 1999 to 13% in 2005. It is towards this that the Ministry of Social Affairs, Labor, Vocational Training and Youth Rehabilitation (MoSALVY), together with ILO-IPEC-Cambodia, is initiating efforts and collaborating with other governmental offices towards the realization of these targets.

MoSALVY is undertaking a baseline survey and demand study as part of the process of establishing a credible information base on the sectors comprising the worst forms of child labor. The study aims (a) to identify project beneficiaries and profile young persons in the service sectors, and (2) to understand the different demand aspects in the service sector. The latter objective will attempt to look into the profile of those who hire children and young women, and their knowledge of labour and criminal laws. In Phnom Penh, the study will focus on beer promotion girls (BPGs).

In preparation for the conduct of the study, this training is being conducted for the following objectives:

1. To familiarize interviewers with the data collection instrument to be administered with the identified respondents, particularly beer promotion girls;
2. To solicit feedback and identify areas of refinement in the data collection instrument; and
3. To finalize with the participants the plan for the data collection activities.

TRAINING SCHEDULE

TIME	ACTIVITY
DAY 1, Monday, 28 June	
0805 – 0810 hours	Introductory Remarks – Director of P/MDSALVY
0811 – 0900 hours	Rationale of the Baseline Survey and Demand Study – Mr. Khleang Rim, TICW National Project Coordinator ILO-IPEC-Cambodia
0900 – 0905 hours	Introduction of Participants and Training Team
0905 – 0920 hours	Presentation of Schedule: Baseline Survey & Demand Study Activities (Training, Pre-testing, & Data Collection) – Dr. Rebecca (Pem) F. Catalla, Research Consultant
0920 – 1200 hours	Review of Interview Instrument for Beer Promotion Girls (BPG) Respondents
12:00	LUNCH BREAK
1400 – 1730 hours	Continuation: Review of Interview Instrument for BPG Respondents
DAY 2, Tuesday, 29 June	
0805 – 0810 hours	Opening exercise/ ice breaker
0810 – 0930 hours	Review of Interview Instrument – Beer Promotion Companies/BPG employers
0945 – 1200 hours	Interviewers' practice Interviews
12:00	LUNCH BREAK
1330 – 1700 hours	Pre-test of survey instruments
DAY 3, Wednesday, 30 June	
0805 – 0810 hours	Opening exercise/ ice breaker
0810 – 1200 hours	Comments on the survey instruments (BPG respondents and BPG employers)
12:00	LUNCH BREAK
1400 – 1600 hours	Study sites, sample sizes, and selection of BPG respondents & beer promotion company managers/ BPG employers
1600 – 1700 hours	Challenges to & Interviewing Guidelines
1700 – 1800 hours	Survey logistics

SURVEY MANAGEMENT TEAM & ENUMERATORS

A. Survey Management Team

Team Leader	Ms. Rebecca F. Catalla, Ph.D.
Assistant Team Leader	Mr. TAP Catalla
Logistics Coordinator	Mr. Ferdinand Buot
Data Processing	Mr. Meach Yady
Research Monitors	Mr. Poeu Long
	Ms. Ratana Long
	Ms. Sovanney Kem

B. List of Enumerators

1. Kong Sophy	Beer promotion girl
2. Chan Sophallin	Beer promotion girl
3. Ty Moniroth	Reproductive Health Association of Cambodia
4. Sam Nearyroth	Reproductive Health Association of Cambodia
5. Pen Siphon	Ministry of Social Affairs, Labour, Vocational & Youth Rehabilitation
6. Nuth Nang	Ministry of Social Affairs, Labour, Vocational & Youth Rehabilitation
7. Kin Syleng	Ministry of Planning
8. Khieu Ehhom Naring	Ministry of Planning
9. Him Kimsan	Ministry of Interior
10. Ly Kong	MOC
11. Peou Sreng	Ministry of Tourism
12. Man Mai	Ministry of Women and Veterans' Affairs

ANNEX 6

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Contact information:

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