

03

Work life,
ambition and
benefits



In an ideal world, middle-class Asians would work 1.5 hours less per day – which is linked to how important they consider work life balance

Malaysia and India are the markets with the largest gap actual vs. desired working time – they would like to work close to 2 hours less per day.

Actual average working time

On average, how many hours a day do you work?

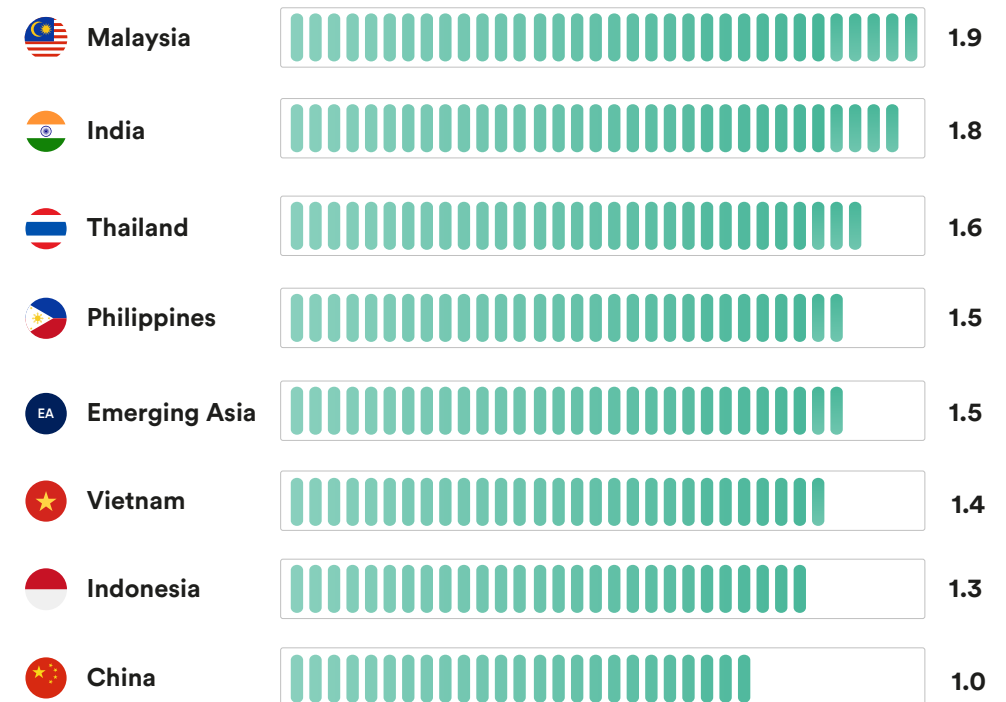


Desired working time

Ideally, how many hours a day would you ideally want to work for a good work-life balance?



Difference between actual vs. desired working time (hrs)



Working from home is expected to stay – more so in emerging than in mature Asia













China has the smallest proportion of working from home middle-class consumers, while the Philippines has the highest.

Working from home (%)

Are you able to do your work from your home? (Shown below are those selecting “Yes, fully” and “Yes, to an extent”)

Which of these best describes your working situation during the past 6 months?

How do you expect your working situation to be in the future, after things normalize after the COVID pandemic?

	 Able to work from home	 Worked from home during COVID	 Expect to continue working from home in the future
 Malaysia	78%	53%	51%
 Indonesia	87%	55%	34%
 Thailand	85%	46%	47%
 Vietnam	86%	50%	41%
 Philippines	90%	72%	52%
 China	68%	22%	31%
 India	88%	52%	45%
 Emerging Asia	82%	48%	42%
 Mature Asia	55%	33%	22%

