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Deloitte Global 2023 Gen Z and Millennial Survey

Country profile: Thailand

Methodology and global key messages

Key global findings:

Broad societal change has spurred some workplace progress in recent years, but new setbacks are impacting Gen Zs' and millennials' ability to plan for their futures



Employers have made some progress since pre-pandemic times, but business more broadly is still not meeting expectations. Satisfaction with work/life balance, and employer progress on DEI, societal impact, and environmental sustainability have improved. While they are slightly more satisfied with their own employers, less than half are convinced that business more broadly is having a positive societal impact. But they continue to have high expectations for business leaders and expect them to drive progress on societal and environmental issues.



The cost-of-living crisis looms large for Gen Zs and millennials. Half of Gen Zs and millennials say they live paycheck to paycheck. They worry that a potential economic recession may cause employers to backtrack on climate action. They also worry it will hamper their ability to ask for much needed pay increases, to continue pushing for flexibility, or to find new jobs.



Gen Zs and millennials are rethinking the role of work in their lives. Roughly half of Gen Zs and millennials say work is central to their identity, but work/life balance is key. This is reflected in the fact that having a good work/life balance is the No. 1 trait they admire in their peers, and their top consideration when choosing a new employer.



Both generations said they still feel stressed or anxious all or most of the time. Their longer-term financial futures, day-to-day finances, and the health/welfare of their families are their top stress drivers, while concerns about mental health and workplace issues such as heavy workloads, poor work/life balance, and unhealthy team cultures are also challenging. Linked to the results around work-related stress drivers are increasingly high levels of burnout due to work pressures.



Harassment is at a worryingly high level in the workplace, particularly for Gen Zs. Three in five Gen Zs (61%) and around half of millennials (49%) have experienced harassment or microaggressions at work in the past 12 months. Inappropriate emails, physical advances, and physical contact are the most common harassment experiences, while exclusion, gender-based undermining and unwanted jokes are the most common microaggressions experienced. Around eight in 10 did report the harassment they experienced to their employer, but a third of Gen Zs and a quarter of millennials think the issues were not handled effectively.



Climate change is a major stressor for Gen Zs and millennials, and it's impacting their lifestyle and career decisions. Six in 10 Gen Zs and millennials say they have felt anxious about the environment in the past month. Their climate concerns impact their decision-making, from family planning and home improvements, to what they eat and wear. It also plays a key role in their career choices—more than half of respondents say they research a brand's environmental impact and policies before accepting a job.



Our methodology:

The 2023 Gen Z and Millennial Survey solicited the views of 14,483 Gen Zs and 8,373 millennials (22,000 respondents in total), from 44 countries across North America, Latin America, Western Europe, Eastern Europe, the Middle East, Africa and Asia Pacific.

Fieldwork was conducted between November and December 2022, with qualitative interviews conducted in March 2023.

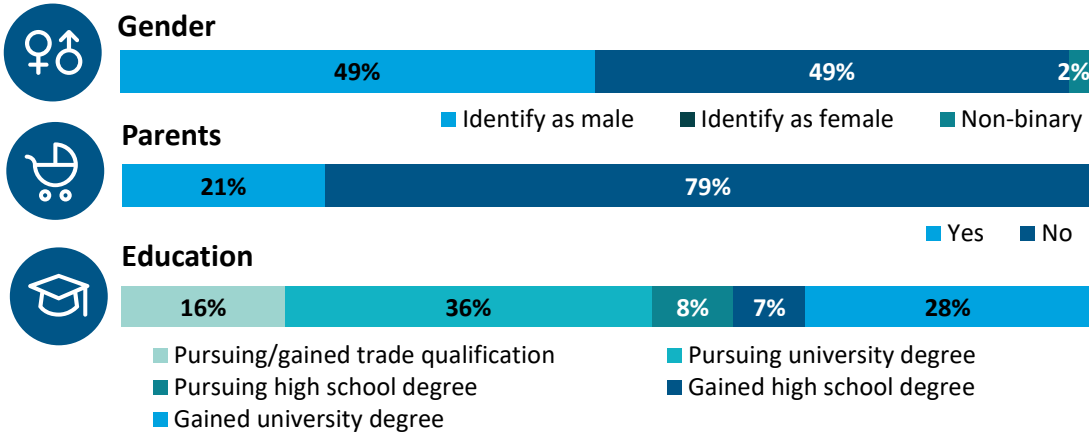
As defined in the study, Gen Z respondents were born between January 1995 and December 2004, and millennial respondents were born between January 1983 and December 1994.

The following deck examines how **Thailand's Gen Zs and millennials** stand out from their global counterparts on these key themes.

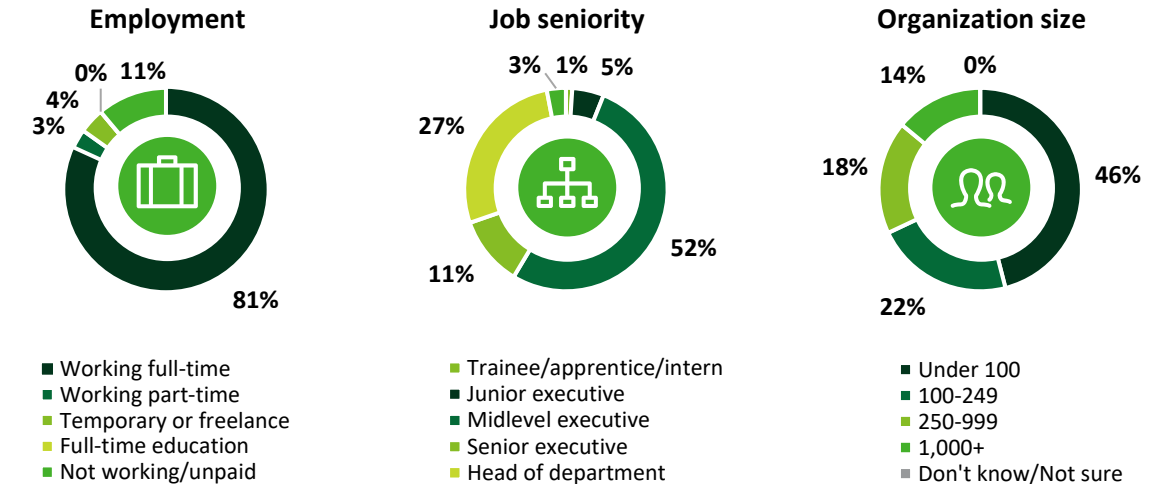
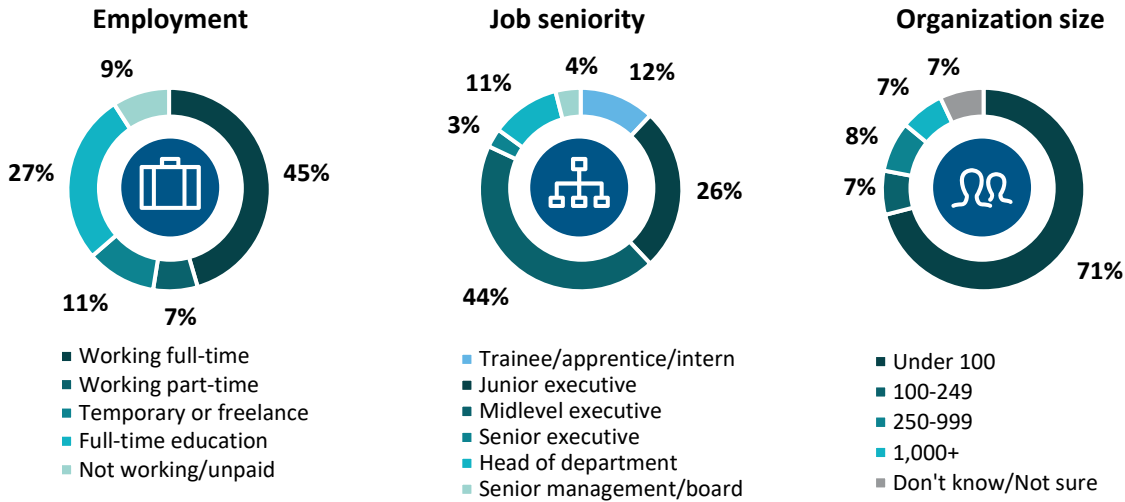
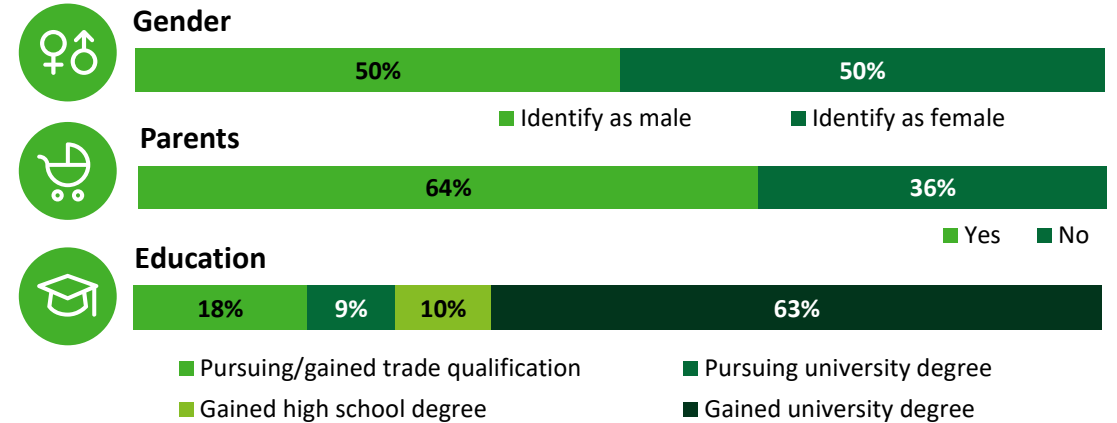
Country profile: Thailand

