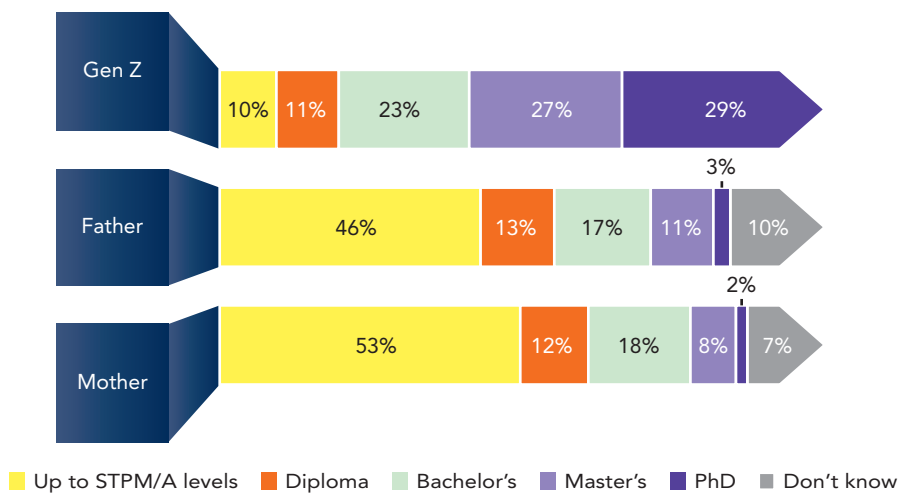


PROFESSIONAL PROFILE

Academic profile and ambitions

Generation Z individuals value education and will very likely attain higher academic qualifications than their parents (Figure 8). Eight out of ten (79%) plan to obtain at least a bachelor's degree, with more than half (56%) aiming for a post-graduate degree. Almost three out of ten (29%) have plans to obtain a doctorate in sharp contrast to the 2% to 3% among their parents with similar qualifications. To them, a doctoral degree represents deeper knowledge and specialisation in one's chosen field of study to truly complete one's education.

Figure 8: Contrasting academic aspirations/background



Female, 19 years old

“ A PhD allows me to specialise in the field... I will learn more... to do more research ”

Male, 16 years old

“ ... that (PhD)'s the highest level... it will be truly completing my education... stopping at bachelor's is like completing education halfway... (it) is incomplete... ”

Consistent with their responsible and considerate nature, most Generation Z individuals plan to fund their higher education themselves even if their parents have the financial means to support them. About half (44%) intend to do so by securing full-time employment upon