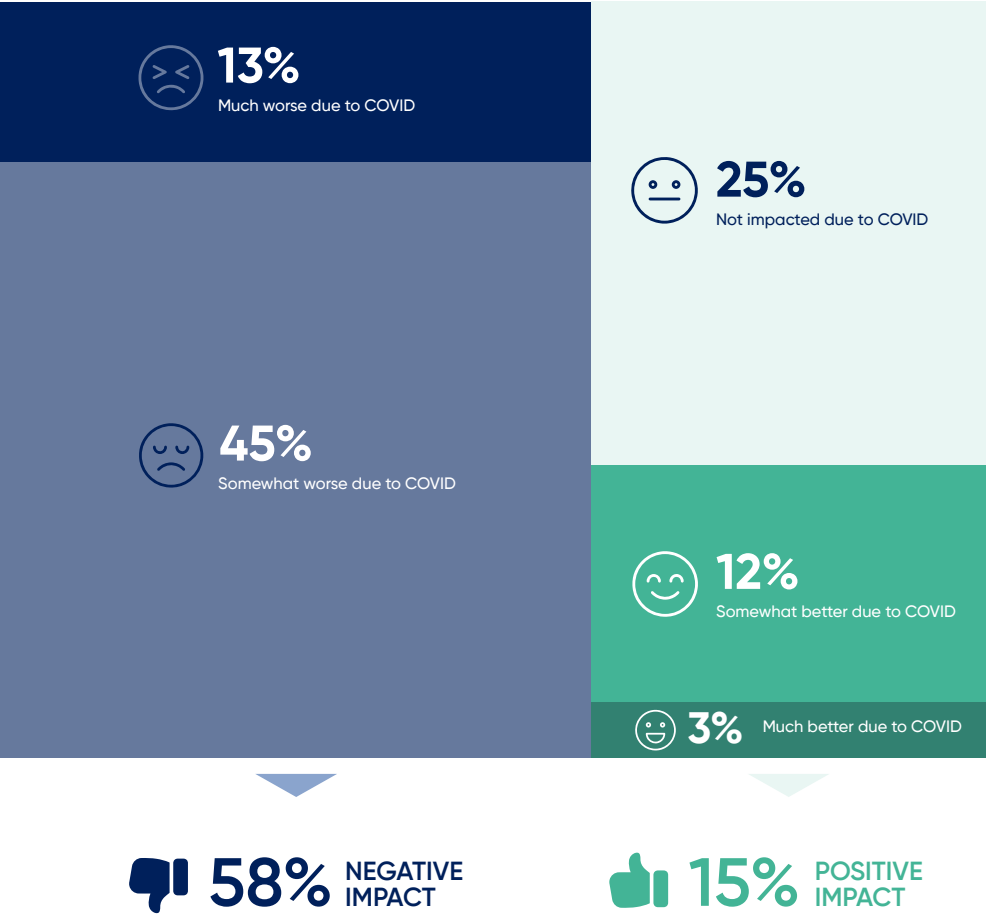


However, COVID fall-out has negatively affected the work life balance and career prospects of middle-class Asians

Work-life balance has been affected more severely than career prospects in a 5-year span.

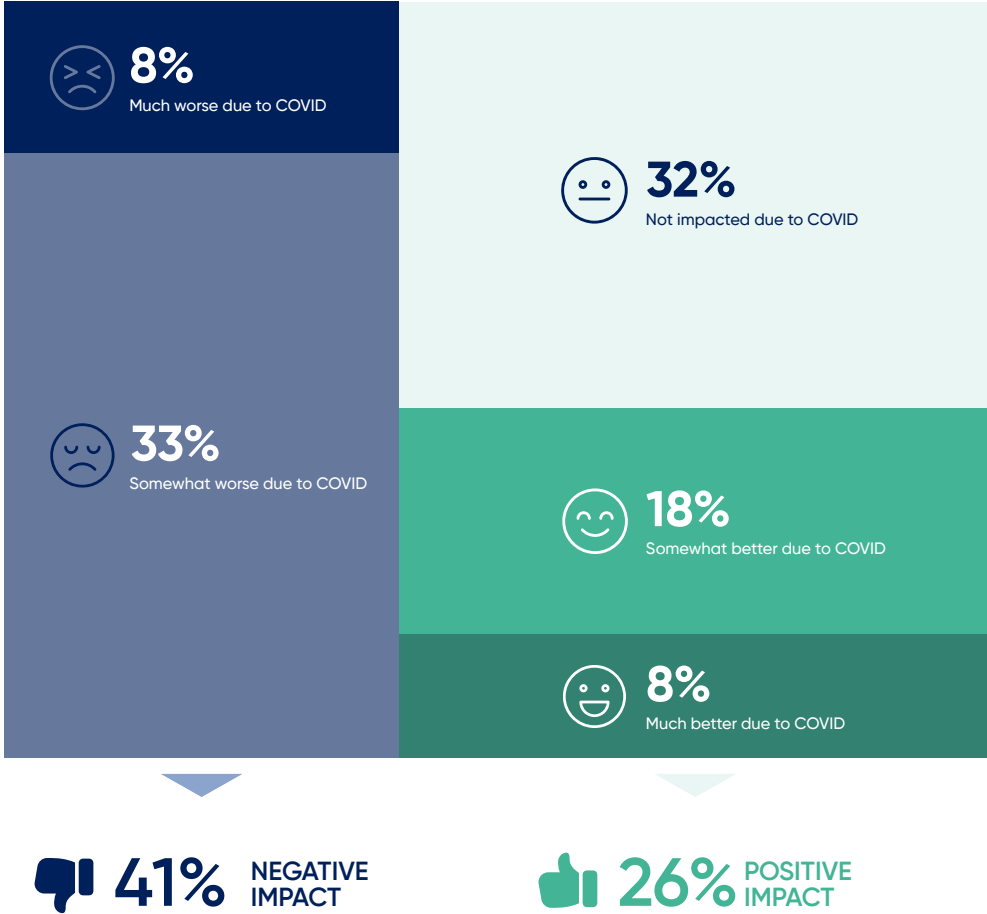
Affect on work life balance

Has COVID affected your work life balance?



