2025 Youth Workforce Survey

A Review of How Young Professionals Perceive Work in Zambia Today.

"Every number tells a story. Every achievement shapes the future.

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Preface

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2025 Youth Workforce Survey: A Review of How Young Professionals Perceive Work Today

Having led TopFloor Limited since 2014, I have witnessed firsthand how rapidly our world continues to evolve. Through this journey, one truth has remained clear: sustainable progress is only possible when people are given the voice and space not just to reflect change, but to drive it. Today, people are no longer seen as resources to be managed. They are forces to be nurtured, guided with empathy, and led with insight and heart.

This study is rooted in that belief. It explores the shifting perceptions, aspirations, and challenges of a generation that is redefining what work means. More than a collection of data, this study and report are a mirror held up to the future, shaped by the lived experiences of young professionals aged 18 to 35, drawn from diverse sectors and cultures across all ten provinces of Zambia.

Their insights reveal a workforce that values empathy as much as efficiency, purpose alongside productivity, and collaboration over competition. It is a clear call to reimagine organisational development, not as a linear path focused solely on shareholder interest, but as a dynamic ecosystem. One where psychological safety, cultural intelligence and inclusive leadership are essential motivators to achieving both business outcomes and the sustainable growth of people who deliver them.

As we work toward a progressive, sustainable economy for Zambia and beyond, this study and report reaffirm our belief that development must be both strategic and human centered. It reflects TopFloor Limited's enduring commitment to listening attentively, learning collectively, and leading with purpose.

We invite leaders, educators and policymakers to co-create environments where young professionals can thrive, contribute meaningfully and shape the future with confidence. May this report spark dialogue, inspire innovation and strengthen our shared commitment to building workplaces that reflect the values of a progressive generation.

Contributors Profile

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Wandera Zahura is a visionary HR Professional, with over a decade of experience shaping workforce strategies. As the research lead and author for the groundbreaking 2025 Youth Workforce Survey, he is driven by the conviction that strategic investment in young people is a cornerstone for Zambia's growth.

Acknowledgements: Collaborative Partners

This research was made possible through the invaluable support of key institutions and networks that facilitated data collection. We extend our gratitude to professional bodies such as the **Zambia Institute of Human Resource Management (ZIHRM)** and its Student Chapters, the **Zambia Institute of Marketing**, the **Zambia Institute of Public Relations and Communication**, the **Zambia Institute of Banking and Finance and the Technical, Entrepreneurial and Vocational Education and Training Authority (TEVETA)**, whose platforms amplified our reach. Special recognition goes to **DALP Consultancy Limited, GS Cash Advance Limited, and Power Kwacha,** who played a pivotal role in disseminating the survey across their extensive youthful staff complements. Additionally, **BongoHive**—Zambia's premier innovation hub—connected us with forward-thinking entrepreneurs, while faith-based organizations like **Mount Zion Centre, Kings Arena Church, and select Seventh-Day Adventist** congregations engaged their youth networks. Further support came from the vibrant leadership of notable student unions, and we thank the leadership representatives from the **University of Zambia, Mulungushi University, Kwame Nkrumah University, the National Institute of Public Administration (NIPA), Copperbelt University, Rusangu University, Lusaka Apex Medical University, and ZCAS University.** We also acknowledge numerous individual entrepreneurs and entities whose contributions, though not all listed here, were instrumental to this project's success.

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/List of Acronyms

AI - Artificial Intelligence
NGOs - Non-Governmental Organizations
ROI - Return on Investment
PhD - Doctor of Philosophy (though often used as an acronym, here it appears as part of degree listings)

Note: Proprietary platform names (e.g., LinkedIn, Zoom, Google Meet, WhatsApp, Slack) are excluded as they are brand names rather than acronyms. Thus, only standardized acronyms with clear definitions are included in this list.

1.0 Introduction

The future of work is changing faster than ever—and today's youth are at the forefront of this revolution. From the rise of Artificial Intelligence and the gig economy to shifting workplace expectations, young professionals, graduates and job seekers are navigating a job market unlike any before. This survey dives deep into the aspirations, challenges and digital habits of Zambia's current and near-future youth workforce to uncover what truly matters to them—and how businesses, educators and policymakers can better support their success.

The insights we uncover here should serve as a powerful call to action for every leader. Many young people highlight key areas for improvement—such as the need for more accessible entry-level opportunities, stronger mental health support and better financial literacy training. These are not just isolated concerns but interconnected opportunities to strengthen Zambia's human capital development.

Clearly, this data presents both our greatest challenge and our most urgent opportunity as policies that thrive in Zambia's economy will be those that seek to address these insights head-on. The question is not whether change is coming – it is whether we will lead it or be overwhelmed by it. By addressing these challenges proactively, we can build a more inclusive, supportive, and empowered workforce for the future.

2.0 Methodology

This study collected data from 1,203 Zambian youth aged 18-35 through an online questionnaire administered via SurveyMonkey. After data cleaning, 1,007 complete responses were analysed, with incomplete entries excluded to ensure data reliability. The survey employed random sampling across all ten Zambian provinces to achieve national representativeness, capturing diverse urban and rural demographics including students, job seekers, employed mid-level career professionals and entrepreneurs.