300 total respondents in Thailand: 200 Gen Zs and 100 millennials

GEN Z PROFILE



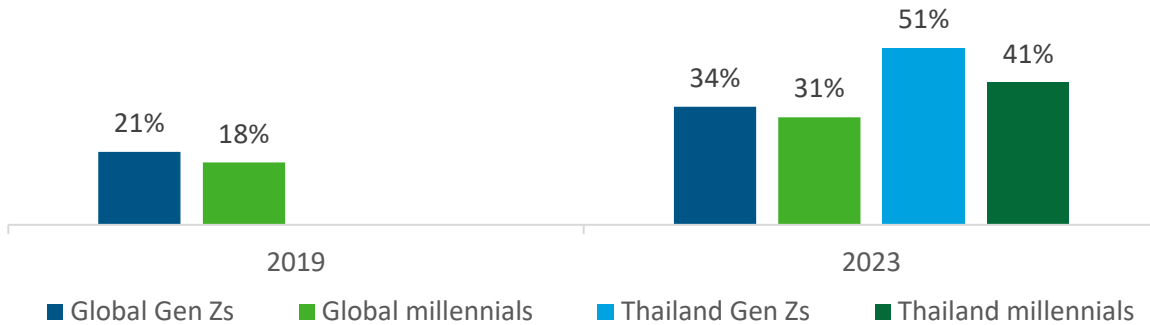
MILLENNIAL PROFILE



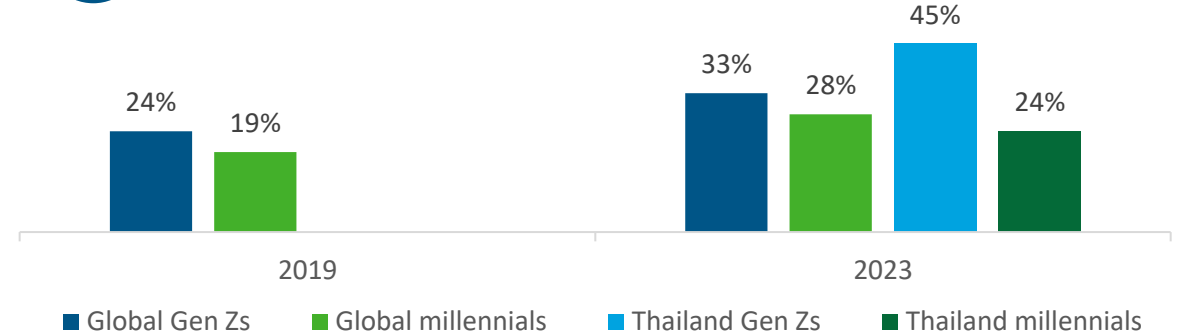
Employer Progress



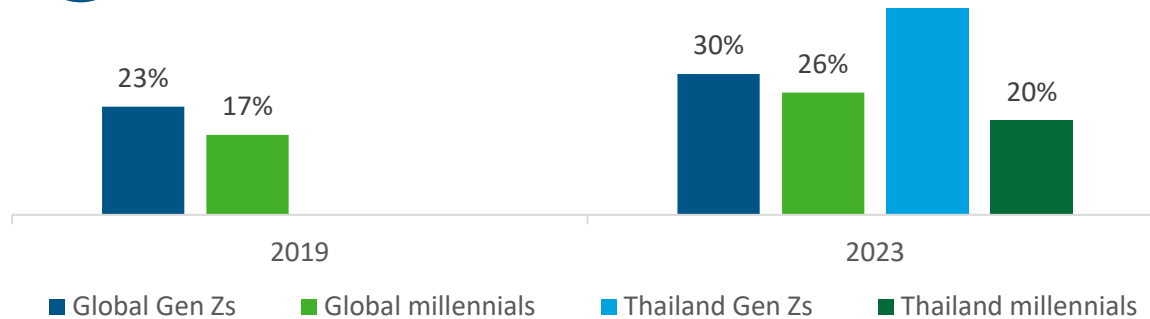
Percentage who are very satisfied with their current work/life balance in their job:



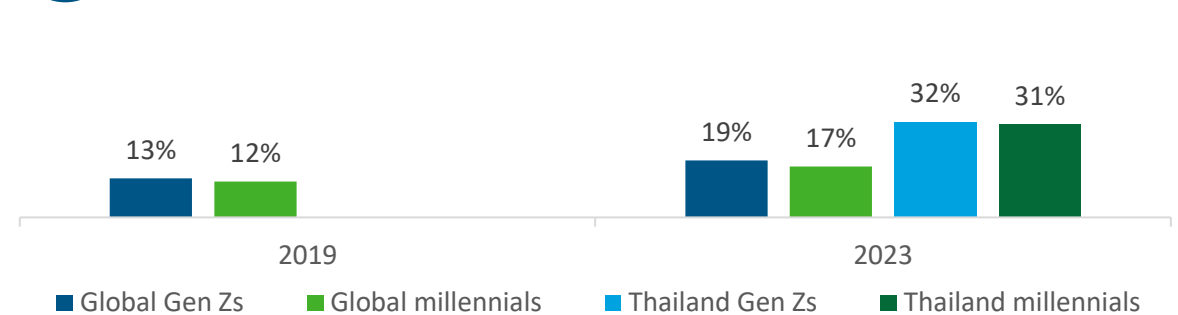
Percentage who are very satisfied with their organization's DEI efforts:



Percentage who are very satisfied with their organization's societal impact:



Percentage who strongly agree large companies are taking action to protect the environment:*



Expectations of Business



Who has a significant responsibility to address societal and environmental issues?



Top groups considered to have an important/leading role in highlighting social issues in Thailand

Politicians Social justice / sustainability advocates TV news personalities

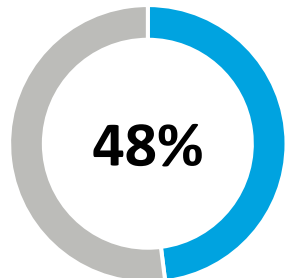


Groups considered to have a less important role in highlighting social issues in Thailand

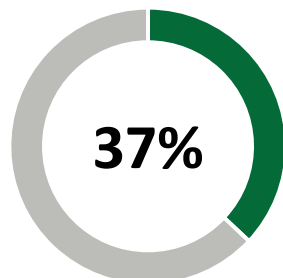
Entertainers Religious leaders Sports stars



Percentage of respondents who think businesses have a very/fairly positive impact on society:



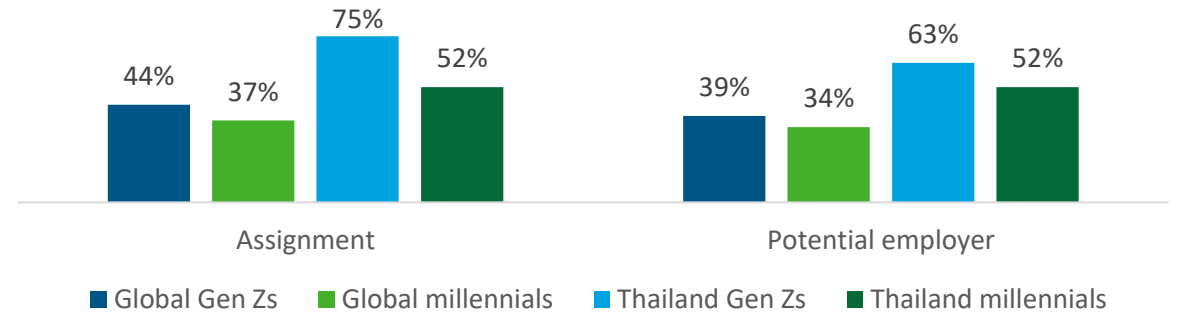
of Gen Zs in Thailand
vs. **48%** of Gen Zs globally



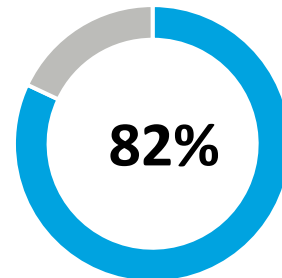
of millennials in Thailand
vs. **44%** of millennials globally



