Country

Country
Afghanistan
Canada
Germany
India
Ireland
Malaysia
Nigeria
Other

Gen-Z most interested in pursuing careers in

Careers	% of Respondents by Aspirational Job
Drive design strategy	15%
Business Operations	13%
Data Analysis	12%
Build and develop a team	12%
Manager	12%
Entrepreneur or Start Up	8%
Software Development	8%
Freelance	7%
Teaching	7%
AI Specialist	6%

Summary : Gen Z's in india shows strong interest in designing, business operations, analysis fields

Top factors influencing Gen-Z's career choices

Career Influencing Factors	% Career Influencing Factors
Family	47.61%
Influencers	24.41%
Social Media	14.57%
Visionary pioneers	7.79%
Acquaintances	5.11%
Friends	0.31%
Movies	0.20%

Summary: Family and Influencers have a significant impact on Indian Gen z's career aspirations

Desired work environment for Gen-Z

Environment	% Working environment
Remote	31.91%
Hybrid(15 D/M)	30.31%
Work from Office	22.15%
Hybrid(3 D/M)	13.91%
Hybrid(10 D/M)	1.72%

Summary : Gen-Z in India largely prefers Remote work setups, followed by Hybrid work.

Financial goals, such as salary and benefits, impact career aspirations among Gen-Z

Career	Financial Goals
Drive design strategy	13.47%
Business Operations	12.06%
Data Analysis	11.13%
Build and develop a team	10.65%
Manager	10.53%
Entrepreneur or Start Up	7.26%
Software Development	6.96%
Freelance	6.70%
Teaching	6.35%
AI Specialist	4.97%
Content Creator	4.05%
Sales Executive	1.84%
Manufacturer	1.83%
BPO	1.54%
Cyber Security	0.31%
Government Sector	0.21%
Freelancer	0.15%

Summary: Gen-Z prioritizes high-paying, modern careers like design, business, and data analysis fields

Personal values and social impact play in career choices for Gen-Z

Company mission align a Column Lab ▾		
Influencing Factors ↓	No	Yes
Family	34.91%	13.03%
Influencers	18.59%	5.96%
Social Media	9.18%	5.07%
Visionary pioneers	6.37%	1.28%
Acquaintances	3.99%	1.09%
Friends	0.28%	0.04%
Movies	0.16%	0.04%

Summary: Social media, family, and influencers significantly shape Gen-Z's career choices when company values align with their personal and social beliefs