Career prospects in the next 5 years

How has COVID affected your career prospects in the next 5 years?

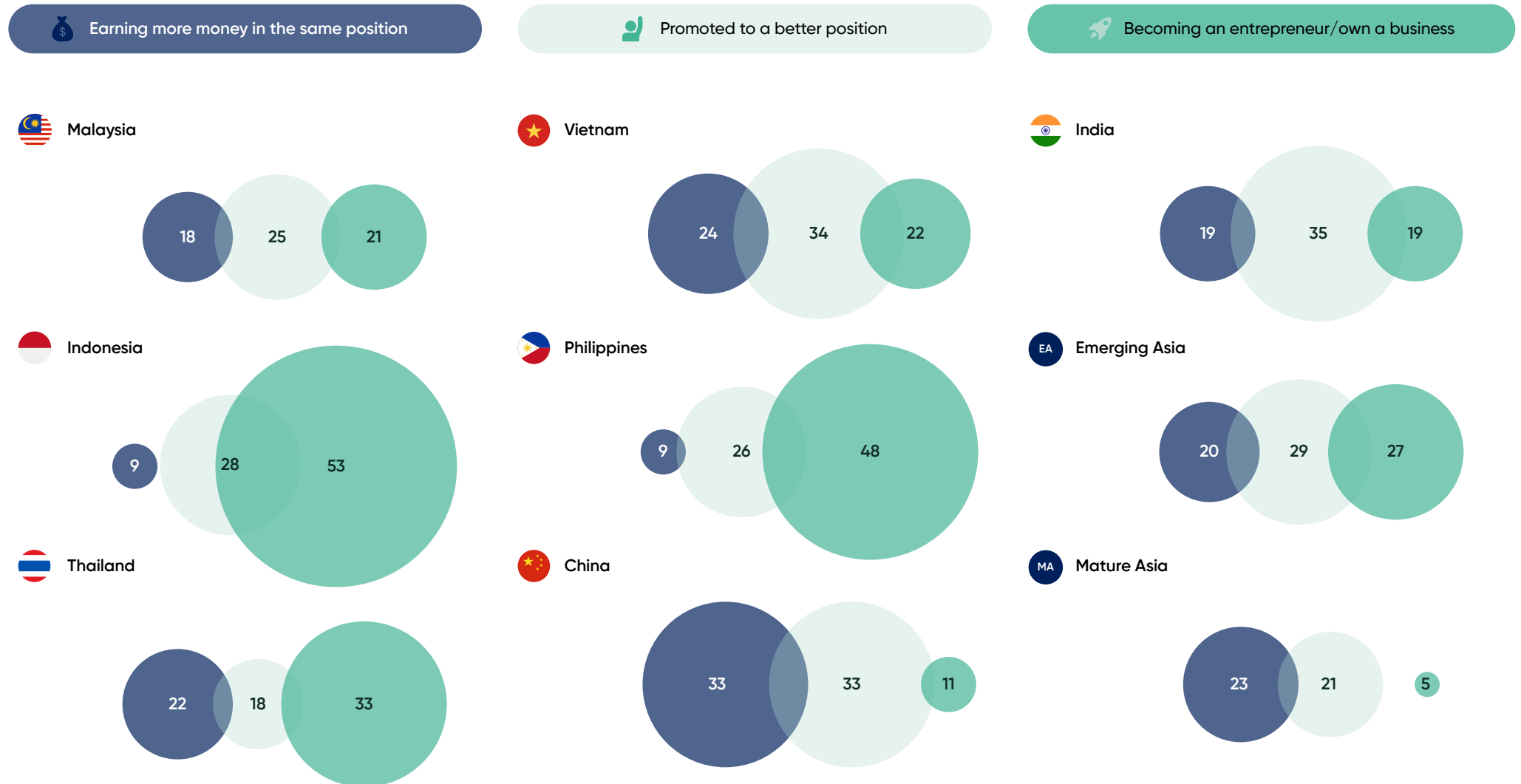


Entrepreneurial roles are a key aspiration for many middle-class Asians

Especially in Indonesia and the Philippines, many consumers have the ambition to become an entrepreneur.