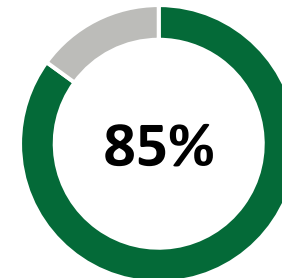
Percentage of respondents who have rejected an assignment, or a potential employer based on their personal ethics/beliefs:



Percentage of respondents who believe they have the power to drive change; that their organization seeks input from employees and incorporates feedback:



of Gen Zs in Thailand
vs. **58%** of Gen Zs globally



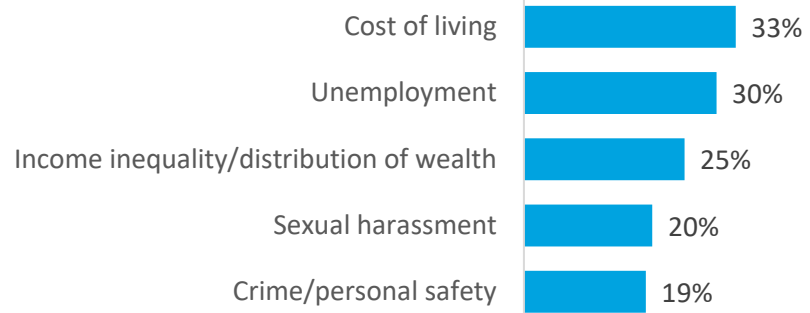
of millennials in Thailand
vs. **55%** of millennials globally

Top concerns

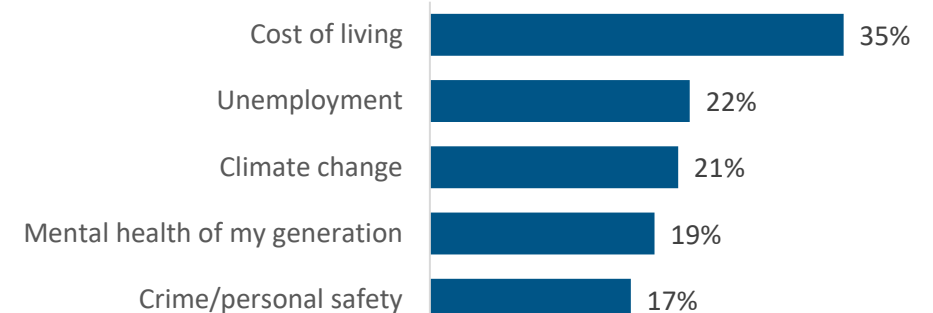


Top five issues of greatest concern:

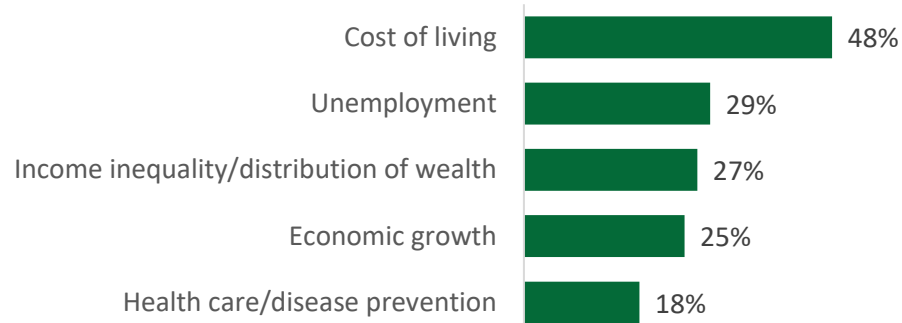
Thailand Gen Zs



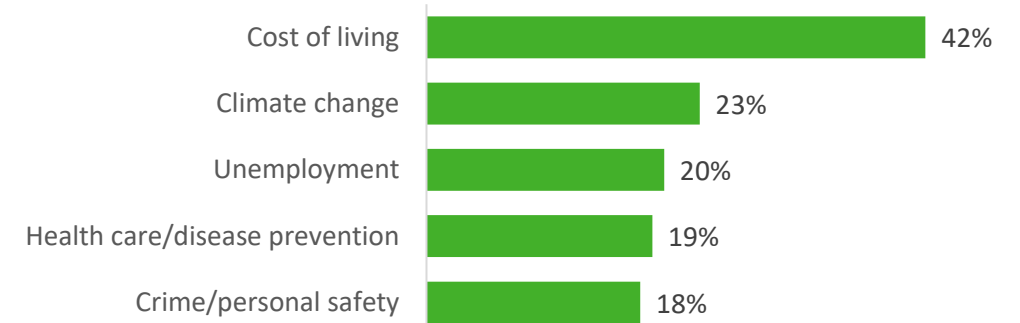
Global Gen Zs



Thailand millennials



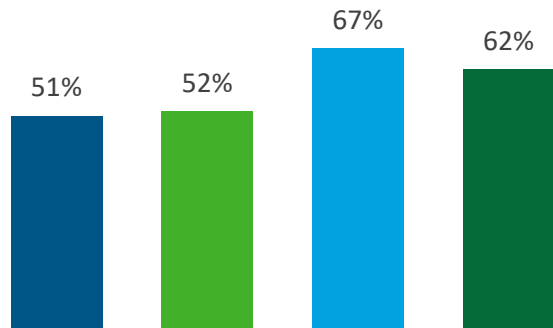
Global millennials



Cost of living



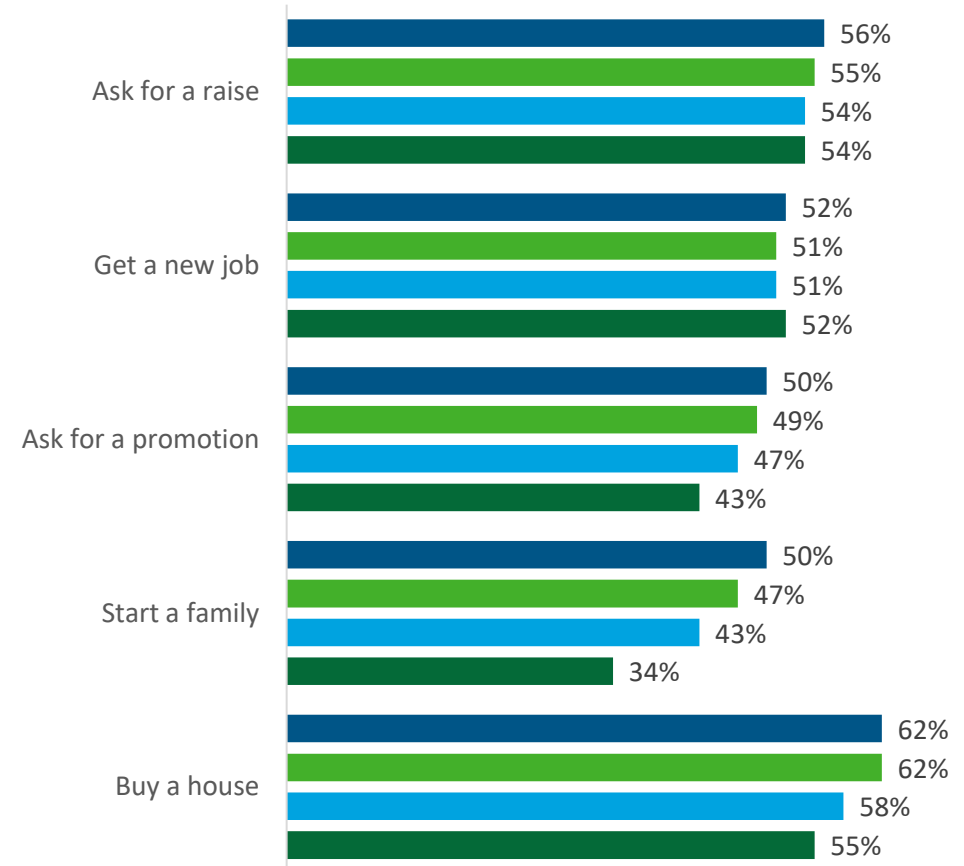
Percentage of respondents who live paycheck to paycheck and worry they won't be able to cover their expenses:
Selected strongly agree/agree



■ Global Gen Zs ■ Global millennials ■ Thailand Gen Zs ■ Thailand millennials



Percentage of respondents who say that it will become harder or impossible to achieve the following if the economy does not improve within the next 12 months:

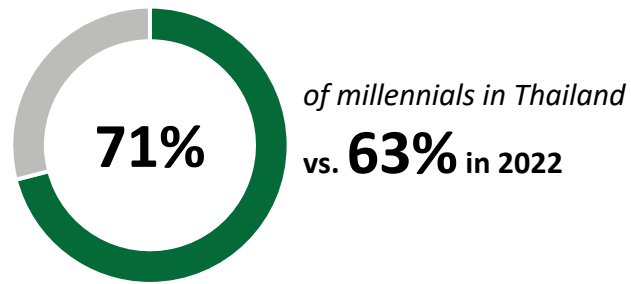
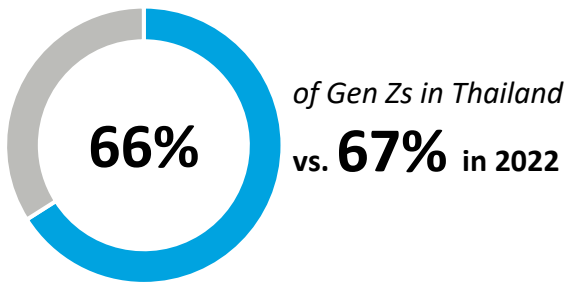


