**UNDERSTANDING THE CAREER ASPIRATIONS OF GEN-Z**

**Data collection process:** Online Survey using Google Forms

**Survey Questions:** This will be a combination of structured and open-ended questions

Demographic Information

1. Age:
2. Gender:
3. Location (Urban/Rural):
4. Education Level:

Career Aspirations

1. What industry are you most interested in pursuing a career in? (e.g., technology, healthcare, arts)
2. What are your top three career goals?
3. How important is job security in your choice of career? (Scale of 1-5)

Influences and Values

1. Who or what has had the most significant influence on your career aspirations? (e.g., family, media, personal experiences)
2. How important are the following factors in your choice of career? Please rate each factor on a scale from 1 (Not important at all) to 5 (Extremely important).

A. Work-life balance  
B. Salary  
C. Social impact  
D. Innovation  
F. Career advancement opportunities  
G. Company culture  
H. Flexibility in work hours/location  
I. Diversity and inclusion in the workplace  
J. Access to training and professional development  
K. Recognition and reward for achievements  
L. Environmental sustainability of the company/industry  
M. Entrepreneurial opportunities  
N. Ability to work remotely  
O. Creative freedom

1. To what extent do you believe your education has prepared you for your desired career? (Scale of 1-5)

Perception of the Future

1. What are the biggest challenges you anticipate in achieving your career goals?
2. How do you view the impact of technology and automation on your future career prospects?
3. What skills do you believe will be most important for your career in the next decade?

Additional Comments

1. Is there anything else you would like to share about your career aspirations or concerns for the future?

To effectively understand the career aspirations of Gen-Z, here’s a plan detailing where and from whom the data will be collected:

**Target Population:**

**Gen-Z**: Individuals currently aged between 18 and 27 years. This age range includes students, as well as young adults who have recently entered the workforce.

**Data Collection Sources:**

**Online Platforms**:

* + **Social media**: Utilize platforms popular among Gen Z, such as Instagram, TikTok, LinkedIn and Twitter, to distribute surveys and engage participants through ads or influencer collaborations.
  + **Online Forums and Communities**: Engage with members of Gen Z-focused forums and communities on platforms like Reddit.