



Deloitte Global 2023 Gen Z and Millennial Survey

Country profile: Thailand

Speakers



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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.

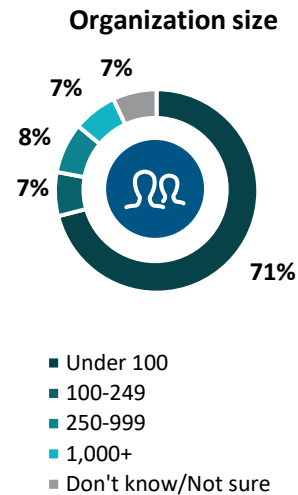
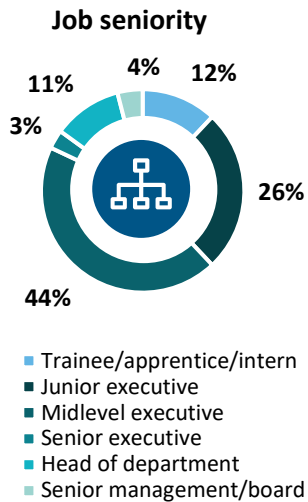
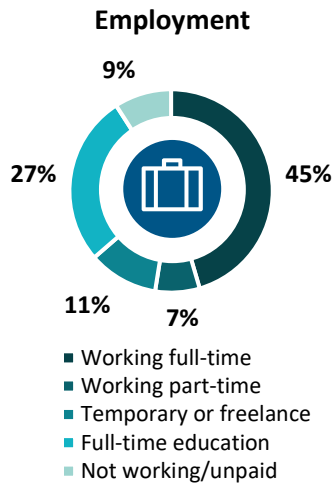
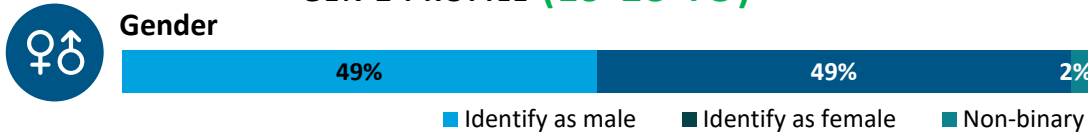
As defined in the study, Gen Z respondents were born between January 1995 and December 2004, and millennial respondents were born between January 1983 and December 1994.

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

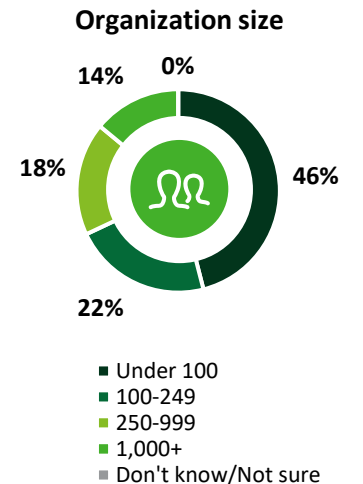
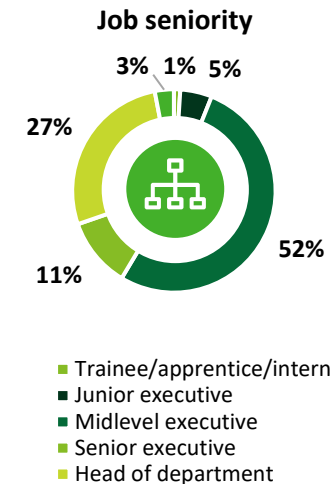
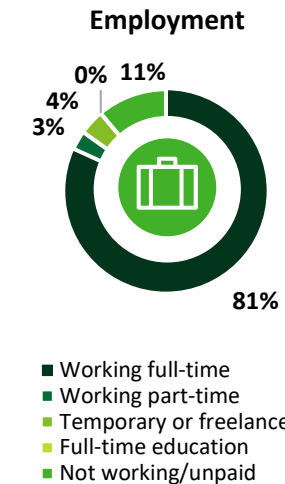
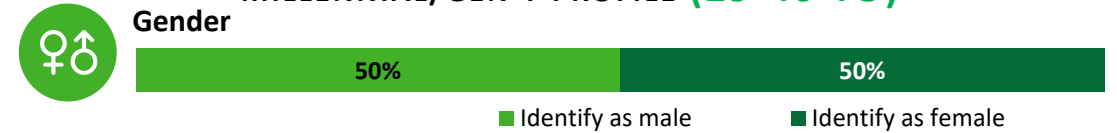
Country profile: Thailand

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

GEN Z PROFILE (19-28 YO)



MILLENNIAL/GEN Y PROFILE (29-40 YO)