■ Global Gen Zs ■ Global millennials ■ Thailand Gen Zs ■ Thailand millennials


Side jobs



Those who have taken on either a part- or full-time paying job in addition to their primary job:

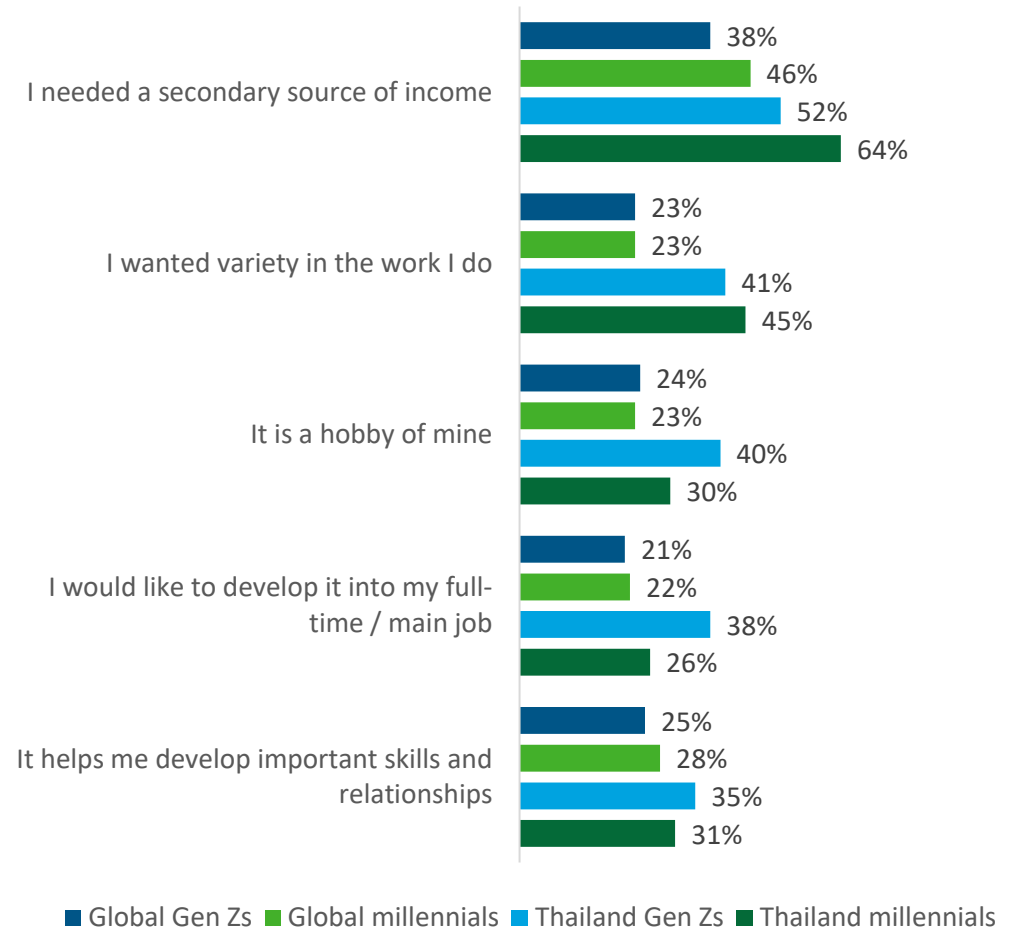


Top side jobs held in the Thailand:

	Gen Zs	Millennials
 Flexible 'gig' work – food delivery or ride-sharing apps	32%	27%
 Social media influencer / content creation	31%	15%
 Selling products or services through online platforms	28%	45%
 Pursuing artistic ambitions	26%	13%
 Writing/hosting a blog, podcast, or newsletter	25%	18%



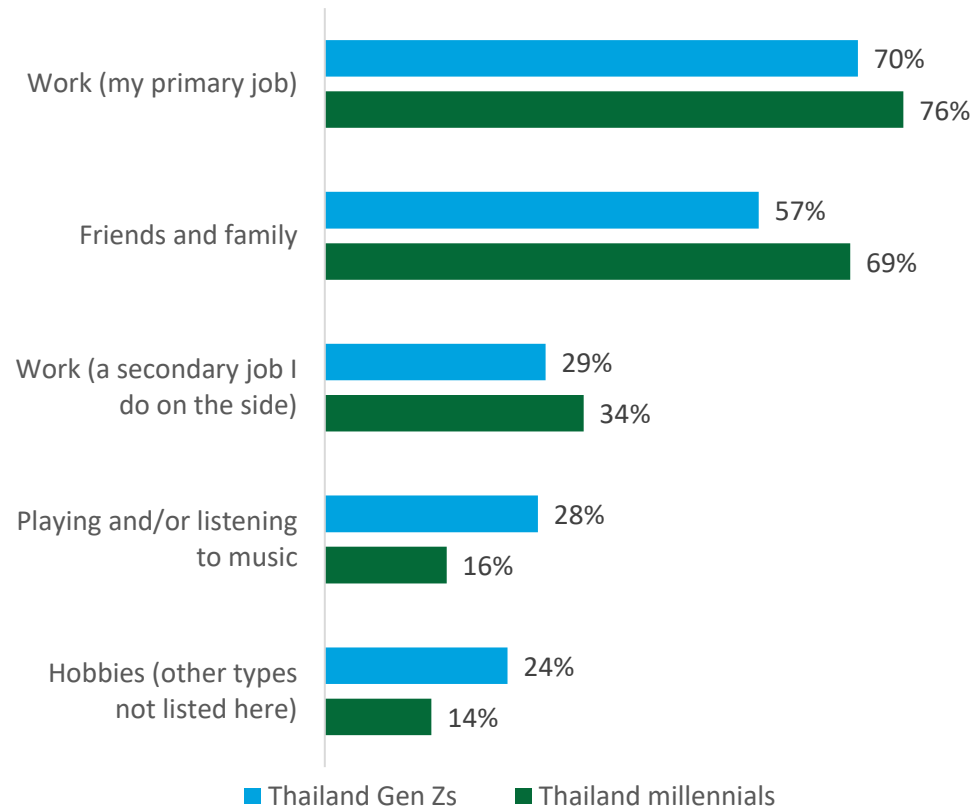
Why did they decide to take on a side job?
Top five reasons selected.



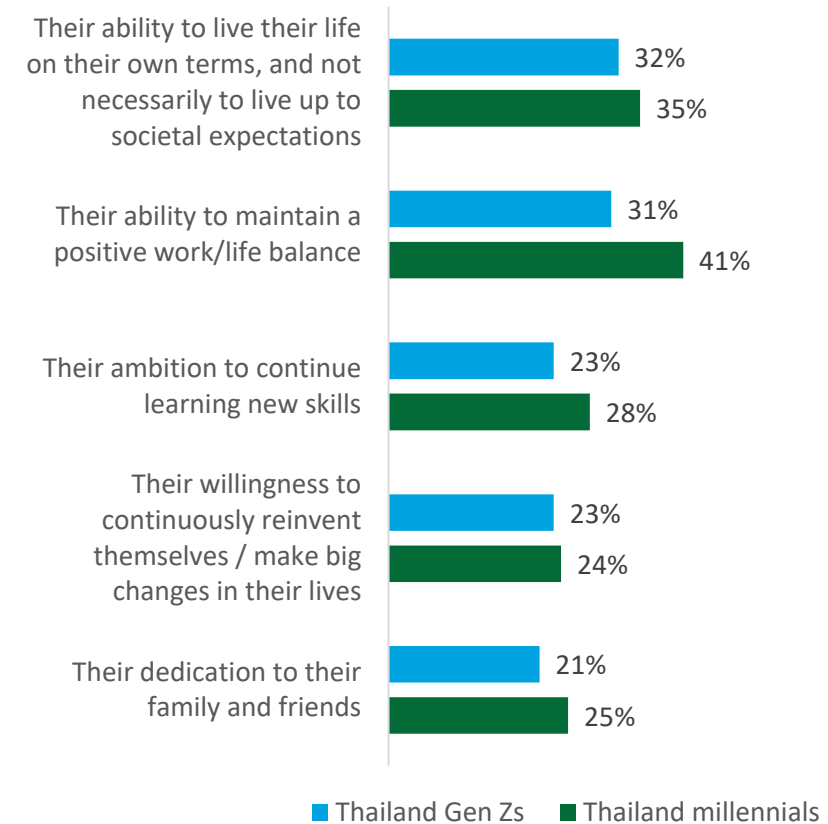
Sense of identity and admired qualities



Top five factors selected as the most important to their sense of identity:



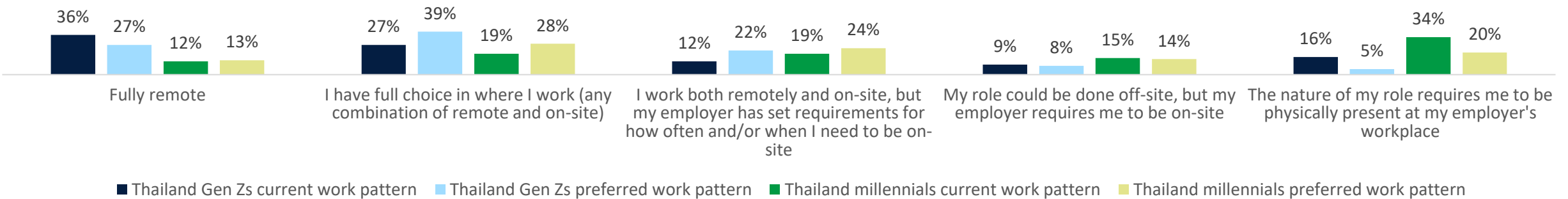
Top five factors selected as the things that impress them the most about peers:



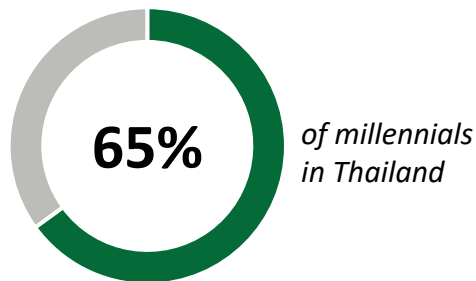
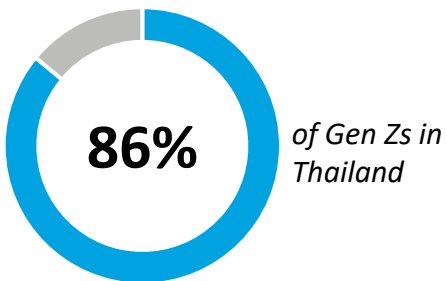
Hybrid work preferences



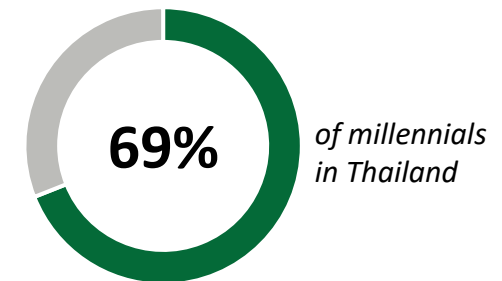
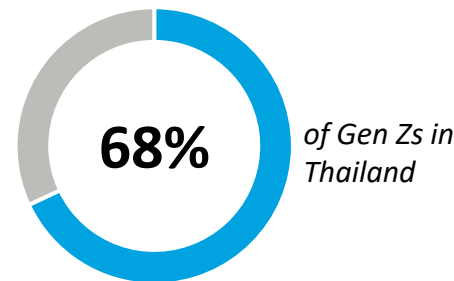
Which of the following best describes their current situation when it comes to their place of work, and which would be their preferred situation?



Percentage of respondents who would consider looking for a new job if their employer asked them to go on-site full-time:



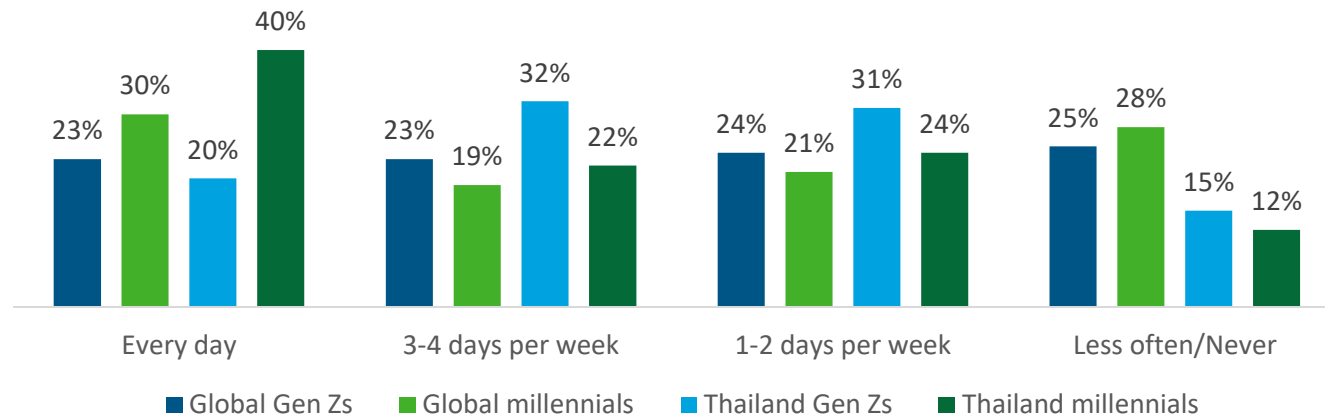
Percentage of respondents who said it will still be possible to ask for more flexibility at work even if the economic situation in their country worsens or stays the same in the next 12 months:



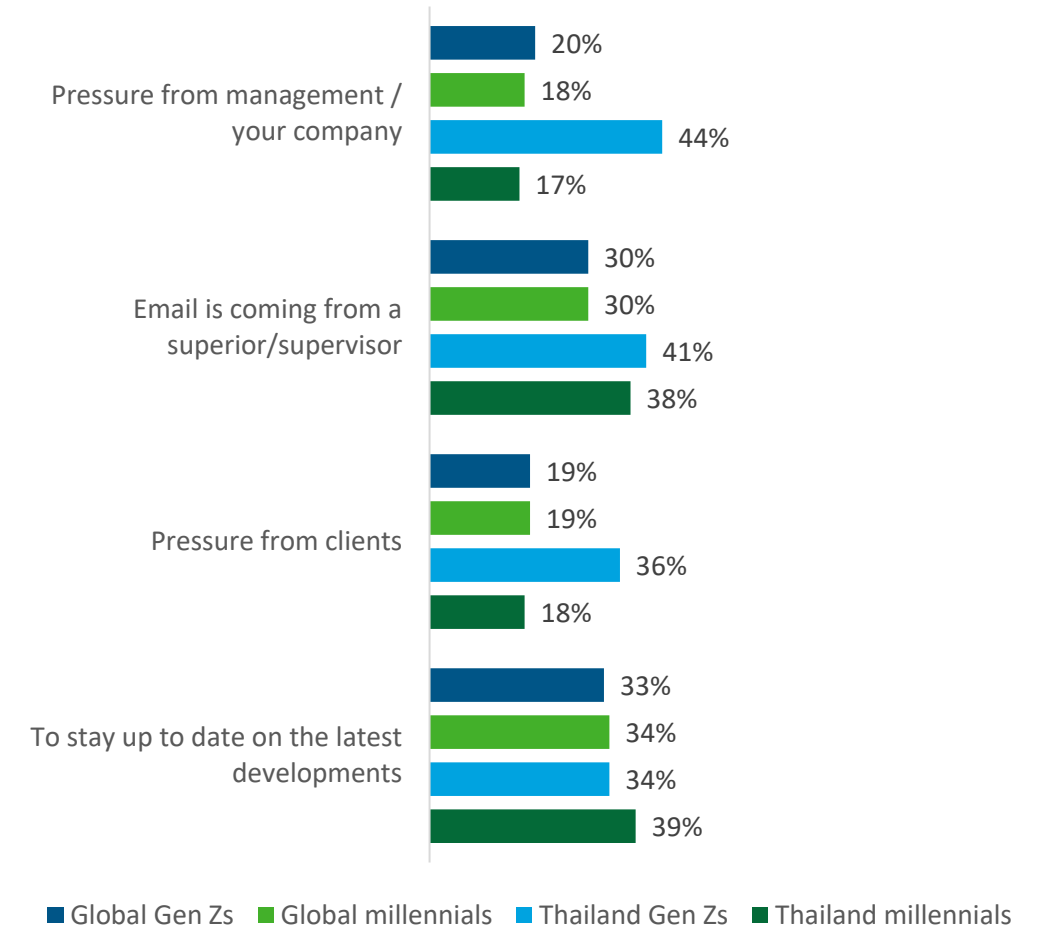
The struggle to disconnect



Percentage who find themselves responding to work emails/messages outside of normal working hours:



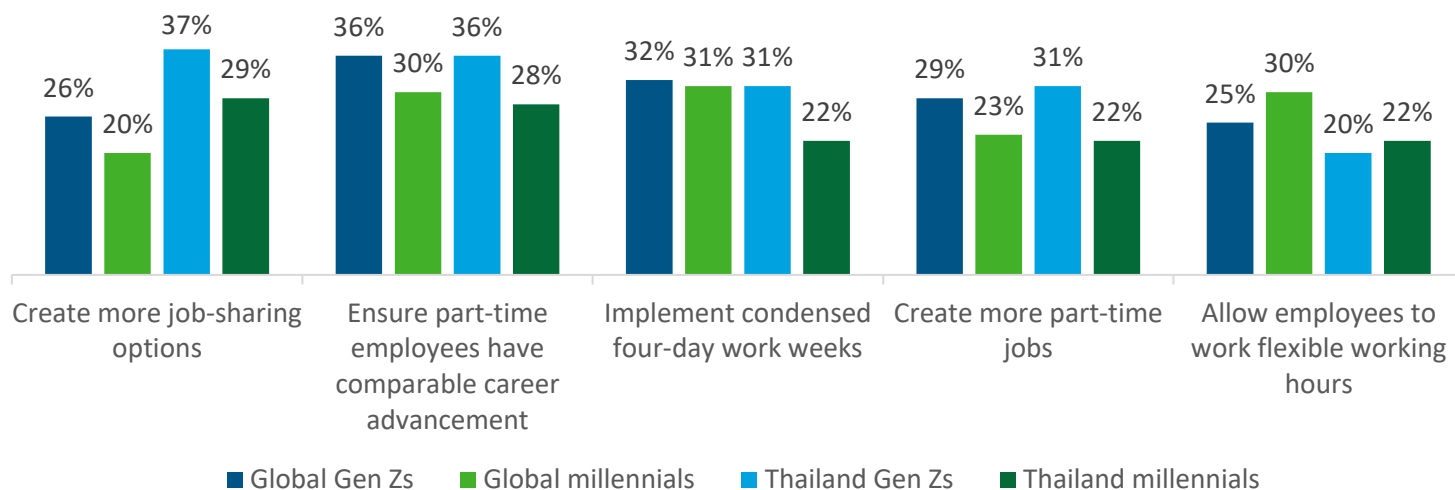
Main reasons selected for responding to work emails/messages outside of normal working hours:



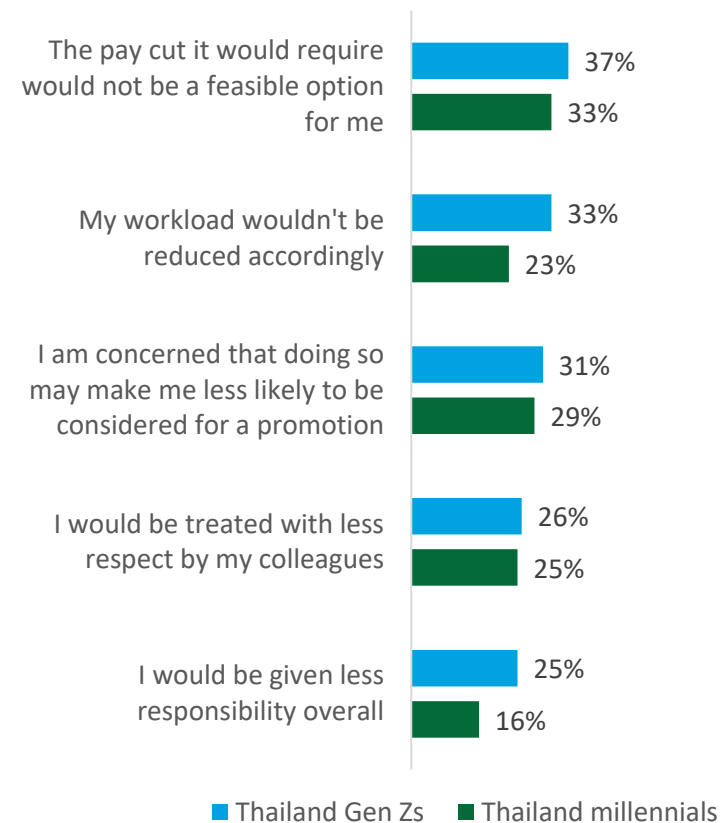
Work/life balance and flexible work



In which of the following areas should organizations focus to help foster better work/life balance for their employees?



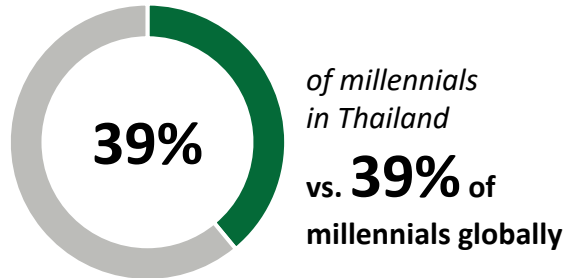
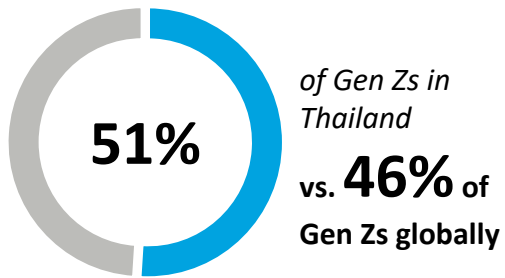
Factors which are preventing respondents from taking advantage of flexible work, or from reducing their hours: (Flexible work refers to work patterns that provide greater choice over **when** people work).



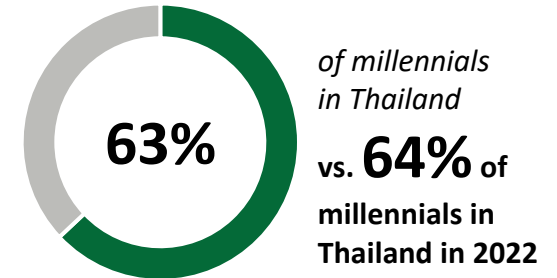
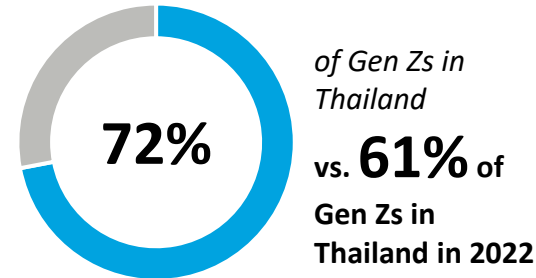
Stress and burnout



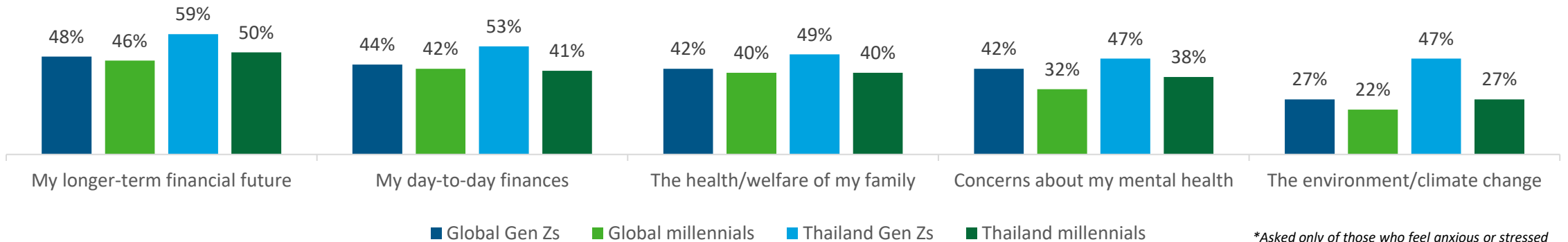
Percentage of respondents who say they feel anxious or stressed all or most of the time:



Percentage who feel burned out due to the intensity/demands of their workloads (strongly/somewhat agree):



Percentage of respondents who say the following contribute a lot to their feelings of anxiety or stress:*