5 year career prospects (%)

In terms of your career/job, what do you realistically expect you would be doing in 5 years from now?

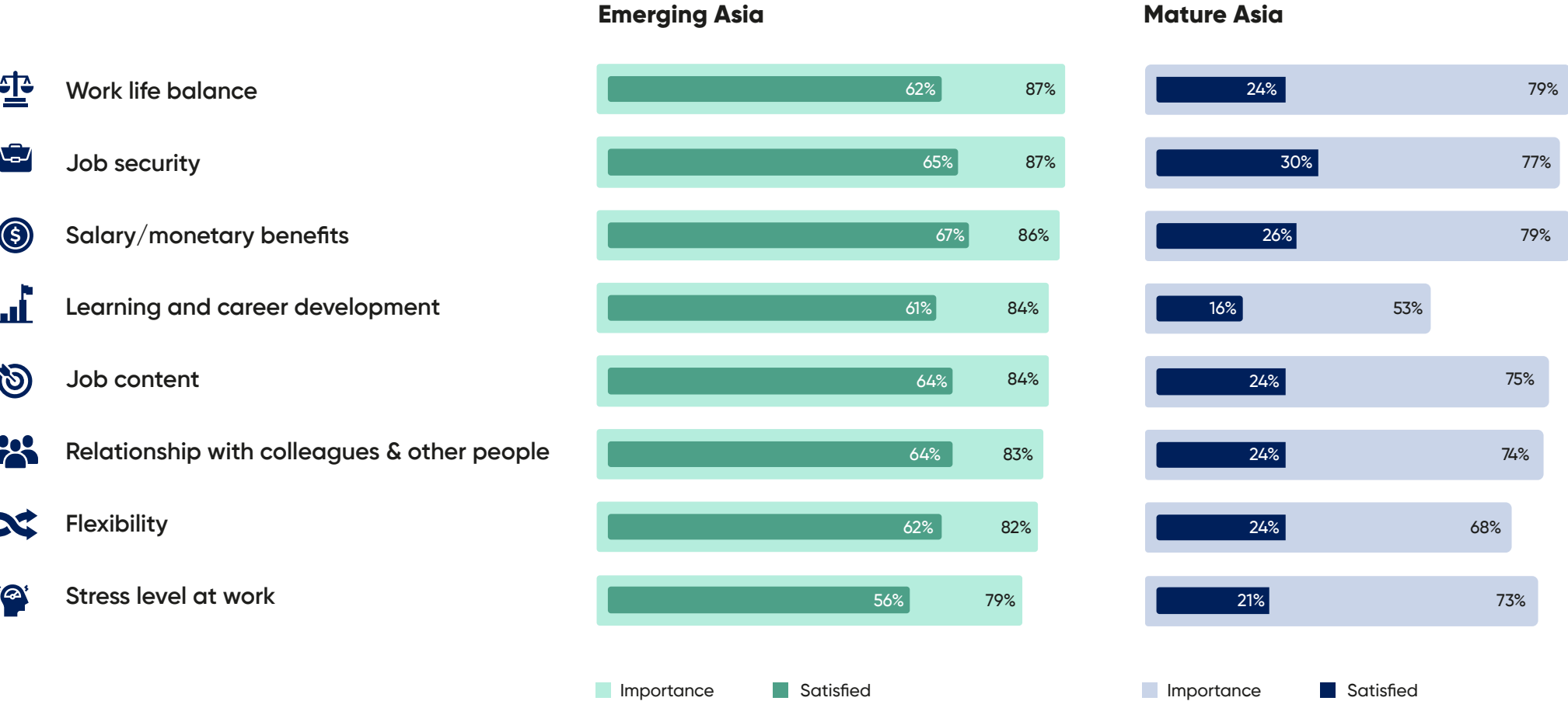


Work life balance, job security and salary are key determinants of job satisfaction

Compared to Mature Asia, Emerging Asia has have much higher level of satisfaction across aspects. It is worth noting that importance of learning and career development is much lower among Mature Asians.

Aspects of work: importance vs. satisfaction

How would you rank the importance of the below factors when it comes to evaluating how satisfied you are at work? How satisfied are you with the below aspects of your work?



Work benefits: healthcare insurance, paid sick leave are key important benefits

Healthcare insurance is being offered across the board given its importance, though Thailand lags compared to other markets. Emerging Asia leads in providing benefits when compared to mature markets, including those related to insurance.

