Data Collection for the Project

Completed

You need to figure out what data to collect, how to collect it, and what questions to ask to get solid, useful answers from Gen Z about their career goals and from employers about their challenges. I'll lay this out clearly, using your direct, no-jargon style.

Step 1: Data Variables to Collect

To understand Gen Z's career aspirations and the gap with employers, you need to collect data that covers what shapes their job choices and what employers are dealing with.

Here's a list of variables that matter, broken into two groups: **Gen Z-focused** and **Employer-focused**. I've thought through every angle that could influence career aspirations or employer struggles.

Gen Z-Focused Variables

These capture what Gen Z wants, expects, and faces in their career paths:

1. **Age**: Are they early Gen Z (e.g., 18-21, just entering the workforce) or older (e.g., 22-28, with some job experience)?

2. **Gender**: Does gender influence their career goals or barriers (e.g., women prioritizing flexible hours more)?

3. **Location**: Urban, suburban, or rural? Are they in a big city with tons of jobs or a small town with limited options?

4. **Education Level**: High school, college, trade school, or no degree? Does their education shape their job expectations?

5. **Field of Study**: If they studied, what was it (e.g., tech, arts, business)? Does it match their career goals?

6. **Current Job Status**: Unemployed, part-time, full-time, freelancing, or student? This shows their starting point.

7. **Industry Preference**: What field do they want to work in (e.g., tech, healthcare, creative arts, finance)?

8. **Job Role Preference**: Specific roles they're eyeing (e.g., software engineer, marketing manager, graphic designer).

9. **Minimum Salary Expectation**: What's the lowest pay they'd accept for their ideal job?

10. **Work Arrangement Preference**: Remote, hybrid, or in-office? How much does flexibility matter?

11. **Work-Life Balance Priority**: How important is free time or avoiding burnout to them?

12. **Company Culture Preferences**: Do they care about diversity, inclusivity, or a fun workplace vibe?

13. **Career Growth Expectations**: How fast do they expect promotions or skill development?

14. **Job Security Concerns**: Are they worried about layoffs or unstable industries?

15. **Purpose-Driven Work**: Do they want a job that aligns with personal values (e.g., sustainability, social justice)?

16. **Mental Health Support**: How much do they value workplace mental health resources or stress management?

17. **Technology Use**: Are they drawn to jobs using cutting-edge tech (e.g., AI, VR) or indifferent?

18. **Side Hustle Involvement**: Do they have or want side gigs, and how does this affect career choices?

19. **Barriers to Employment**: What's holding them back (e.g., lack of experience, discrimination, location)?

20. **Influences on Career Choice**: Are they driven by parents, peers, social media, or personal passion?

21. **Willingness to Relocate**: Would they move for a job, and if so, how far (e.g., another city, country)?

22. **Long-Term Career Goals**: Where do they see themselves in 5-10 years (e.g., leadership, entrepreneurship)?

Employer-Focused Variables

These capture what employers face when hiring or managing Gen Z:

1. **Industry**: What field is the employer in (e.g., retail, tech, manufacturing)?

2. **Company Size**: Small startup, mid-size, or large corporation? Size affects hiring practices.

3. **Location**: Where is the company based, and does it limit their talent pool?

4. **Hiring Challenges**: What's hard about recruiting Gen Z (e.g., unrealistic salary demands, lack of skills)?

5. **Retention Issues**: Why do Gen Z employees leave (e.g., better offers, poor culture fit)?

6. **Training Investment**: How much do they train new hires, and does Gen Z value it?

7. **Work Arrangement Offered**: Do they offer remote, hybrid, or only in-office roles?

8. **Salary Range Offered**: What's the typical pay for entry-level Gen Z hires?

9. **Benefits Provided**: Health insurance, mental health support, vacation time, etc. What's on the table?

10. **Company Culture**: How do they describe their workplace vibe, and is it intentional or accidental?

11. **Gen Z Feedback**: What do Gen Z employees say about working there (e.g., via exit interviews)?

12. **Recruitment Methods**: Job boards, social media, campus hiring? Where do they find Gen Z?

13. **Perception of Gen Z**: Do they see Gen Z as entitled, innovative, or something else?

These variables cover the key factors affecting Gen Z's career choices and employer struggles. If you're focusing on a specific industry or region, let me know, and I can narrow this list.