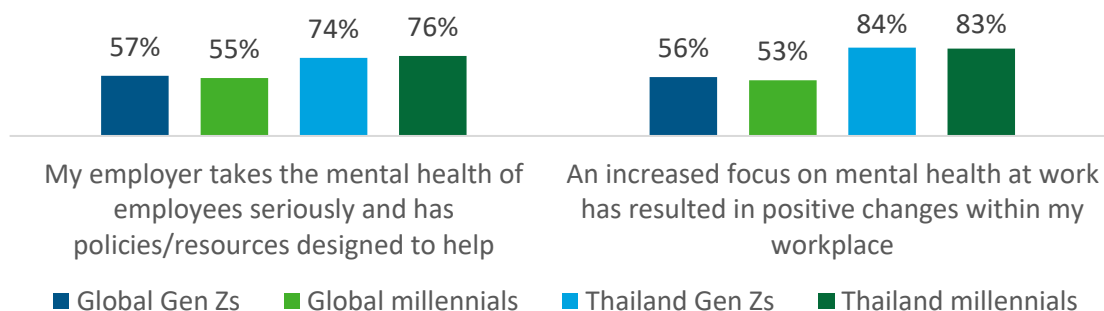


*Asked only of those who feel anxious or stressed

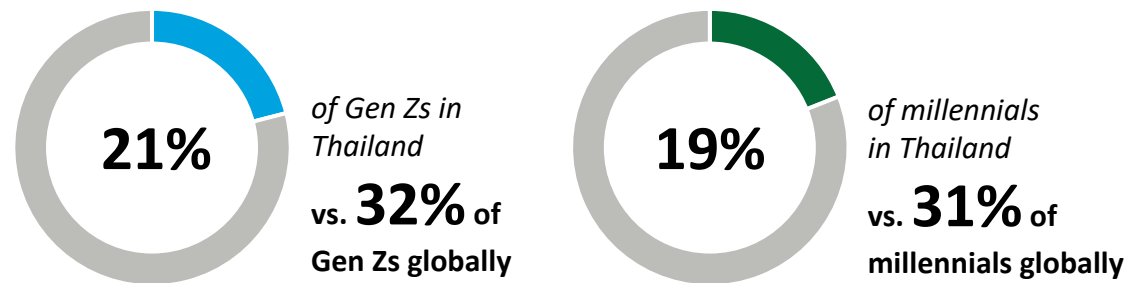
Workplace mental health



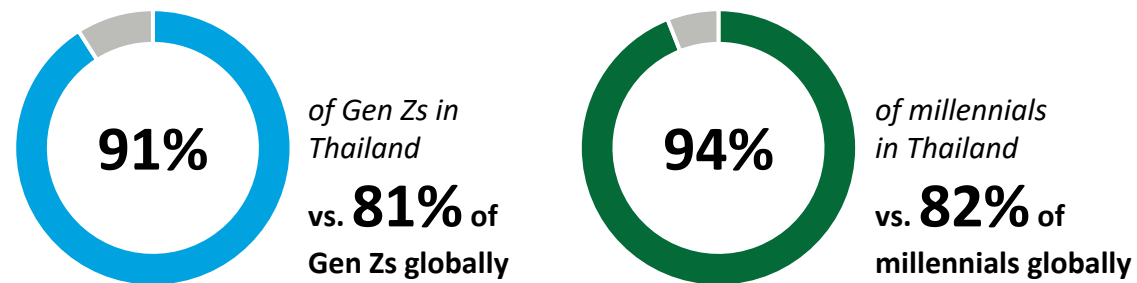
Percentage of respondents who strongly agree/agree with the following statements related to workplace well-being/mental health:



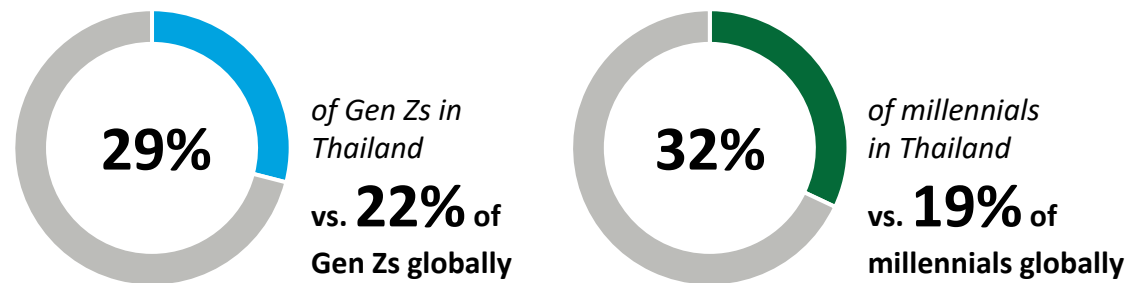
Percentage of respondents who would not feel comfortable speaking openly with their direct manager about stress, anxiety, or other mental health challenges:



Percentage of respondents who say that mental health support and policies are very/somewhat important when considering a potential employer:



Percentage of respondents who have taken time off work due to feelings of anxiety or stress but gave their employer a different reason:

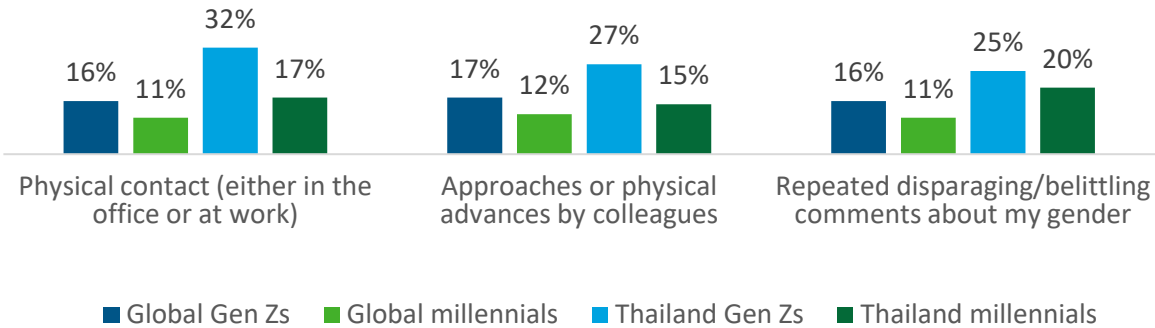


Workplace harassment and microaggressions

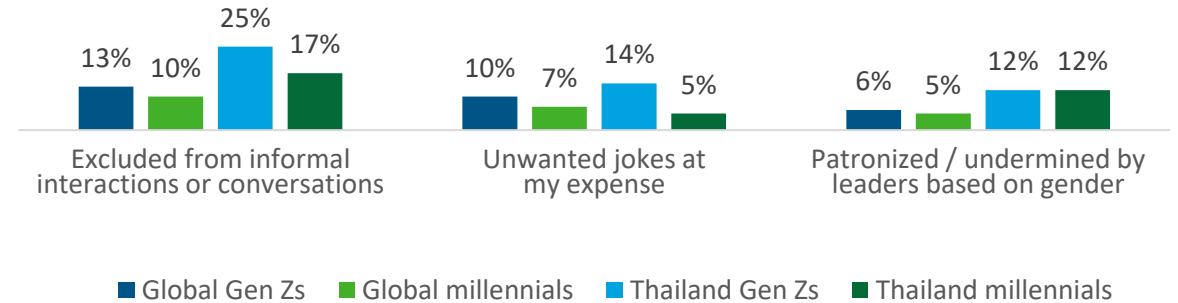


75% of Gen Zs and 55% of millennials in Thailand have experienced harassment or microaggressions at work in the past 12 months.

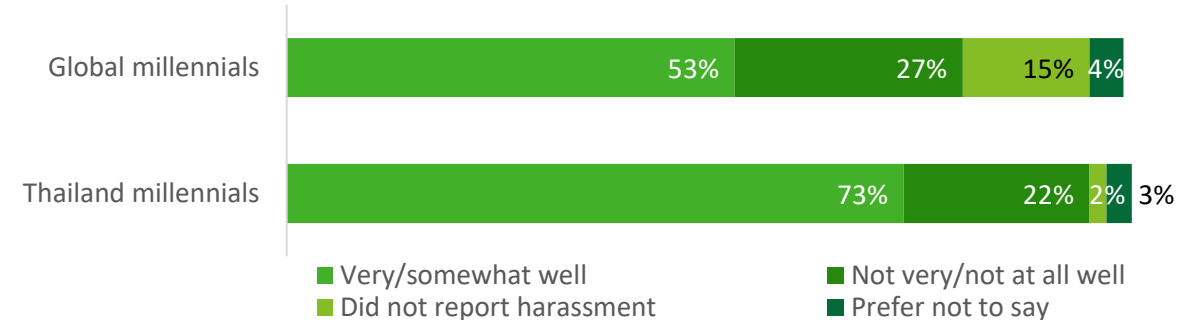
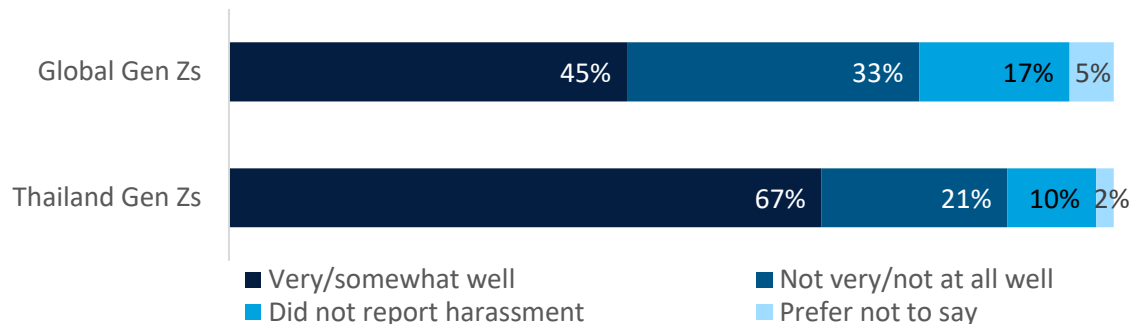
Top harassment behaviors experienced