Agenda

Findings and Solutions



Economic



Societal

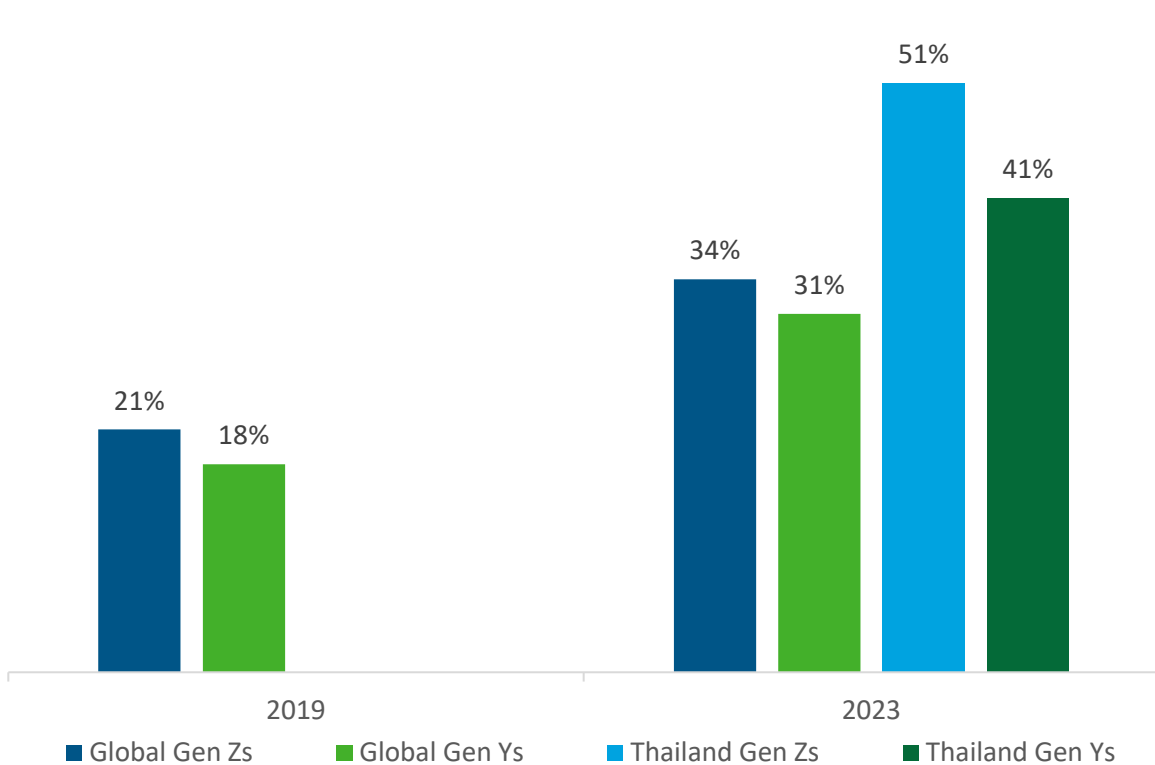


Environment

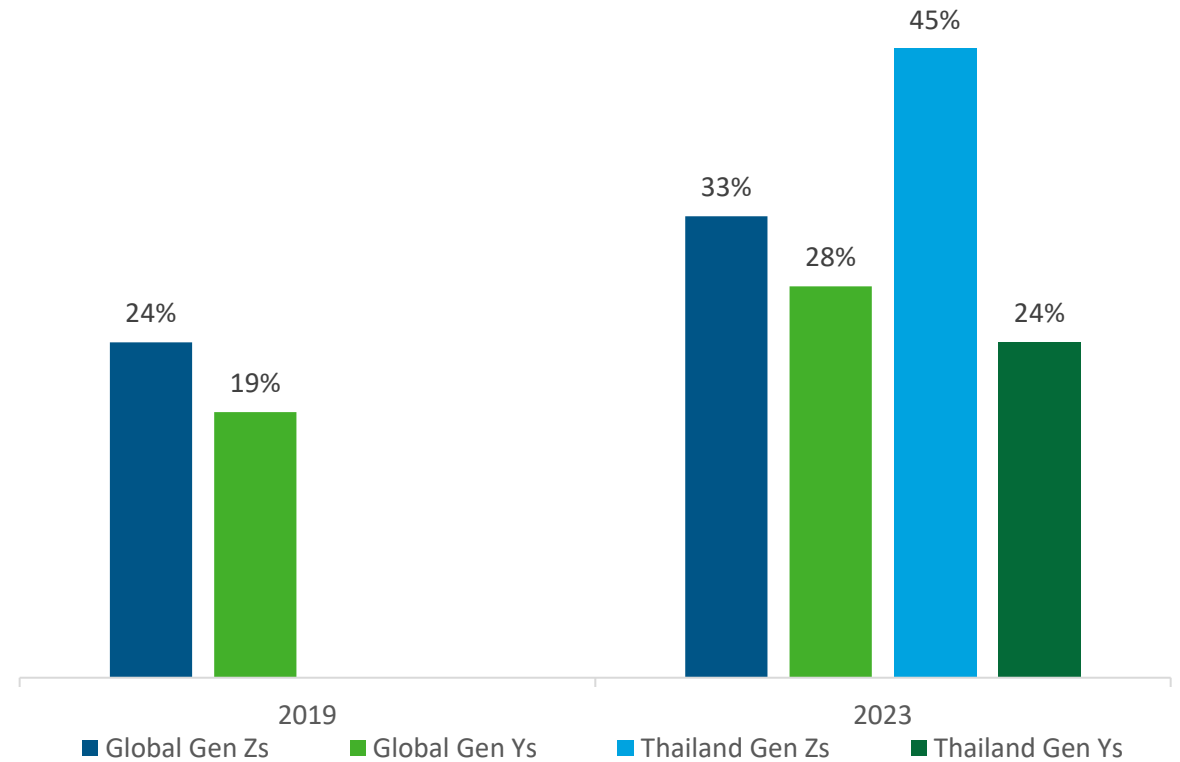
Employer Progress



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



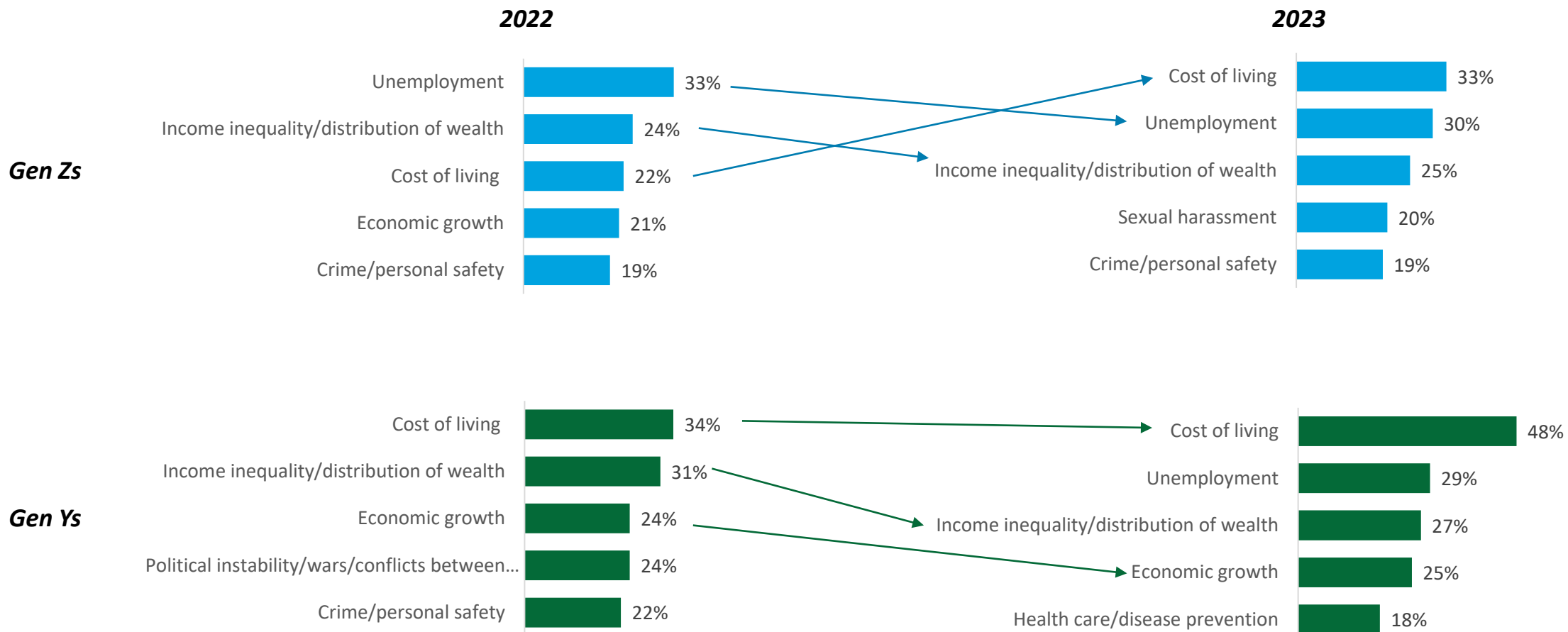
Percentage who are very satisfied with their organization's DEI efforts:



Top concerns



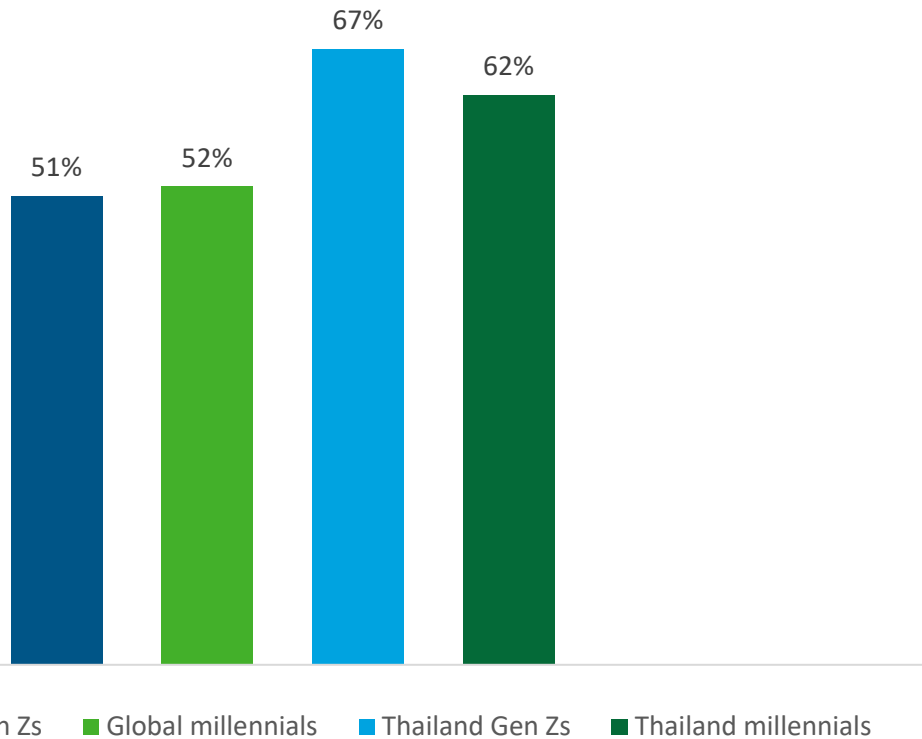
Top five issues of greatest concern: Thailand Data