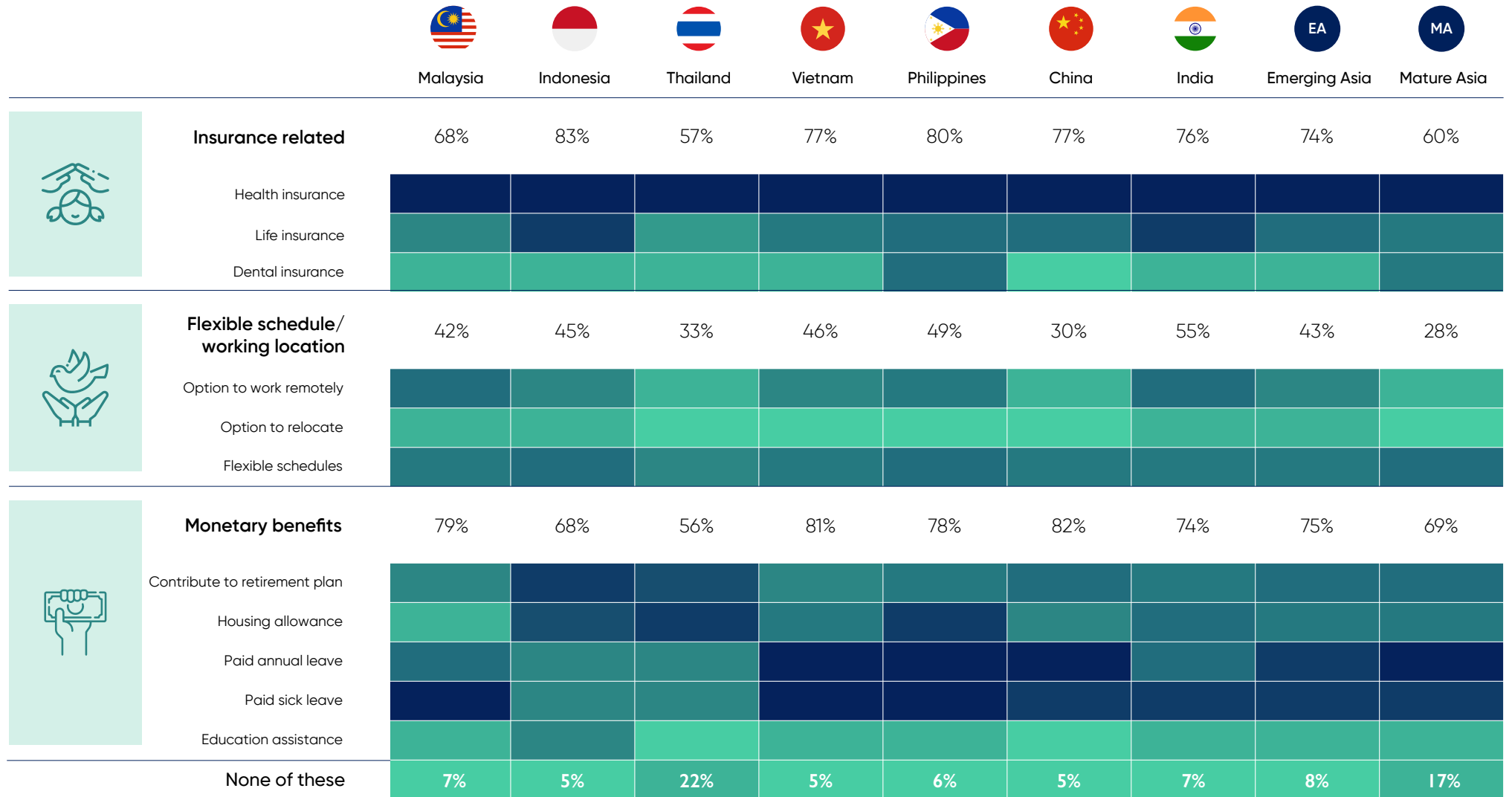
Importance of benefits

How important are each of these benefits that your employer may or may not provide to you?



Benefits provided by employer

Which of these benefits does your employer provide, apart from your salary and/or bonuses?



