

Career aspirations of GenZ

Welcome to the "Career Aspirations of Gen Z" survey!

As part of my internship at **KultureHire**, I am conducting this survey to better understand the career aspirations, preferences, and motivations of Generation Z. Your responses will provide valuable insights into the factors that influence career choices and help organizations create better opportunities and work environments for Gen Z professionals.

This survey consists of multiple sections covering various aspects of career aspirations, including personal information, career goals, work environment preferences, skills development, work-life balance, job search behaviour's, and values. Your participation is crucial for the success of this research, and your responses will be kept confidential.

Thank you for taking the time to complete this survey. Your input is greatly appreciated and will contribute to meaningful data analysis and reporting.

Best regards,

Pratheeb K
Data Analyst Intern
KultureHire

* Indicates required question

1. 1. What is your age? *

Mark only one oval.

- ☐ Under 18
- ☐ 18-22
- ☐ 23-27
- ☐ 29-33
- ☐ 33+

2. 2. What is your gender? *

Mark only one oval.

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

3. 3. What is your highest level of education completed? *

Mark only one oval.

- ☐ High School
- ☐ Bachelor's
- ☐ Master's
- ☐ Doctorate

4. 4. What field/ industry are you most interested in? *

Mark only one oval.

- ☐ Technology
- ☐ Healthcare
- ☐ Finance
- ☐ Education
- ☐ Creative Arts
- ☐ Science and Research
- ☐ Business and Management
- ☐ Other

5. 5. What type of career are you aspiring to? *

Mark only one oval.

- ☐ Corporate
- ☐ Startup
- ☐ Freelance
- ☐ Government
- ☐ Non Profit
- ☐ Academia
- ☐ Other

6. 6. How important is job stability to you? *

Mark only one oval.

- ☐ Very Important
- ☐ Somewhat Important
- ☐ Neutral
- ☐ Somewhat unimportant
- ☐ Not important at all

7. 7. What type of work environment do you prefer? *

Mark only one oval.

- ☐ Remote
- ☐ Hybrid
- ☐ Work from Office

8. 8. How important is company culture to you when choosing a job? *

Mark only one oval.

- ☐ Very important
- ☐ Somewhat important
- ☐ Neutral
- ☐ Somewhat unimportant
- ☐ Not important at all

9. 9. What aspects of company culture are most important to you? (Select all that apply) *

Check all that apply.

- ☐ Inclusivity
- ☐ Collaboration
- ☐ Work Life Balance
- ☐ Opportunities for advancement
- ☐ Innovation
- ☐ Employee well being

10. 10. How often do you expect to receive feedback on your performance?

Mark only one oval.

- ☐ Weekly
- ☐ Bi weekly
- ☐ Monthly
- ☐ Quaterly
- ☐ Annually

11. 11. How important is career advancement to you? *

Mark only one oval.

- ☐ Very Important
- ☐ Somewhat important
- ☐ Neutral
- ☐ Somewhat unimportant
- ☐ Not important at all

12. 12. How quickly do you expect to advance in your career? *

Mark only one oval.

- ☐ Within 1 year
- ☐ Within 2-3 years
- ☐ Within 4-5 years
- ☐ More than 5 years
- ☐ No specific expectation

13. 13. What skills do you think are most important for your career? (Select all that apply) *

Check all that apply.

- ☐ Technical skills
- ☐ Communication skills
- ☐ Problem-solving skills
- ☐ Leadership skills
- ☐ Creative skills
- ☐ Time management skills

14. 14. How do you prefer to develop new skills? (Select all that apply) *

Check all that apply.

- ☐ Online courses
- ☐ In-person workshops
- ☐ On-the-job training
- ☐ Mentorship
- ☐ Self-study

15. 15. How important is continuous learning and development in your career? *

Mark only one oval.

- ☐ Very important
- ☐ Somewhat important
- ☐ Neutral
- ☐ Somewhat unimportant
- ☐ Not important at all

16. 16. How important is work-life balance to you?

Mark only one oval.

- ☐ Very important
- ☐ Somewhat important
- ☐ Neutral
- ☐ Somewhat unimportant
- ☐ Not important at all

17. 17. How many hours per week do you prefer to work?

Mark only one oval.

- ☐ Less than 20 hours
- ☐ 20-30 hours
- ☐ 30-40 hours
- ☐ 40-50 hours
- ☐ More than 50 hours

18. 18. What kind of flexibility do you value the most?

Mark only one oval.

- ☐ Flexible working hours
- ☐ Option to work remotely
- ☐ Flexible leave policies
- ☐ Job sharing
- ☐ None

19. 19. Where do you typically search for job opportunities? (Select all that apply)

Check all that apply.

- ☐ Online job boards
- ☐ Company websites
- ☐ Social media
- ☐ Networking events
- ☐ Referrals
- ☐ University career services

20. 20. What factors are most important to you when choosing a job? (Select all that apply)

Check all that apply.

- ☐ Salary
- ☐ Benefits
- ☐ Job role and responsibilities
- ☐ Location
- ☐ Company reputation
- ☐ Opportunities for growth

21. 21. How important is it for you to work for a company that aligns with your personal values?

Mark only one oval.

- ☐ Very important
- ☐ Somewhat important
- ☐ Neutral
- ☐ Somewhat unimportant
- ☐ Not important at all

22. 22. What motivates you the most in your career? (Select all that apply)

Check all that apply.

- ☐ Financial reward
- ☐ Personal fulfillment
- ☐ Professional recognition
- ☐ Making a positive impact
- ☐ Learning and development opportunities

23. 23. What are your long-term career goals? *

Mark only one oval.

- ☐ Achieving a leadership position
- ☐ Starting my own business
- ☐ Becoming an expert in my field
- ☐ Achieving work-life balance
- ☐ Making a significant impact in my community or industry

24. 24. Do you see yourself changing careers in the future?

Mark only one oval.

☐ Yes

☐ No

☐ Maybe

25. 25. How optimistic are you about achieving your career aspirations?

Mark only one oval.

☐ Very optimistic

☐ Somewhat optimistic

☐ Neutral

☐ Somewhat pessimistic

☐ Very pessimistic

This content is neither created nor endorsed by Google.

Google Forms