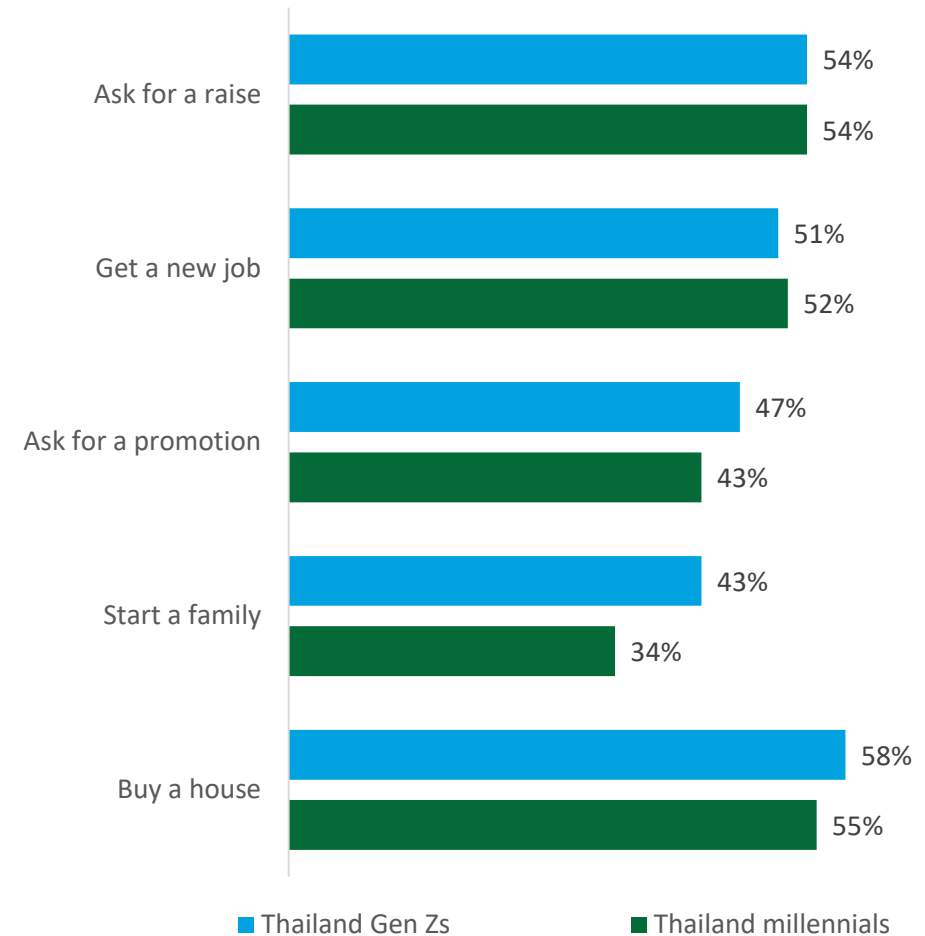
Cost of living



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



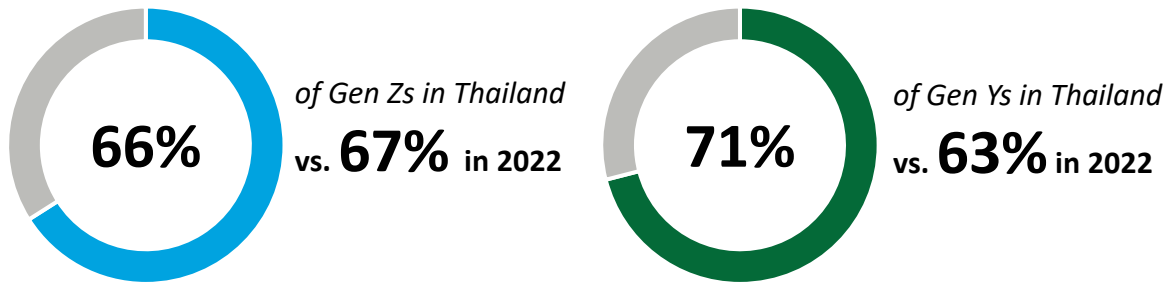
Percentage of respondents who say that it will become harder or impossible to achieve the following if the economy does not improve within the next 12 months:



Side jobs



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

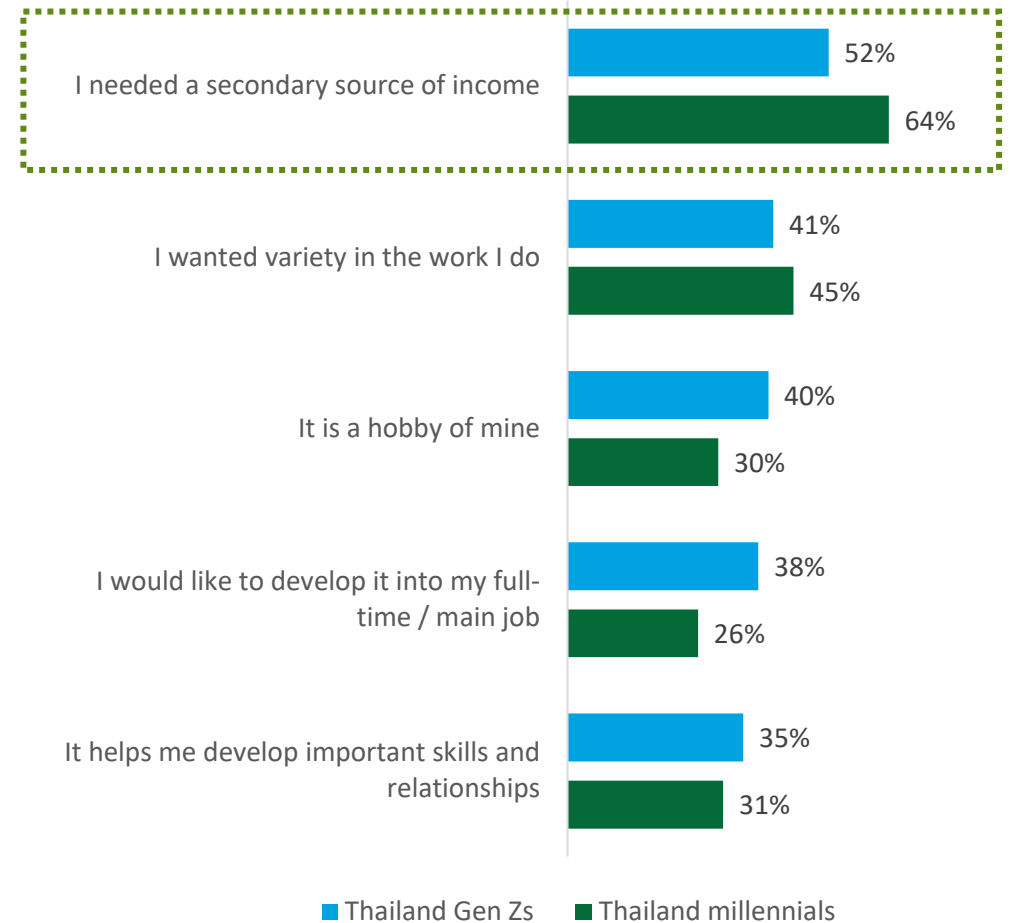


Top side jobs held in the Thailand:

	Gen Zs	Gen Ys
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%



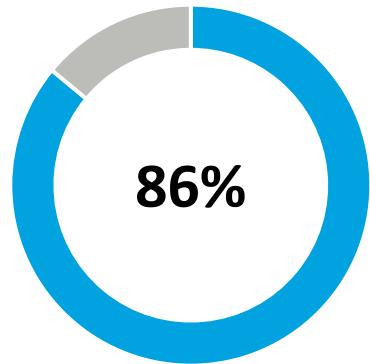
Why did they decide to take on a side job?
Top five reasons selected.



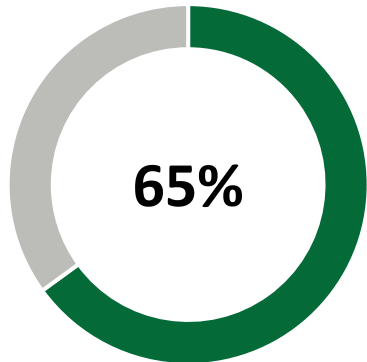
Hybrid work preferences



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



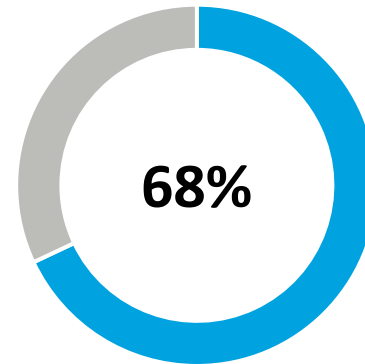
of Gen Zs in Thailand



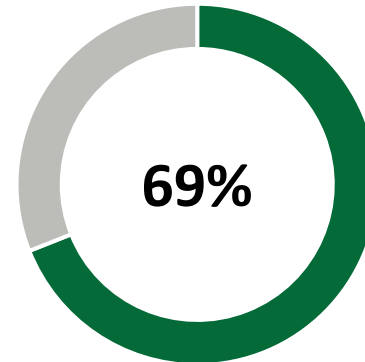
of Gen Ys in Thailand



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:



of Gen Zs in Thailand

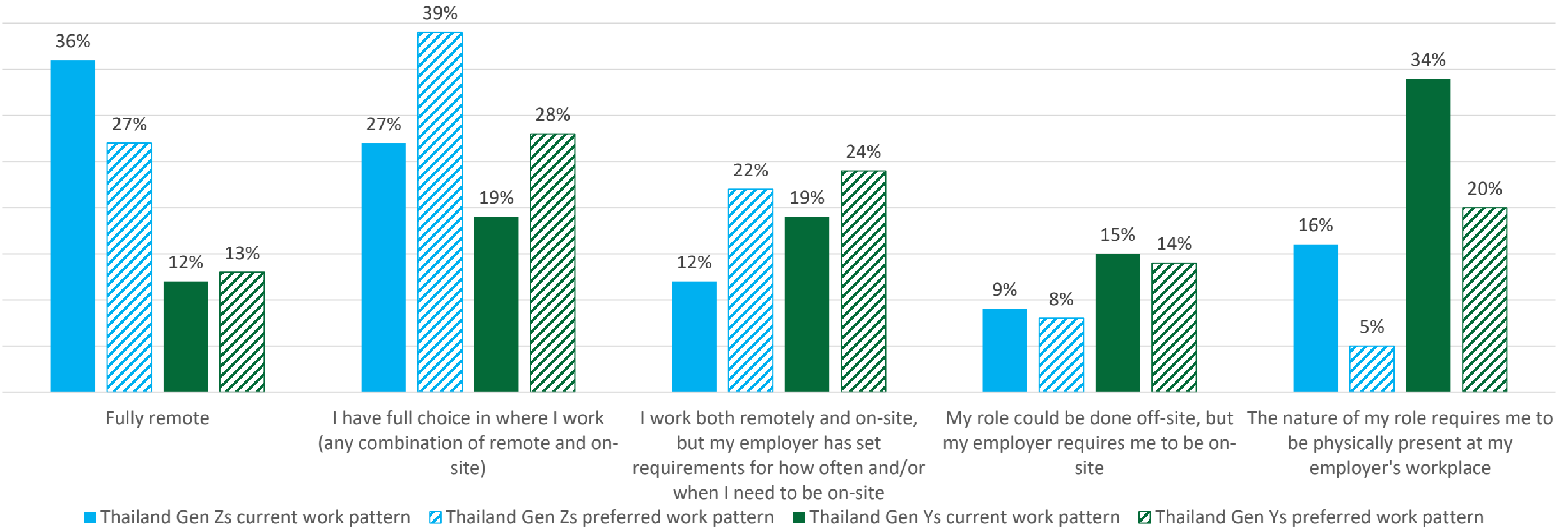


of Gen Ys in Thailand

Hybrid work preferences



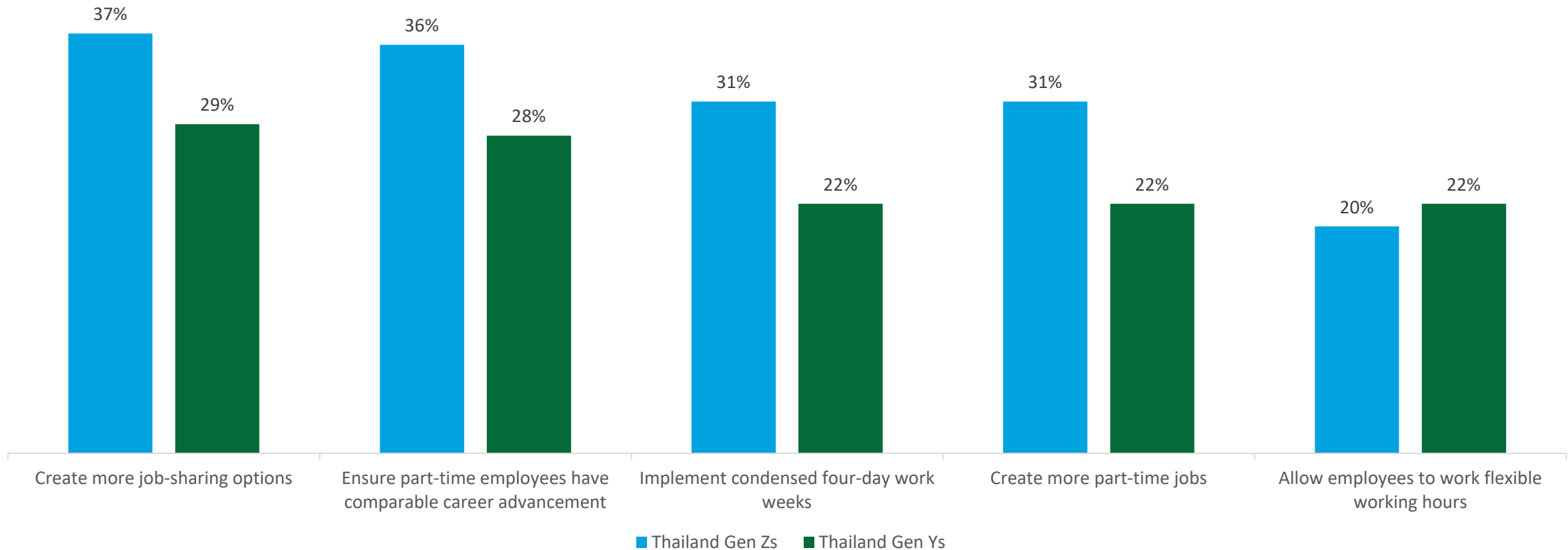
Which of the following best describes their current situation when it comes to their place of work, and which would be their preferred situation?



Work/life balance and flexible work



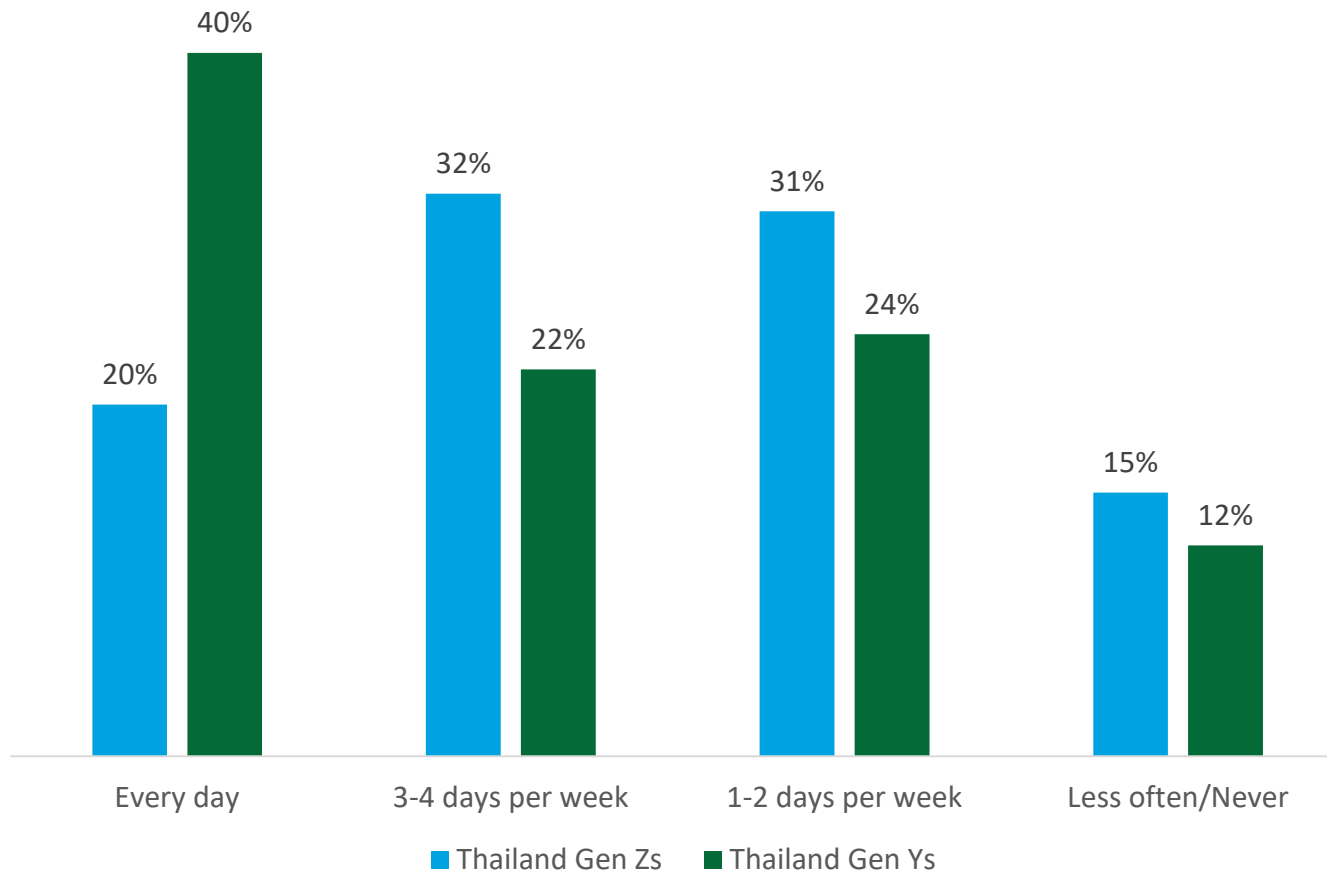
In which of the following areas should organizations focus to help foster better work/life balance for their employees?



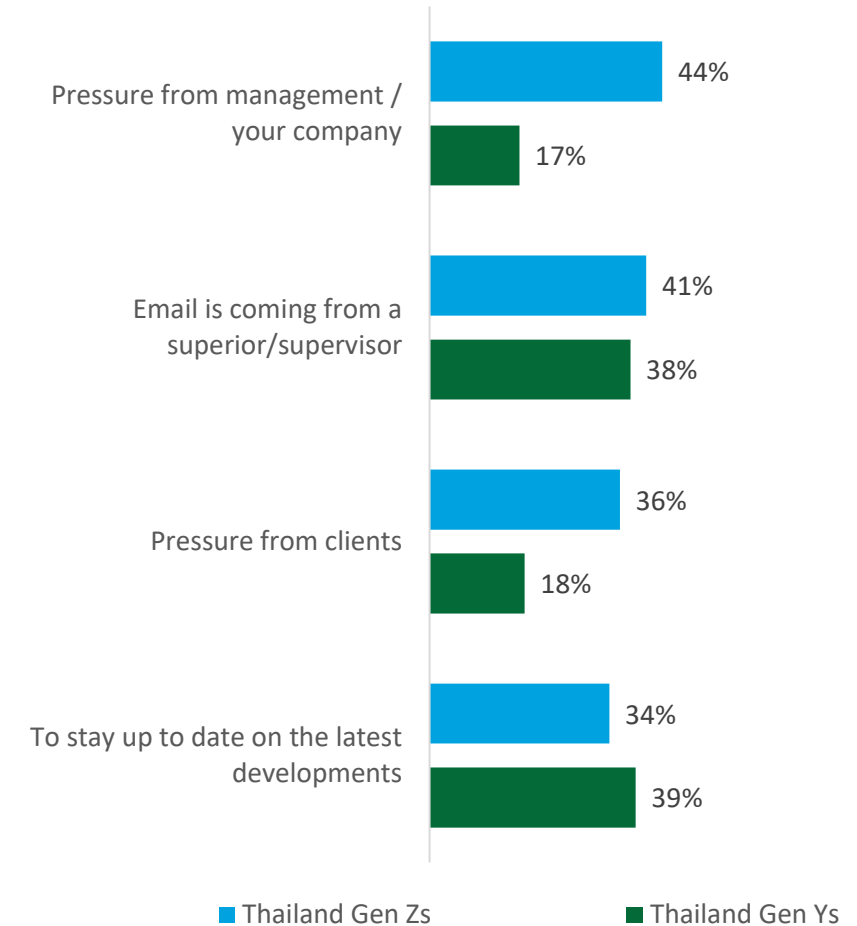
The struggle to disconnect



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



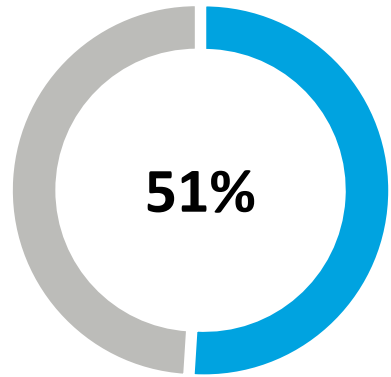
Main reasons selected for responding to work emails/messages outside of normal working hours:



Stress and burnout



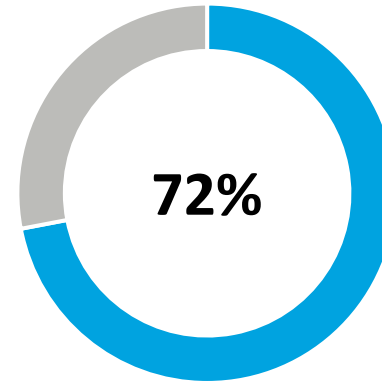
Percentage of respondents who say they feel anxious or stressed all or most of the time:



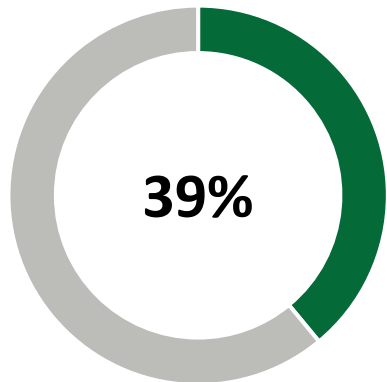
of Gen Zs in Thailand
vs. **46%** of Gen Zs globally



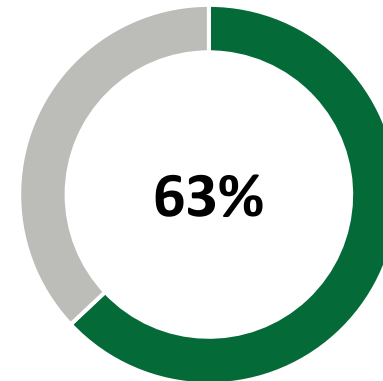
Percentage who feel burned out due to the intensity/demands of their workloads (strongly/somewhat agree):



of Gen Zs in Thailand
vs. **61%** of Gen Zs in Thailand in 2022



of Gen Ys in Thailand
vs. **39%** of Gen Ys globally

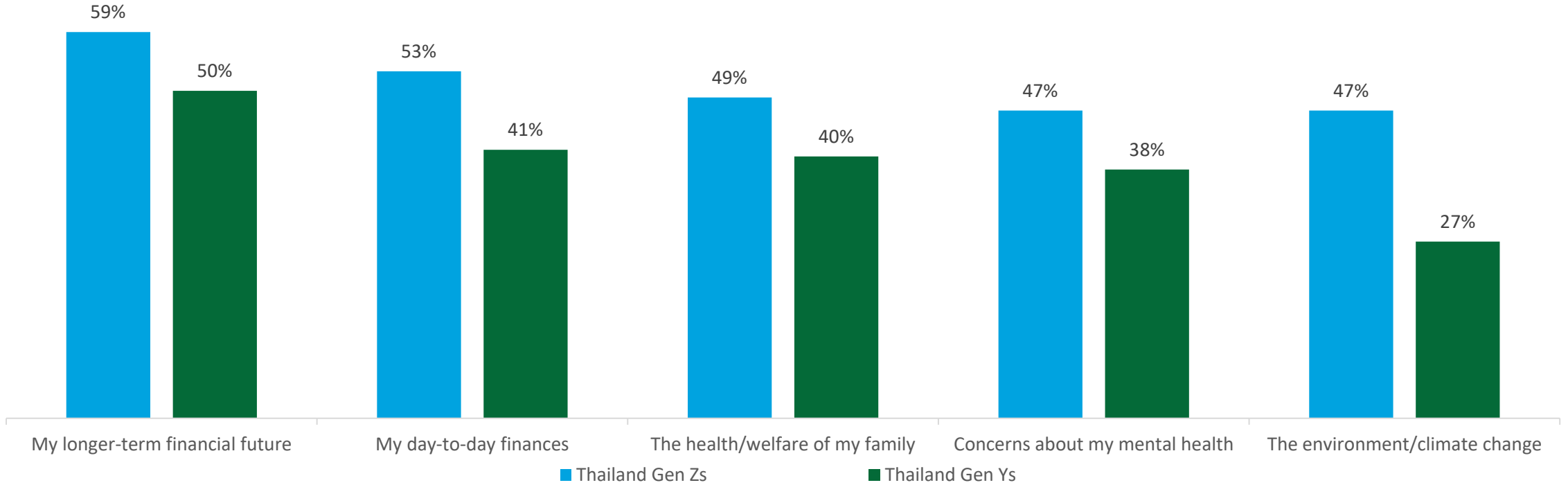


of Gen Ys in Thailand
vs. **64%** of Gen Ys in Thailand in 2022

Stress and burnout



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

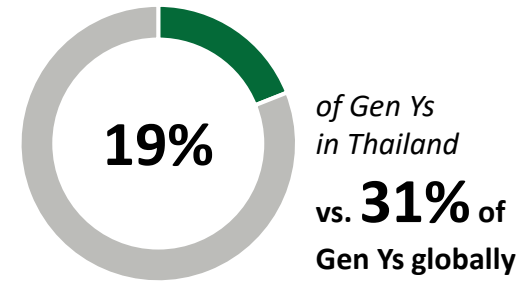
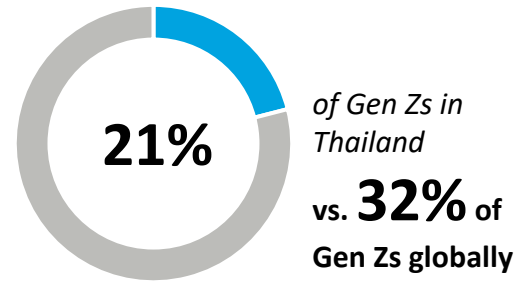


**Asked only of those who feel anxious or stressed*

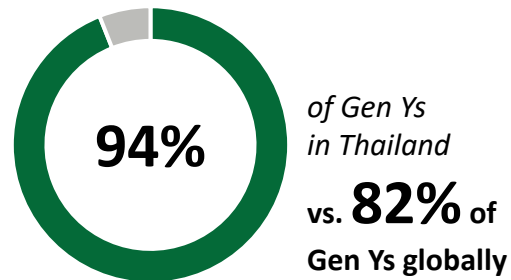
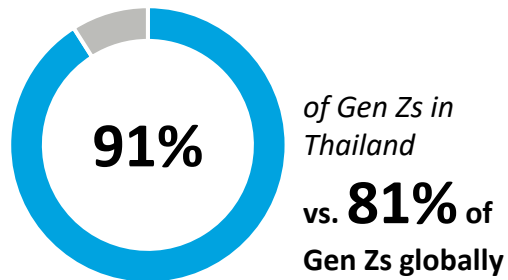
Workplace mental health



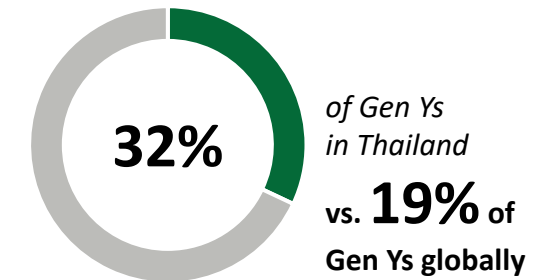
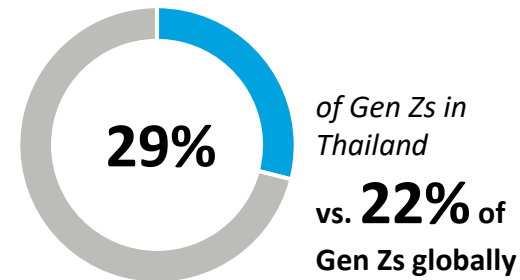
Percentage of respondents who would not feel comfortable speaking openly with their direct manager about stress, anxiety, or other mental health challenges:



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:



Economic: Summary and Solutions/Key Considerations

Summary

1. High generation gap between Z and Y in Thailand
2. Thai youth have higher satisfaction in work/life balance and DEI compared to global average
3. Cost of living (top concern) force both Gens to have side-jobs
4. Uncertain hybrid workplace policies add more stress and mental health strains