Benefits provided by few employers



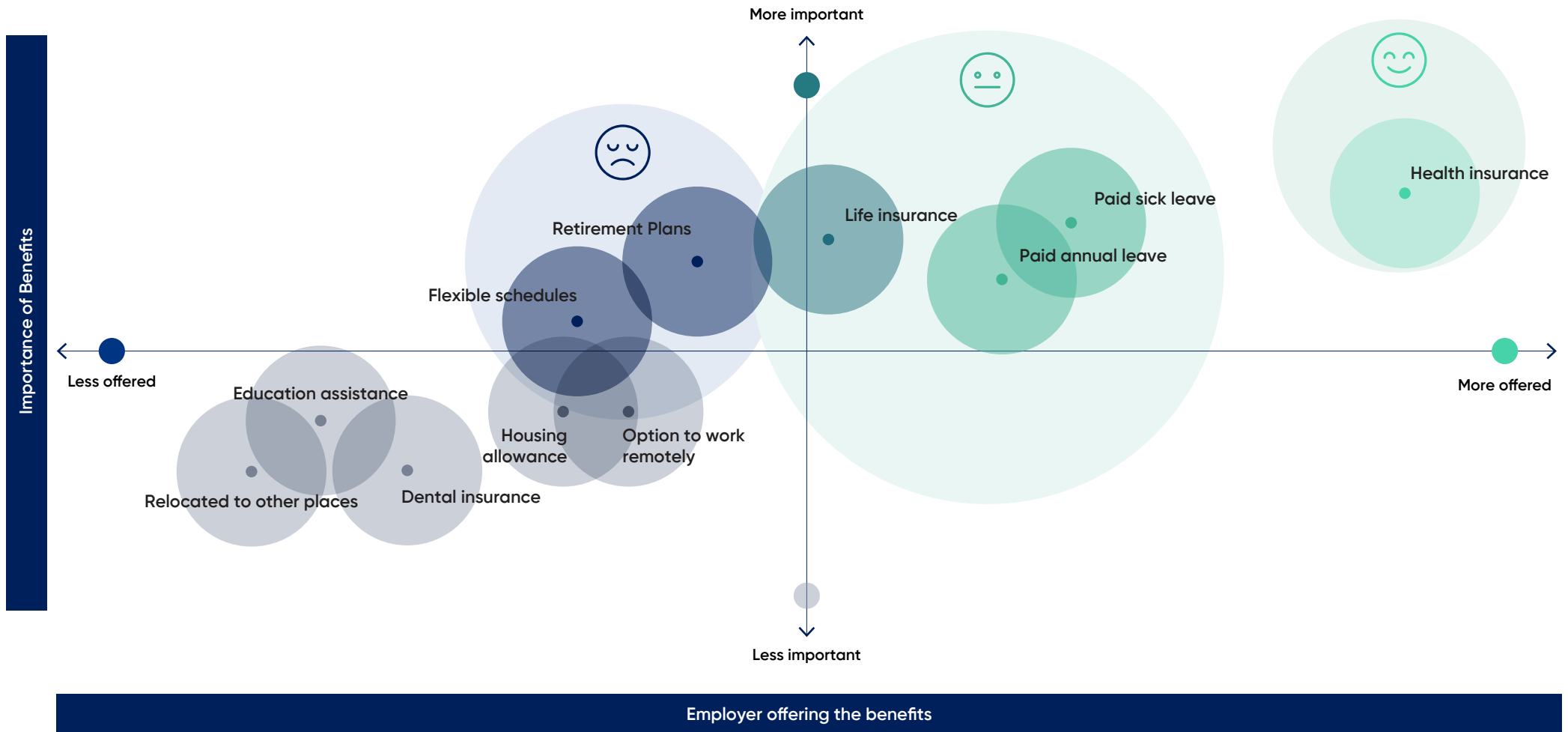
Benefits provided by most employers

Retirement plans and flexible work schedules are valuable to middle-class but not widely offered

Life Insurance holds high importance, though its coverage is not high. Benefit of paid sick leave offered is low in Indonesia while paid vacation is not extensively given in Malaysia, India and Thailand.

Importance of benefits vs. employer providing the benefits (emerging markets)

Which of these benefits does your employer provide, apart from your salary and/or bonuses? How important are each of these benefits that your employer may or may not provide to you?

