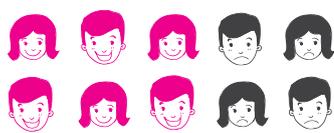


SNAPSHOT STUDY OF CHINA'S YOUNG WORKERS IN 2015

The Center for Child Rights & Corporate Social Responsibility (CCR CSR)

This snapshot study was conducted between November 2014 and August 2015 to get a better understanding of the special characteristics of young workers and the factors associated with their work satisfaction and retention. A total of 179 young workers aged 25 or under from three factories in Guangdong Province took part in the survey, which covered such issues as their relationships with the management/supervisors, attitudes towards work, challenges and concerns in life and work.

YOUNG WORKERS ARE LESS SATISFIED WITH THE FACTORY THAN THE OLDER WORKERS



58% of young workers are satisfied

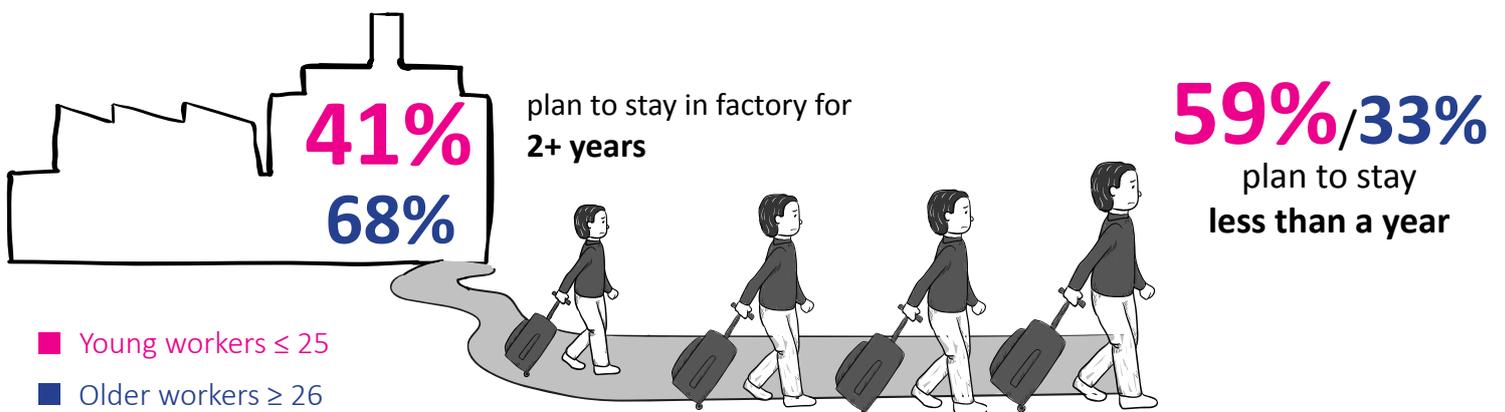


85% of older workers are satisfied

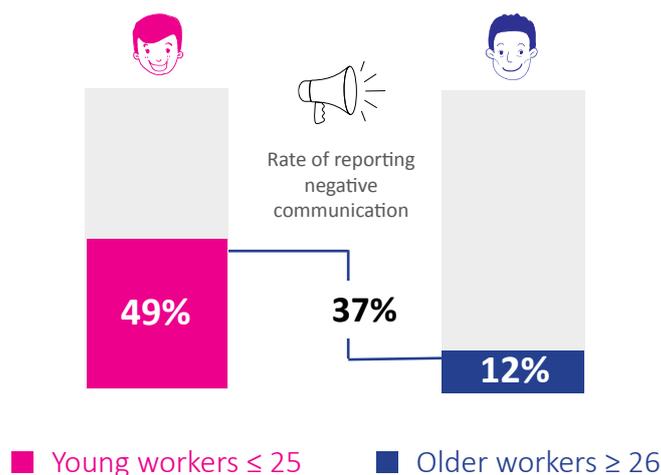
■ Young workers ≤ 25

■ Older workers ≥ 26

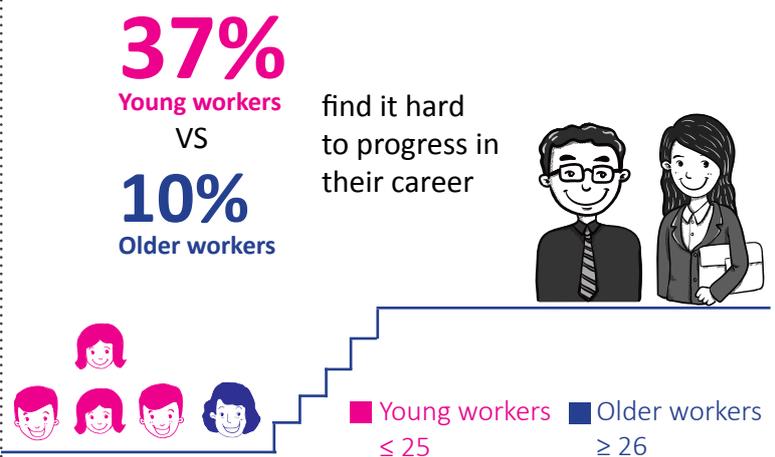
AND THEY INTEND TO STAY AT THE FACTORY FOR A SHORTER TIME THAN THEIR OLDER COUNTERPARTS