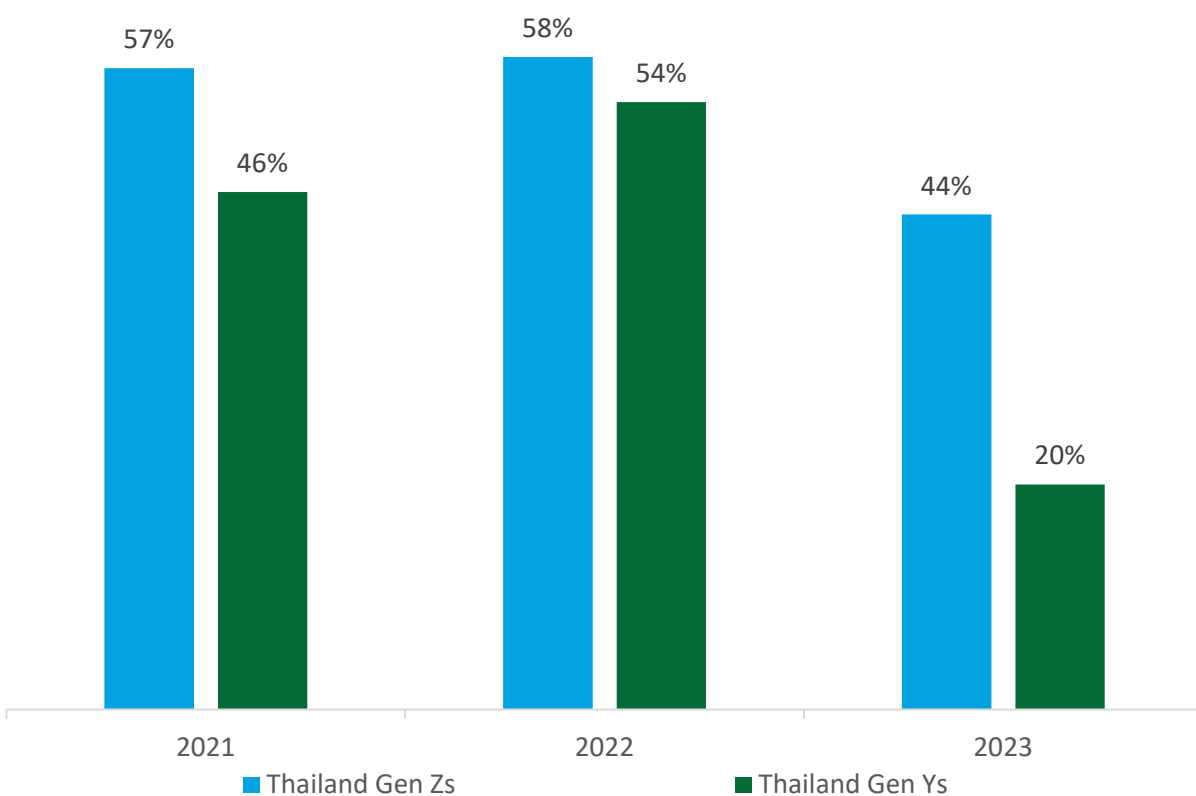
Solutions/Key Consideration

1. Consider for long-term remote working policy to attract Gen Y and Z employees
2. Consider compensation and benefit programs that can support concern for cost of living or provide training regarding personal finance knowledge
3. Find a balance of flextime policy that can maintain work productivity and employee satisfaction
4. Explore the technology to enable efficient remote work

Expectations



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



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



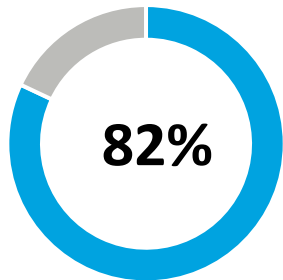
Groups considered to have a less important role in highlighting social issues in Thailand

Entertainers Religious leaders Sports stars

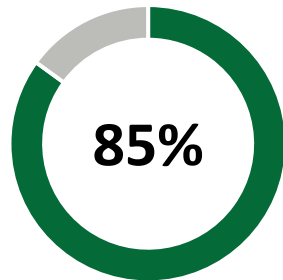
Expectations of Business



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



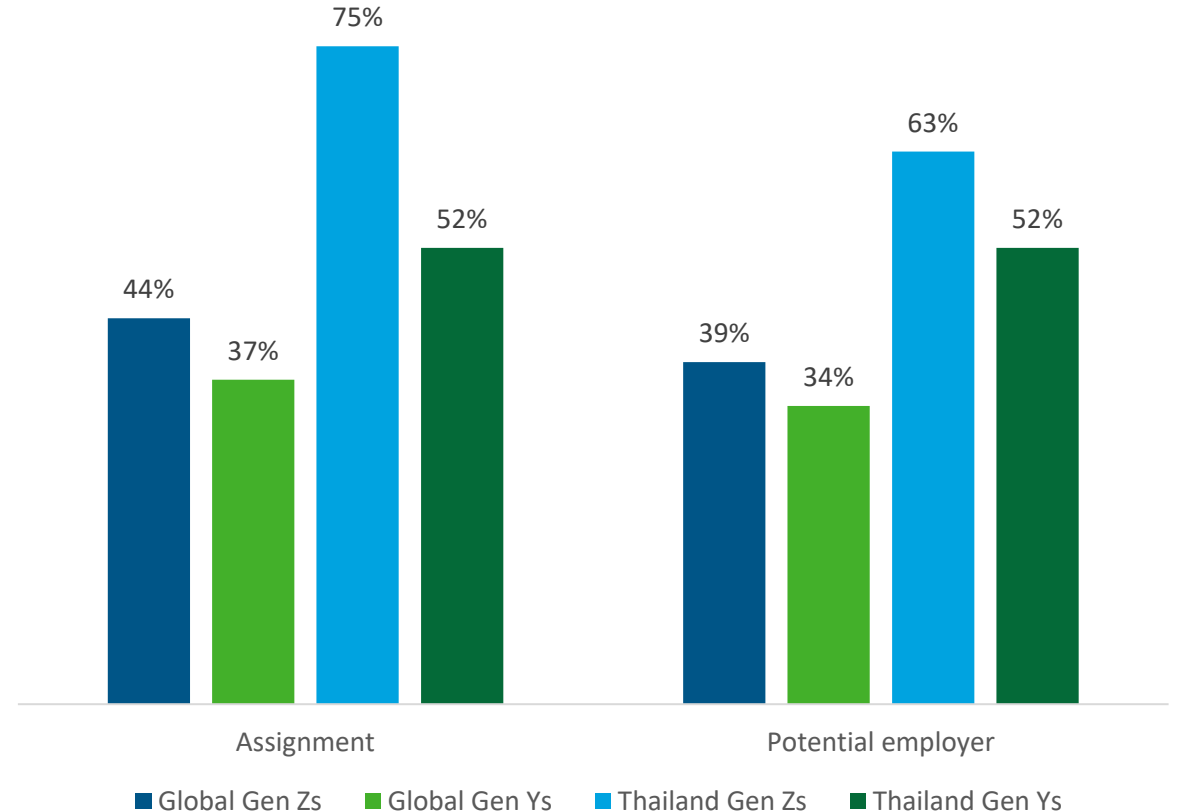
of Gen Zs in Thailand vs. **58%** of Gen Zs globally



of Gen Ys in Thailand vs. **55%** of Gen Ys globally



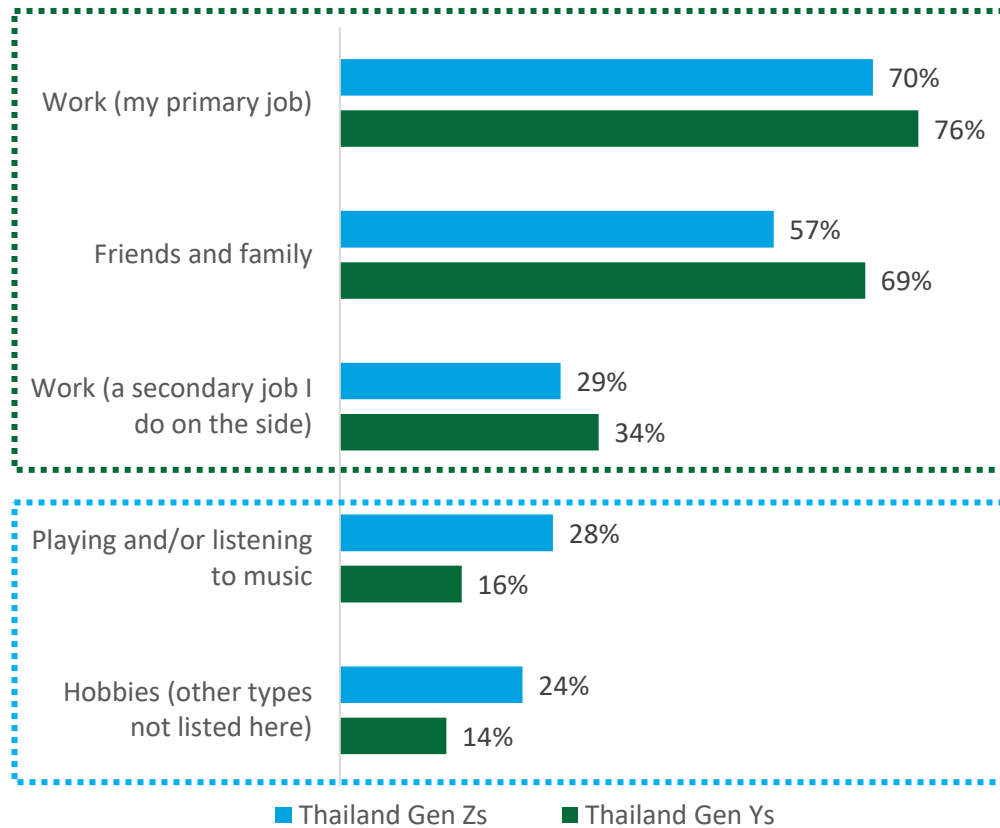
Percentage of respondents who have rejected an assignment, or a potential employer based on their personal ethics/beliefs:



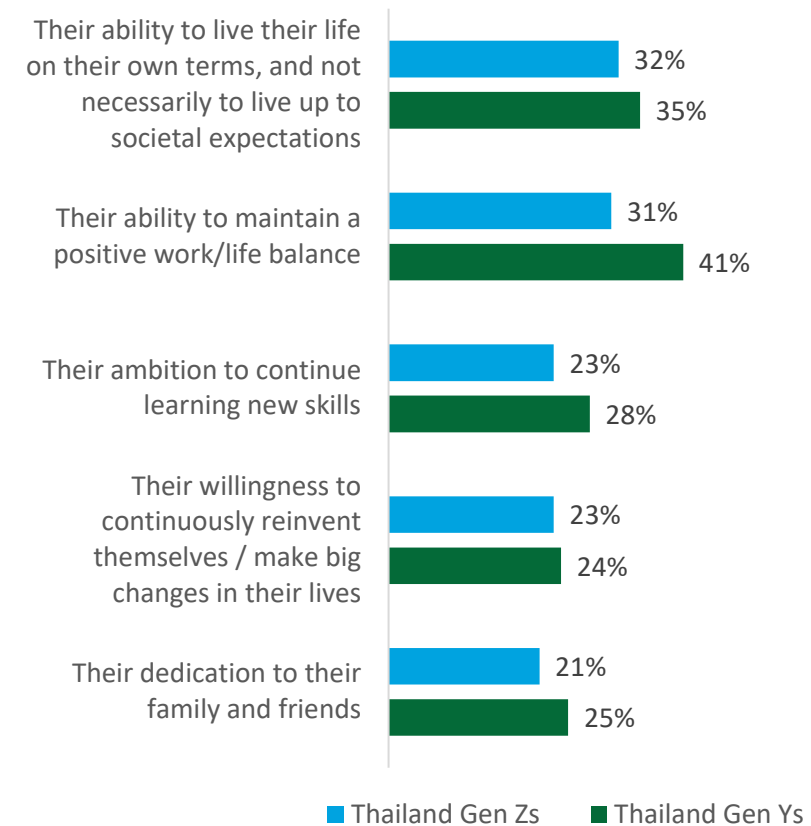
Sense of identity and admired qualities



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:



Society: Summary and Solutions/Key Considerations

Summary

1. Politicians, social justice/sustainability advocates, and TV news personalities play important roles in highlighting social issues
2. Thai youths are more eager to make an impact to society than global average
3. Personal value/belief plays a vital role in employment and assignment choices

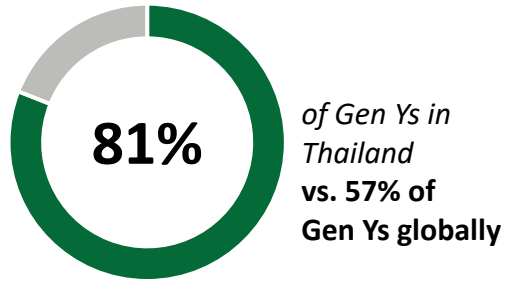
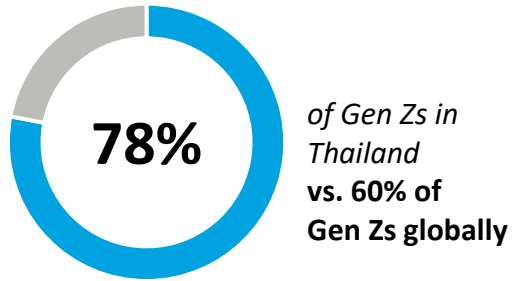
Solutions/Key Consideration

1. Clarify company purpose in alignment with the social impact
2. Proactively demonstrate social impact activities through company's products and services, or CSR activities
3. Ensure both internal and external stakeholders are connected and informed with company news by leveraging multiple platform that align to communication objectives
4. Leaders to think about how to empower Gen Z and Y to contribute direct impact to society

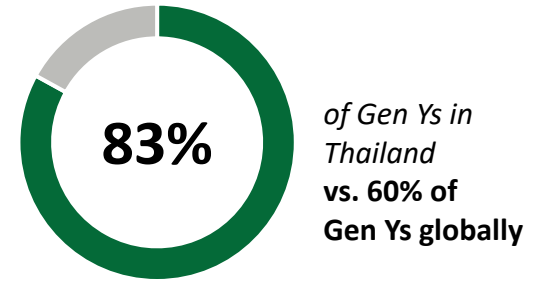
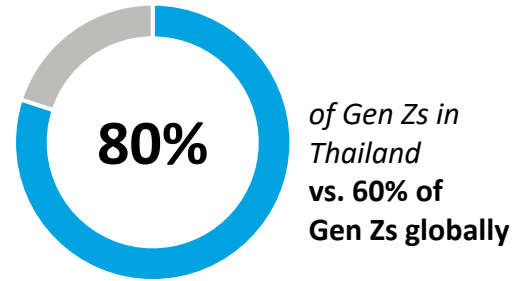
Climate anxiety and actions

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

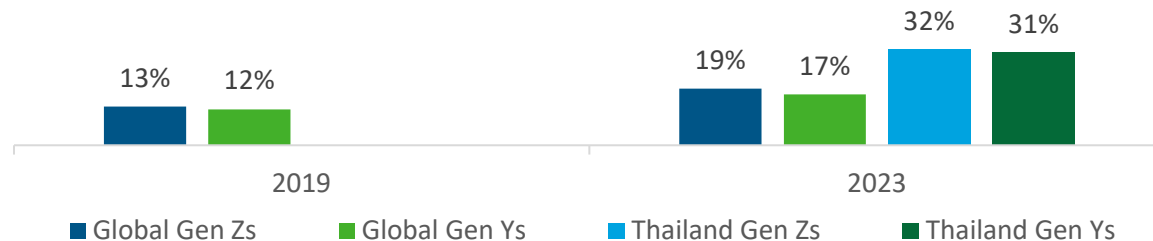
In the last month, I have felt worried or anxious about climate change



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



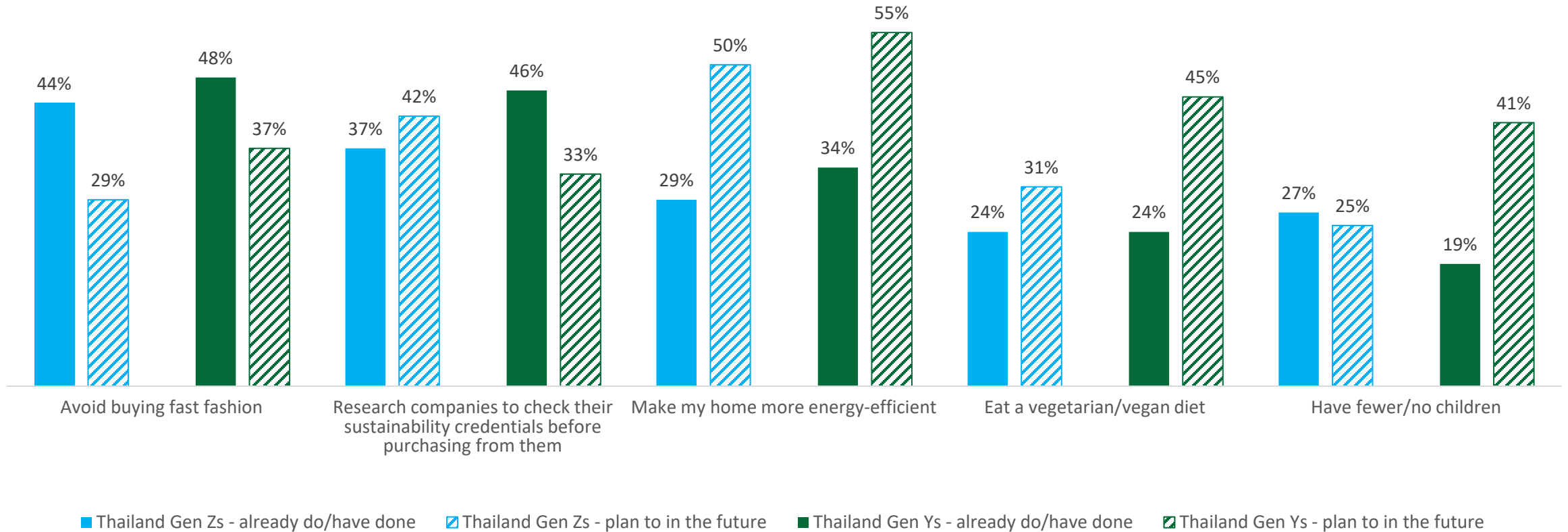
 **Percentage who strongly agree large companies are taking action to protect the environment:***



