Survey Questions: Understanding the Career Aspirations of Gen Z

1. 1. What is your age group?

Under 18

18–20

21–23

24–26

Above 26

1. 2. What is your gender?

Male

Female

Non-binary

Prefer not to say

1. 3. What is your current status?

Student

Intern

Employed

Freelancer

Unemployed

1. 4. Which level of education have you completed?

High School

Diploma

Undergraduate (Bachelor’s)

Postgraduate (Master’s or higher)

Other

1. 5. Which city/state are you currently based in?

(Short Answer)

1. 6. Which type of work setting do you prefer?

Remote

On-site

Hybrid

No preference

1. 7. Which industries are you interested in working in? (Select all that apply)

IT / Software

Finance

Marketing / Sales

Healthcare

Government / PSU

Education

Creative / Design

NGO / Social Work

Entrepreneurship

Other: \_\_\_\_\_\_\_

1. 8. What is your minimum expected monthly salary (in INR)?

Below ₹15,000

₹15,000 – ₹25,000

₹25,000 – ₹35,000

₹35,000 – ₹50,000

Above ₹50,000

1. 9. What are your top 3 motivators while choosing a career? (Select up to 3)

Good salary and benefits

Job security

Purpose-driven work

Learning and development

Growth opportunities

Work-life balance

Social impact

Brand name of company

1. 10. What kind of company would you prefer to work in?

Startup

MNC (Multinational Company)

Government organization

NGO

Freelance / Gig work

1. 11. How important is work-life balance to you?

Very important

Somewhat important

Neutral

Not important

1. 12. Which work culture traits matter the most to you? (Select up to 3)

Flexibility

Team collaboration

Mentorship

Innovation

Diversity & Inclusion

Transparent communication

1. 13. Which skills are you most interested in developing? (Select all that apply)

Communication & Public Speaking

Technical / Coding

Leadership & Management

Data Analysis

Marketing & Branding

Financial Literacy

Creativity & Design

1. 14. Which platforms do you use for career-related content or job updates? (Select all that apply)

LinkedIn

Instagram

YouTube

Twitter/X

Job portals (Naukri, Indeed, etc.)

Company websites

1. 15. Where would you prefer to work in the future?

Within India

Outside India

Open to both

Not sure yet