Top microaggressions experienced



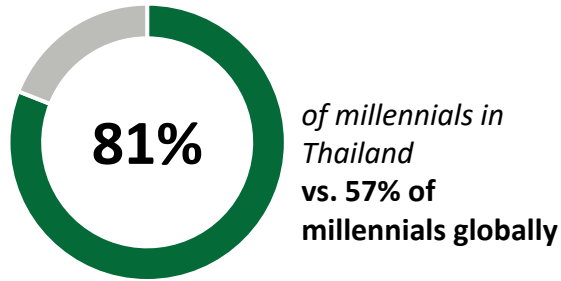
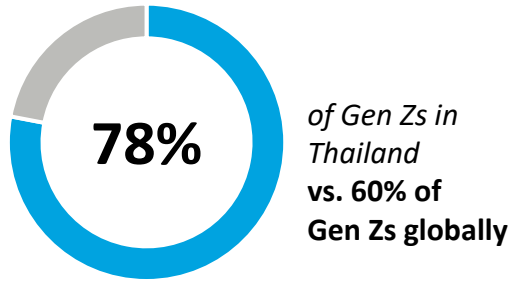
Percentage of respondents who said they reported the harassment that they experienced, and how their organization handled the issue:



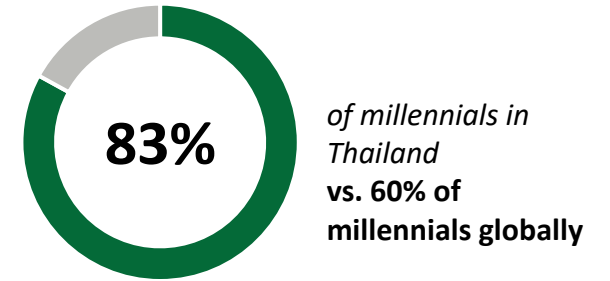
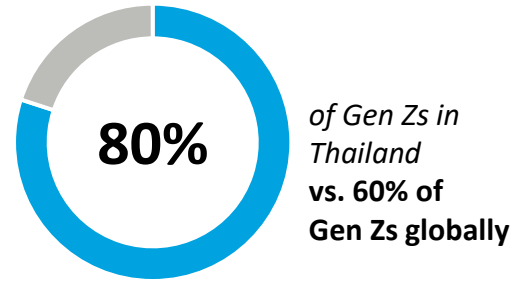
Climate anxiety and actions

Percentage of respondents selecting strongly agree or agree to the following statements:

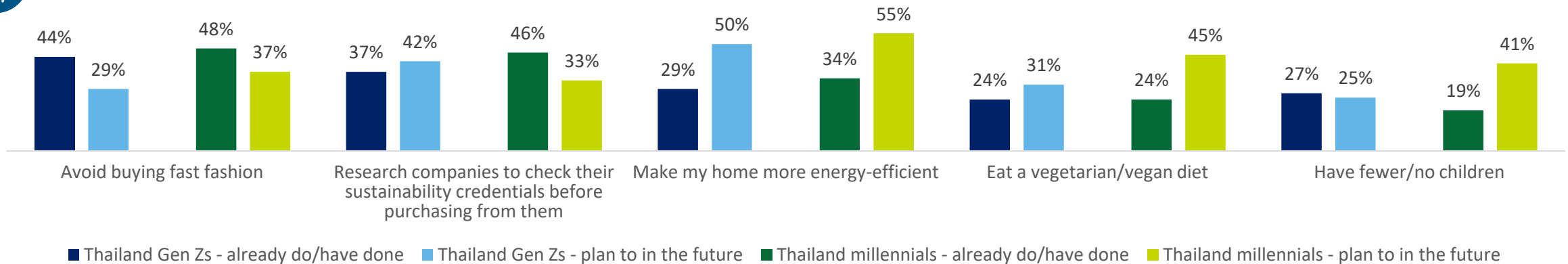
In the last month, I have felt worried or anxious about climate change



I am willing to pay more to purchase environmentally sustainable products or services



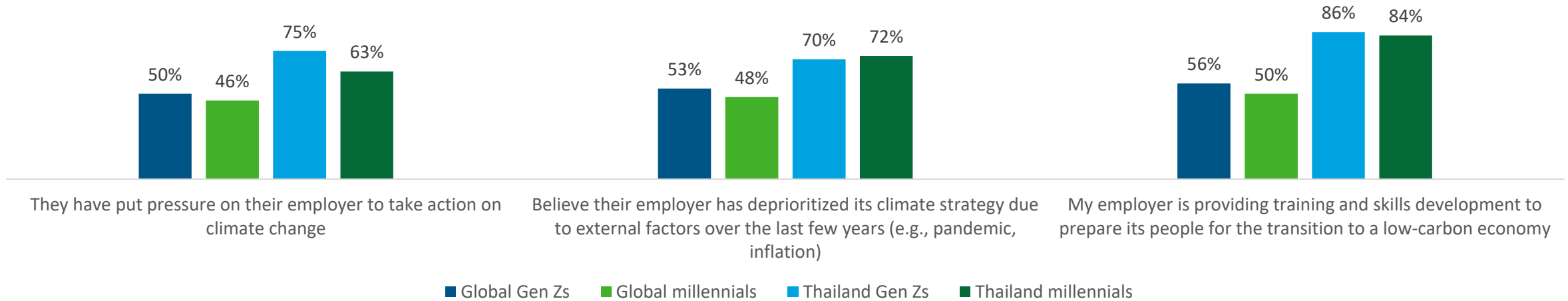
Actions taken or intended in the future to reduce their environmental impact:



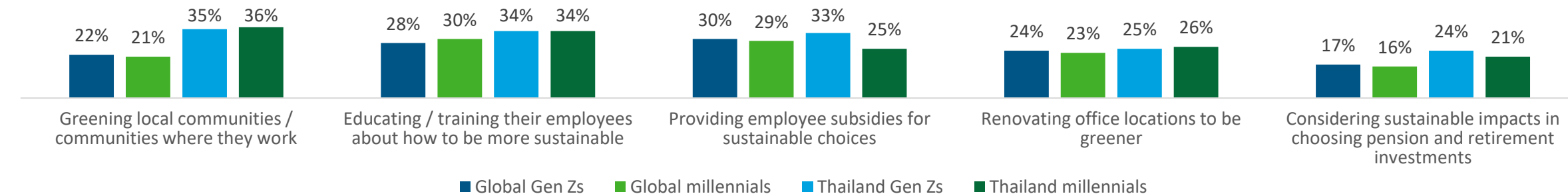
Perceptions of employers' climate action and where respondents want them to focus



Percentage of respondents who strongly agree/agree with the following statements:



Ranking of where employed Gen Zs and millennials in Thailand feel their organizations should invest more resources to help combat climate change:



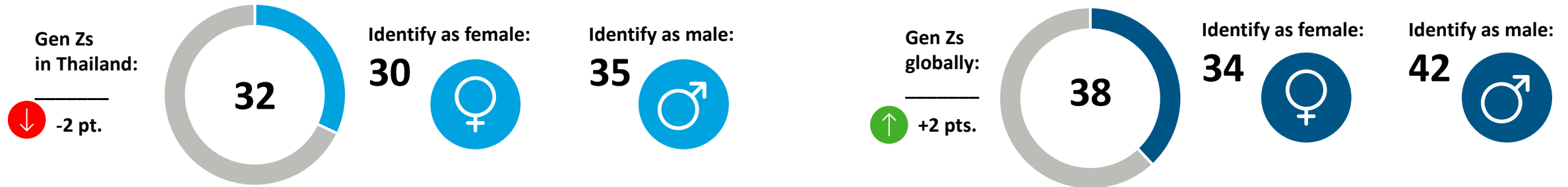
Millz Mood Monitor

The Millz Mood Monitor gauges the mood of respondents and provides an annual snapshot of Gen Zs' and millennials' optimism that the world and their places in it will improve.

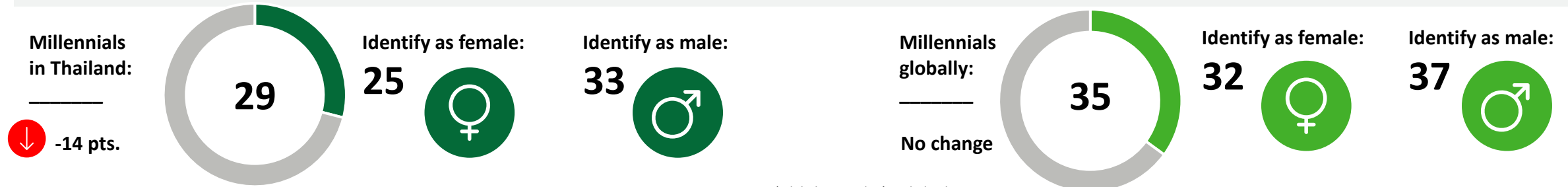
*Scores are based on responses to questions on the following five topics and are aggregated to create a measure between zero (absolute pessimism) and a hundred (complete optimism).



GEN ZS:



MILLENNIALS:



*Global scores don't include China.



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