Climate anxiety and actions



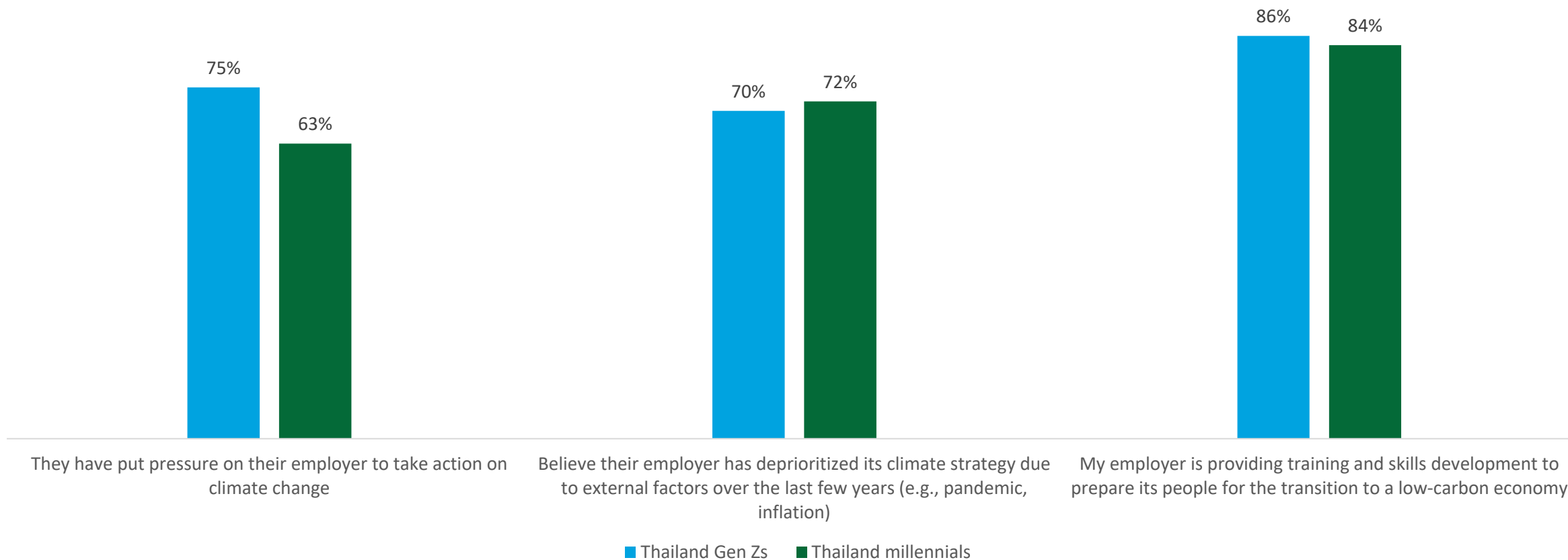
Actions taken or intended in the future to reduce their environmental impact:



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



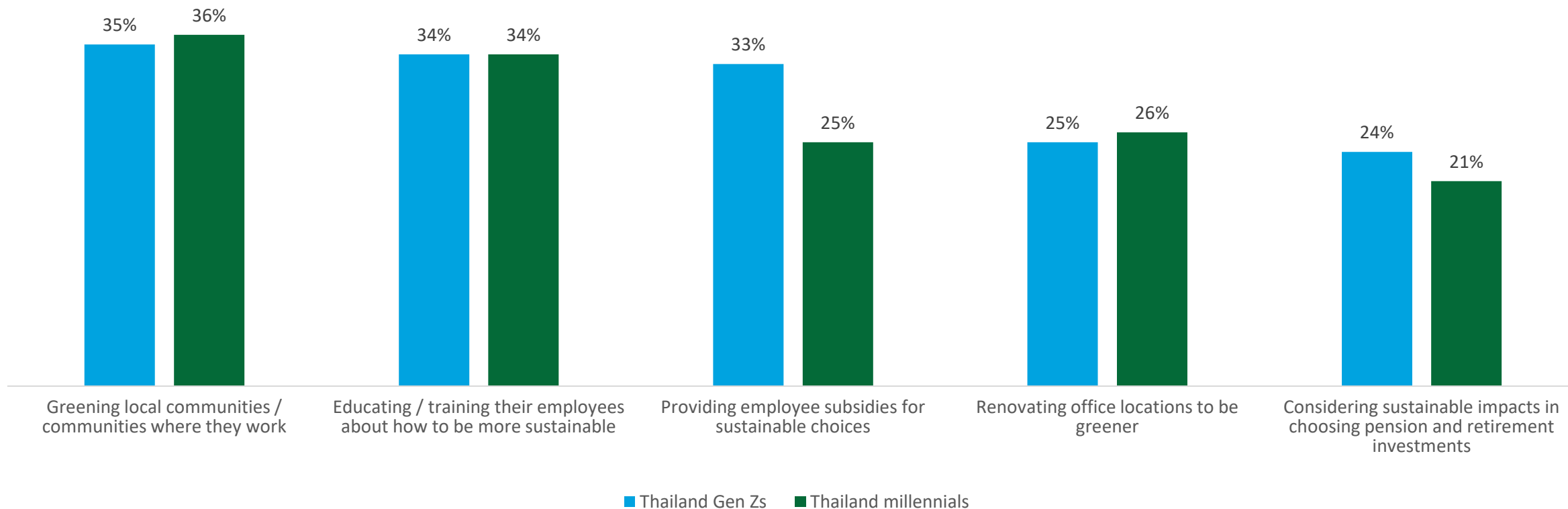
Percentage of respondents who strongly agree/agree with the following statements:



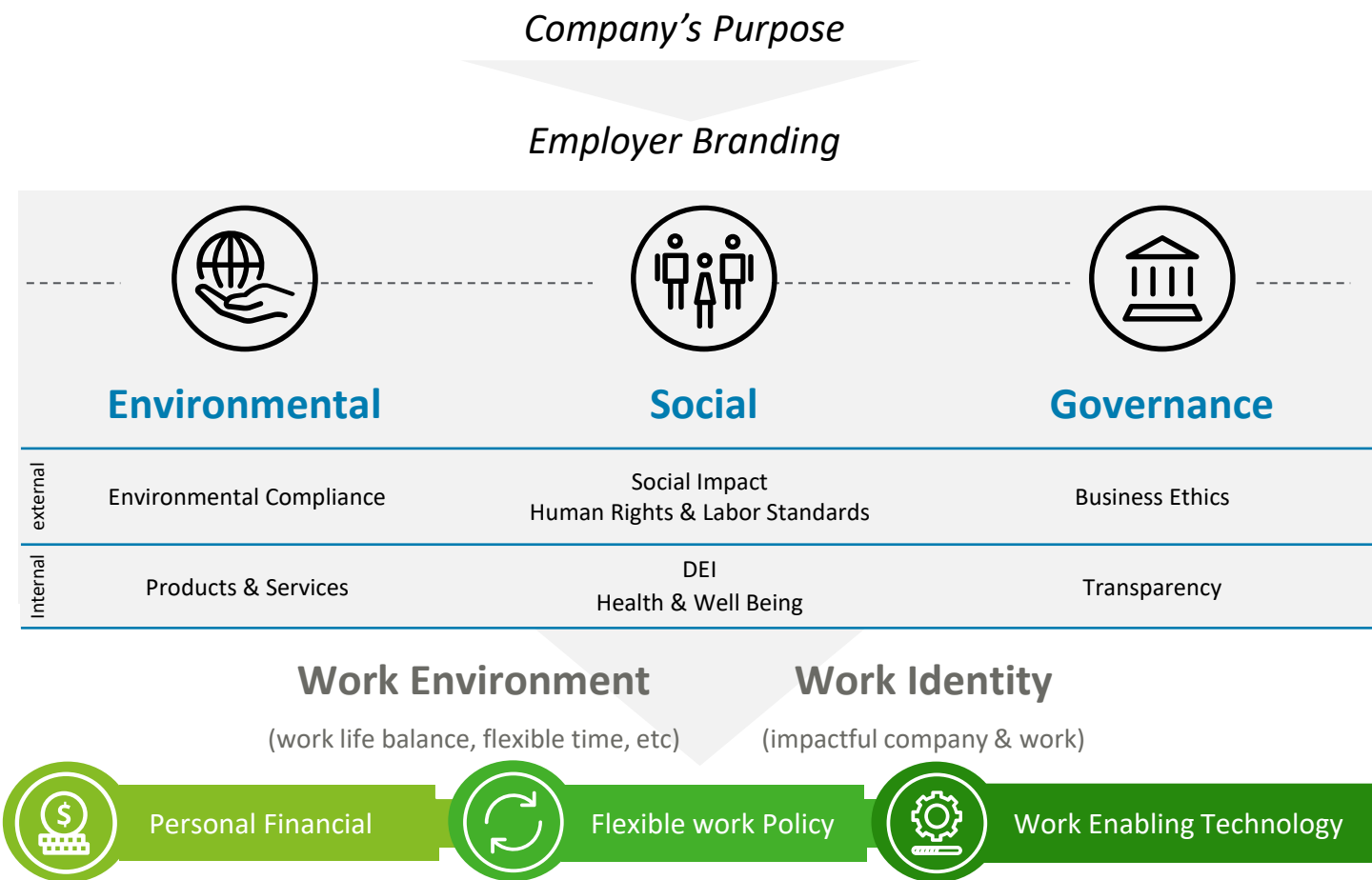
Perceptions of employers' climate action and where respondents want them to focus



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



Key Takeaways: What executive should do next



In order to attract, retain and work well with Gen Z and Y, top management, e.g., board, CEO, CXO etc. should revisit the company's purpose that how it contributes towards environmental, social and governance (ESG) agendas.

As ESG issues have become a topic of increasing concern for the capital markets, employees, regulators, and society at large, companies should have these issues at the top of their agenda—and consider the impact on existing operations.

Emphasis on ESG commitment and actions can have meaningful consequences both internally and indirectly for those who are not immediately involved with the company.



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