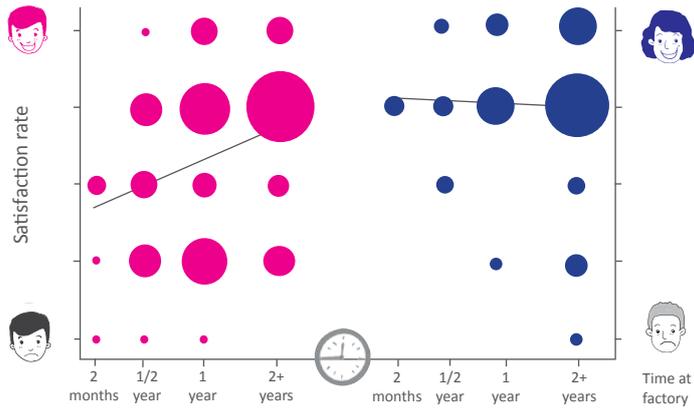
WHEN SUPERVISORS HAVE A MORE NEGATIVE COMMUNICATION STYLE, YOUNG WORKERS ARE LESS LIKELY TO GET ALONG WITH THEM



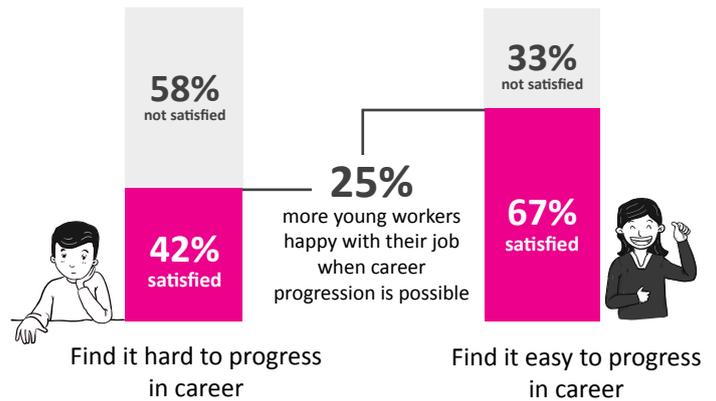
YOUNG WORKERS FIND IT MORE CHALLENGING TO PROGRESS IN THEIR CAREER



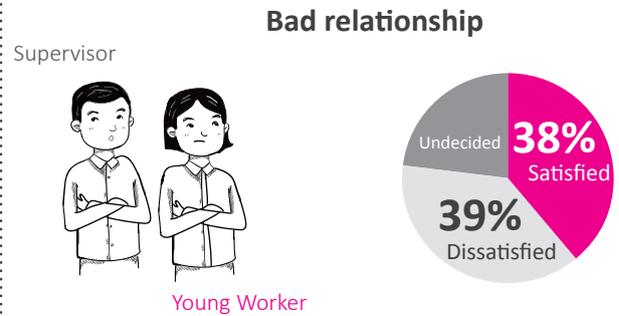
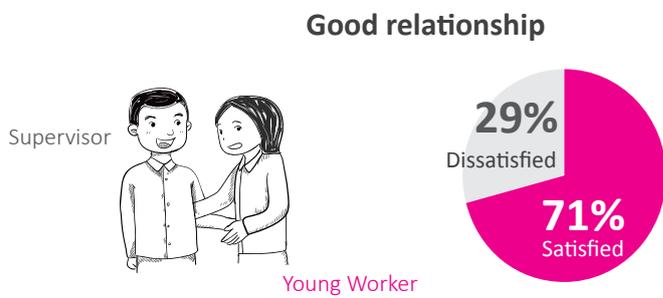
WORK SATISFACTION AND RETENTION IS CLOSELY LINKED AMONG YOUNG WORKERS; BUT NO SUCH CORRELATION WAS FOUND FOR OLDER WORKERS



YOUNG WORKERS WHO FIND IT CHALLENGING TO PROGRESS IN THEIR CAREERS ARE GENERALLY LESS SATISFIED WITH THE FACTORY THAN THOSE WHO DO NOT



YOUNG WORKERS TEND TO BE MORE SATISFIED WITH THE FACTORY WHEN THEY HAVE A BETTER RELATIONSHIP WITH THEIR SUPERVISOR



TAKEAWAYS: CHALLENGES AND SOLUTIONS



The results of this study indicate that young workers are a risk group whose tendency to stay in the factory is strongly influenced by their relationship with supervisors, job satisfaction and career progression opportunities. However, with the right measures – such as improving worker satisfaction & career development opportunities – higher worker retention and loyalty can be achieved.