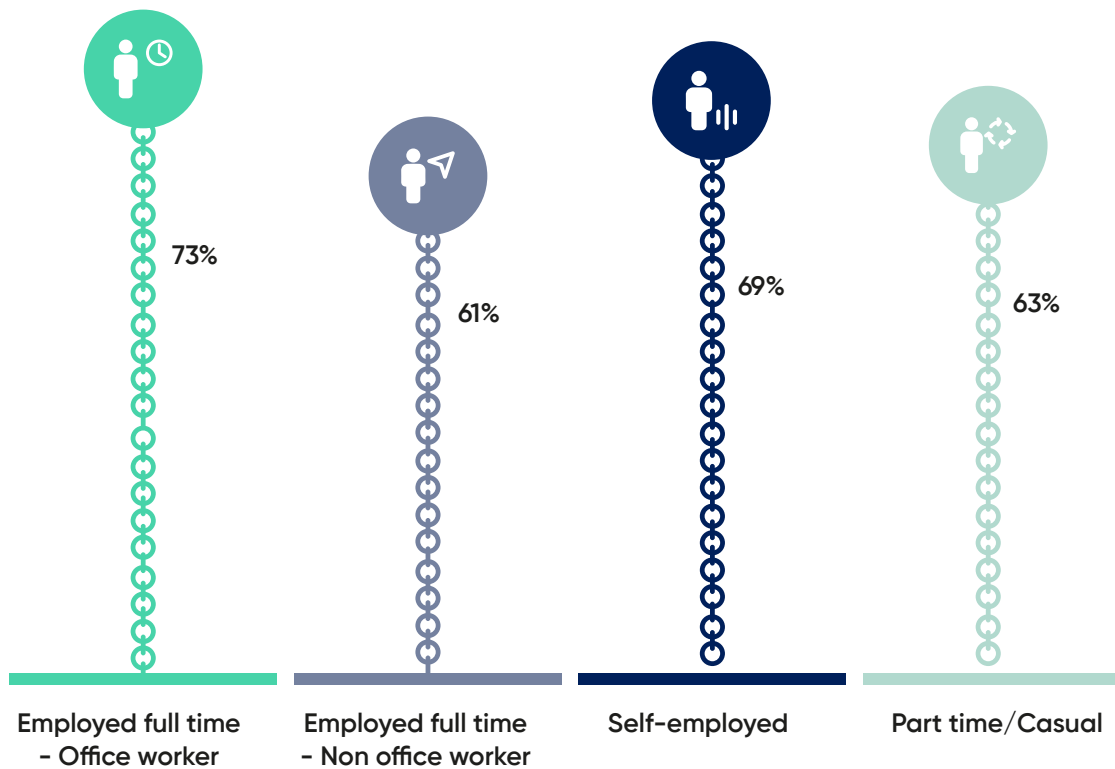


About 70% of middle-class office workers and self-employed rely on tech for work, yet many face tech access barriers

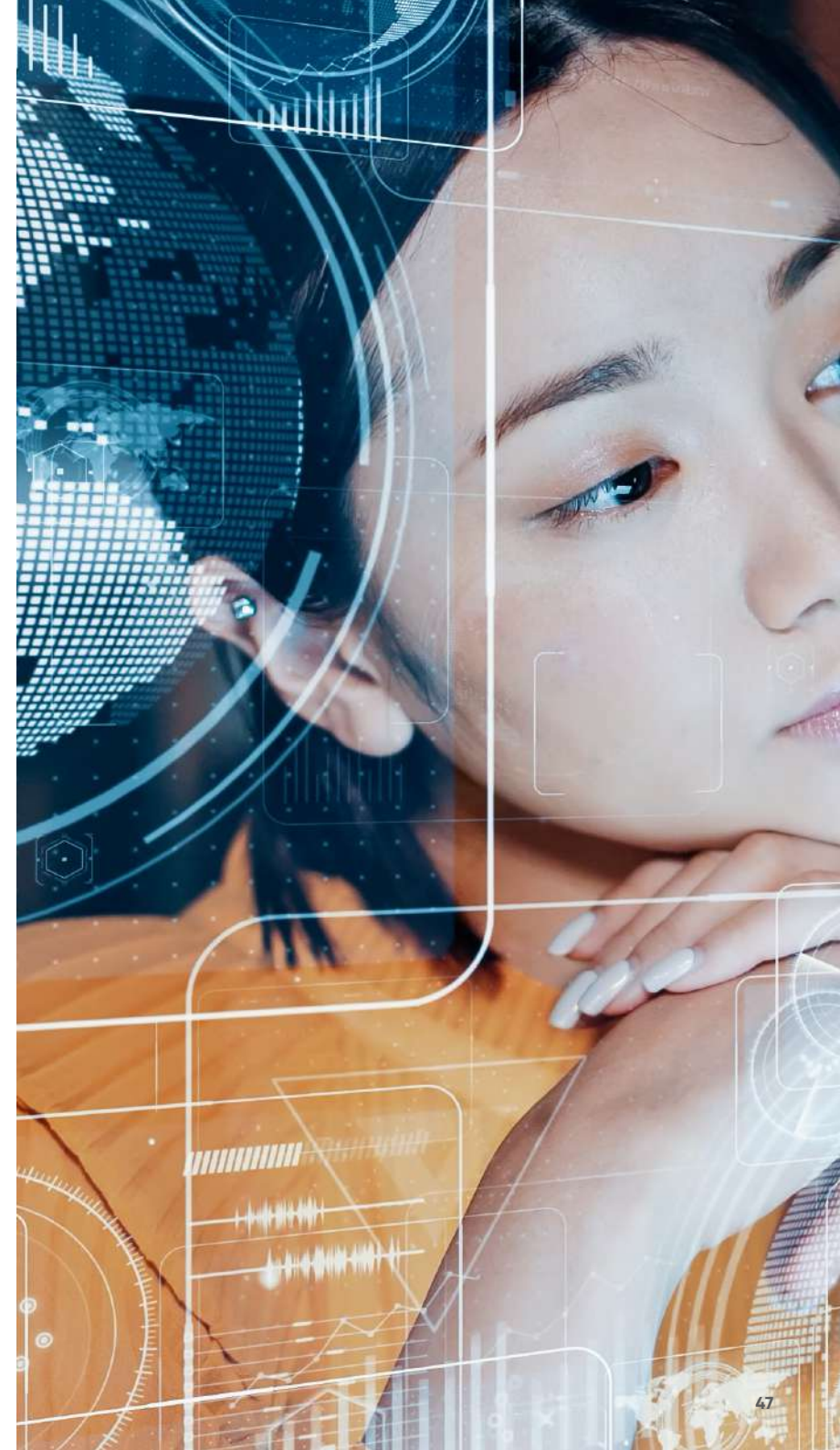
Internet issues are the most common problem in accessing technology. In the Philippines this is found to be most prevalent, and least in China across emerging Asian markets.

