

Gen Z and Beyond: A Survey for Every Generation

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Data usage guide

The data was collected using an online questionnaire hosted on Sogolytics (formerly SoGoSurvey). The survey process was completely anonymous with the contact details used to sign up for the survey not linked to responses. The questionnaire was designed to avoid any personal identifiers.

A number of questions have an 'Other (please specify)' answer option, which allowed the respondent to give an alternative response that was not covered by the answer options available.

In the Excel documents Version A and Version B, columns that contained qualitative data were duplicated. The column labelled 'Qual' contains the original qualitative data. The other column represents the data numerically, with '99' replacing any 'Other (please specify)' responses. The exceptions are Questions 21 and 132, which are purely qualitative and have not been recoded.

Many of the 'Other (please specify)' responses expand on one of the original answer options given, rather than adding an original alternative. In these cases the response is recoded to the existing category. The Version B Excel document contains the edited and the original columns side by side to make clear where changes have been made.

The original dataset as exported from Sogolytics (GenZ_Survey_All_Data_Unedited) has numbers stored as text. In Version A and Version B, the quantitative columns have been converted to number, and the qualitative columns left as text.

Carriage returns in the responses to question 132 have been deleted and replaced with " // ".

The answer options for Q44 and Q47, on field of work and ideal occupation, have been recoded for analysis. This recoding was done in Excel, as some of the 'Other (please specify)' responses would fit into the new recoded groups but not the original groups. The recoded columns are in the two rightmost columns, and are labelled '44.FieldOfWorkReclassify' and '47.IdealOccupationReclassify'. The assigned codes are listed at the bottom of the GenZ_Survey_Assigned_Codes document. The groupings of the original responses are shown below.

Q44 'Which field do you currently work in?'
to Q44FieldOfWorkReclassify

1) Arts and media

5 - Creative arts and design

16 - Media

2) Business and finance

1 - Accountancy, banking and finance

3 - Business and consulting

19 - Recruitment and HR

3) Commerce and leisure

11 - Hospitality

14 - Leisure, sport and tourism

15 - Marketing

20 - Retail

4) Education and academia

6 - Education

5) Health and social care

10 - Medical

21 - Social care and services

6) Law

13 - Law

7) Property and construction

2 - Architecture

18 - Property and construction

8) Public services and charities

9 - Government and public services

4 - Charity and NGO

9) STEM and manufacturing

7 - Engineering and manufacturing

12 - Information technology

10) Transport and logistics

22 - Transport and logistics

99) Other

17 - Military, defence and security

8 - Environment and agriculture

Q47 'If you could choose, what would be
your ideal occupation / career?' to
47.IdealOccupationReclassify

**1) I am already in my ideal occupation /
career**

1 - I am already in my ideal occupation /
career

2) Arts and media

6 - Creative arts and design

18 - Media

3) Business and finance

2 - Accountancy, banking and finance

4 - Business and consulting

21 - Recruitment and HR

4) Commerce and leisure

13 - Hospitality

16 - Leisure, sport and tourism

17 - Marketing

22 - Retail

5) Education and academia

7 - Education

6) Health and social care

11 - Medical

23 - Social care and services

7) Homemaker

12 - Homemaker

8) Law

15 - Law

9) Property and construction

3 - Architecture

20 - Property and construction

10) Public services and charities

10 - Government and public services

5 - Charity and NGO

11) STEM and manufacturing

8 - Engineering and manufacturing

14 - Information technology

12) Transport and logistics

24 - Transport and logistics

99) Other

19 - Military, defence and security

9 - Environment and agriculture