

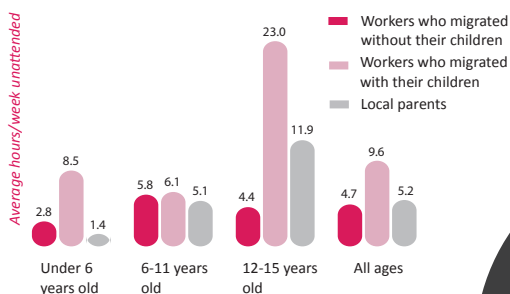
From the Factory with Love:

A Study on Migrant Parent Workers in China



The Challenge

CHILDREN WHO MIGRATED WITH THEIR PARENTS SPENT MORE TIME UNATTENDED THAN OTHER CHILDREN OF FACTORY WORKERS

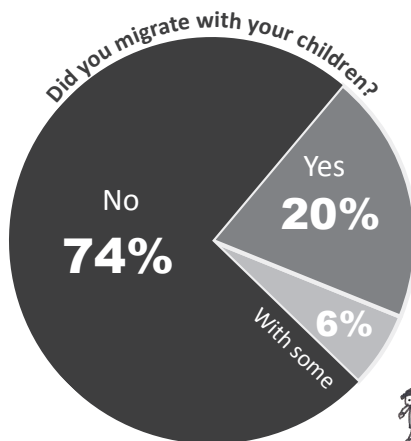
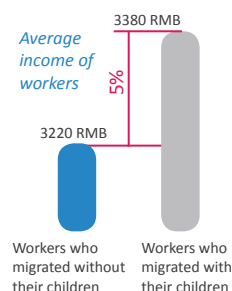


The Decision

66% OF FACTORIES HAVE OBSERVED AN INCREASE IN WORKERS MIGRATING WITH THEIR CHILDREN

“We’ve never thought about bringing our kids over because we wouldn’t be able to afford the children’s living costs,” a worker with two sons aged 8 & 13.

\$\$ THE SALARY LEVEL CORRELATES SIGNIFICANTLY WITH WORKERS' DECISION TO MIGRATE WITH OR WITHOUT THEIR CHILDREN



The Support

PARENTS WHOSE CHILDREN ARE VISITING FROM THEIR HOMETOWNS, ARE MORE LIKELY TO BRING THEM TO THE FACTORY

How often does your child/children come to the factory while you are at work?

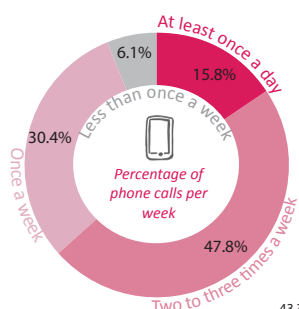


“Our relationship has definitely been affected because of communication. The child has become more distant,” a worker with two children aged 12 & 15.

MORE THAN ONE THIRD OF PARENTS ONLY TALK TO THEIR CHILDREN ONCE A WEEK OR LESS

46% OF THE PARENTS WHO MIGRATED WITHOUT THEIR CHILDREN SAY THEY DO NOT UNDERSTAND THEIR CHILDREN WELL

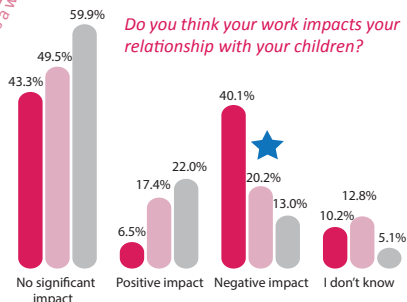
29% OF FACTORIES COLLECT DATA ON WHETHER OR NOT THEIR WORKERS LIVE WITH THEIR CHILDREN



MIGRANT PARENTS WHO ARE NOT LIVING WITH THEIR CHILDREN TEND TO THINK THEIR JOB HAS A NEGATIVE IMPACT ON THEIR CHILDREN

“We’re allowed to apply for Saturdays off to take care of our children. But that means no income on Saturdays,” a worker with one child aged 5.

MORE THAN 50% OF BRANDS/BUYERS SAY THEY DON'T UNDERSTAND MIGRANT PARENTS WELL ENOUGH



FACTORIES CAN GENERATE STRONGER SATISFACTION AND RETENTION THROUGH ADDITIONAL SUPPORT FOR MIGRANT PARENTS