Dependence on tech for work by employment status

How much do you rely on tech devices or apps?



Base: Employed full time - Office worker n=3560, Employed full time - Non-Office worker n=305, Self-employed n=833, Part time/Casual n=116
Note: Emerging Asia: MY, ID, TH, VN, PH, CN, IN, Mature Asia: HK, JP, KR



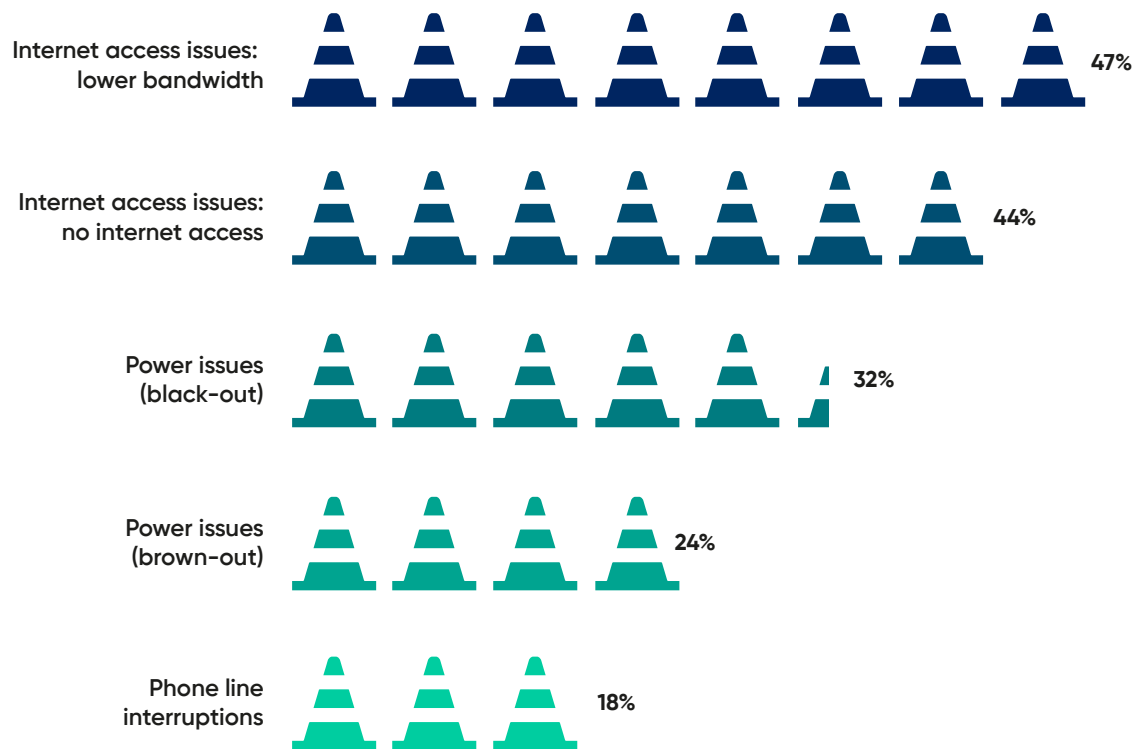
Is access to technology a barrier in daily life?



34%

Emerging Asians experienced hurdles in accessing technology

Experience of infrastructure limitation in accessing technology



Experienced at least one limitation

