

Thailand

1,000
respondents

10%
Gen Z

56%
Millennials

29%
Gen X

5%
Baby Boomers

44%
Female

54%
Male

95%
Employed full-time

3%
Employed part-time

50%
Have one job only

50%
Have more than one job

21%
Full-time in-person working

48%
Hybrid working

31%
Full-time remote working

Business viability

49% believe that their organisation will be in business for more than 10 years if they remain on their current path (vs. Asia Pacific 51%), with Gen X (62%) being much more positive than Millennials (47%).

Climate action

There is a strong sense of urgency from employees in Thailand to push their employers to take climate action. 56% think their employers have a responsibility to take action to address climate change (vs. Asia Pacific 41%).



61% believe their company is taking the right amount of climate action (vs. Asia Pacific 43%).

Workforce skills

70% believe the skills for their job will change significantly in the next five years (vs. Asia Pacific 44%), the highest rate across the region

71% are confident that their employers will provide them the opportunity to apply the skills that are most important to their career in the next five years (vs. Asia Pacific 48%), - the highest among territories surveyed in Asia Pacific, along with Philippines.



Employees believe soft skills and hard skills are equally important to their career, with the most important skills being collaborative skills (84%), analytical/data skills (83%) and leadership skills (83%)

Employee sentiment

79% are very or moderately satisfied with their jobs, 22% higher than Asia Pacific's average (57%), yet slightly lower than last year's result (82%). Thailand has the highest job satisfaction rate across the region.

Employees here are 17% more likely to change employers than they were in 2022. Across all territories, they are more likely to make changes in their jobs compared to other respondents in the region.



	Thailand 2022	Thailand 2023	Asia Pacific 2023
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Ask for a pay raise	55%	47%	43%
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Ask for a promotion	48%	43%	38%
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Change employer	13%	30%	28%
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Inclusion:

- 70% can truly be themselves at work (vs. Asia Pacific 52%)
- 66% think that their manager considers their viewpoint when making decisions (vs. Asia Pacific 47%)

Emerging technology

Employees in Thailand are very positive about the opportunities and benefits that Artificial Intelligence (AI) will bring to their career, and they also place a high importance on digital skills.

47% think that AI will help them increase their productivity/efficiency at work (vs. Asia Pacific 41%)

44% think that AI will create opportunities for them to learn valuable new skills (vs. Asia Pacific 34%)

40% think that AI will create new job opportunities for them (vs. Asia Pacific 25%)

31% think that AI will require them to learn new skills that they are not confident that they have capacity to learn (vs. Asia Pacific 22%)

77% think that digital skills are important to their career (vs. Asia Pacific 59%)



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Work environment

Thai employees are generally more positive about their workplace environment, culture and relationship with managers, which contribute to higher job satisfaction level.



Fairness

71% state that their manager treats them fairly and equitably (vs. Asia Pacific 53%), the highest among surveyed territories in the region.



Workplace culture

Only 27% agree that their manager often/usually tolerates small-scale failures (vs. Asia Pacific 31%).

42% agree that their manager often/usually encourages dissent and debate (vs. Asia Pacific 33%).



Empowerment

71% find their job fulfilling (vs. Asia Pacific 51%).



Feedback

74% actively seek feedback and use it to improve their performance (vs. Asia Pacific 53%).

71% provide constructive feedback to their coworkers to help improve the team's performance (vs. Asia Pacific 51%).