The four-month data collection period (January-April 2025) was implemented not only to minimize seasonal bias but also to allow sufficient time for comprehensive respondent engagement across different geographic locations and social-economic groups, ensuring balanced participation throughout Zambia's varied regional contexts.

The research instrument featured structured, closed-ended questions refined through pilot testing for clarity and reduced bias. Strict ethical protocols were followed, including obtaining informed consent, ensuring participant anonymity by omitting personal identifiers and allowing respondents to withdraw or skip questions. Only fully completed responses were analysed to maintain data quality and balance broad national coverage. This methodology provided robust insights into youth perspectives on employment, entrepreneurship and digital trends in Zambia.

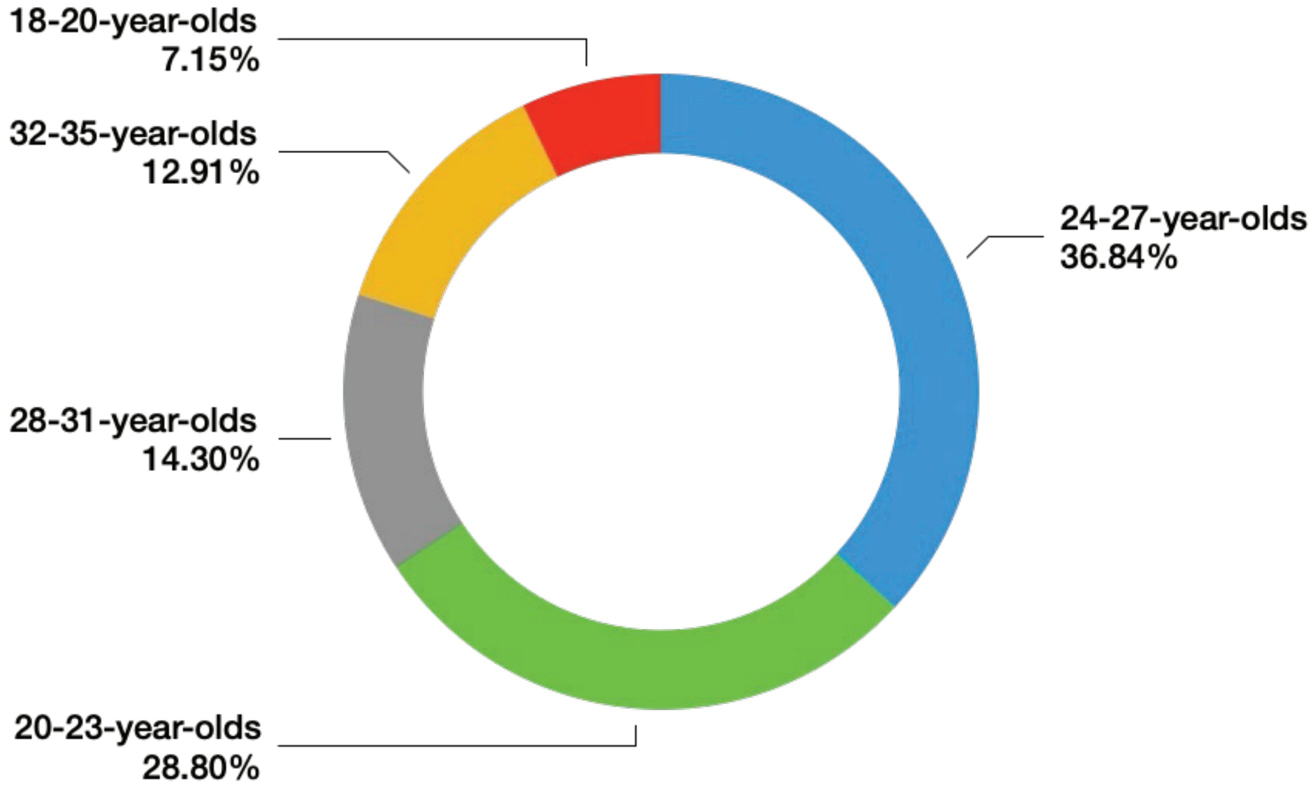
3.0 Presentation of Findings

3.1 Respondent Demographics

The survey achieved nationwide representation across Zambia's ten provinces, with Lusaka Province dominating responses (74.58%), reflecting its urban concentration. Copperbelt followed (9.37%), with remaining provinces showing smaller but balanced participation: Central (4.59%), Southern (3.59%), Eastern (1.69%), North-Western (1.60%), Northern (1.10%), Luapula (1.40%), Western (1.30%), and Muchinga (0.80%).

Age distribution revealed a youth-oriented sample, with 24-27-year-olds forming the largest cohort (36.84%), followed by 20-23-year-olds (28.80%). Older groups showed declining representation: 28-31-year-olds (14.30%), 32-35-year-olds (12.91%), and 18-20-year-olds (7.15%). Female respondents predominated (59.09%) over males (40.91%).

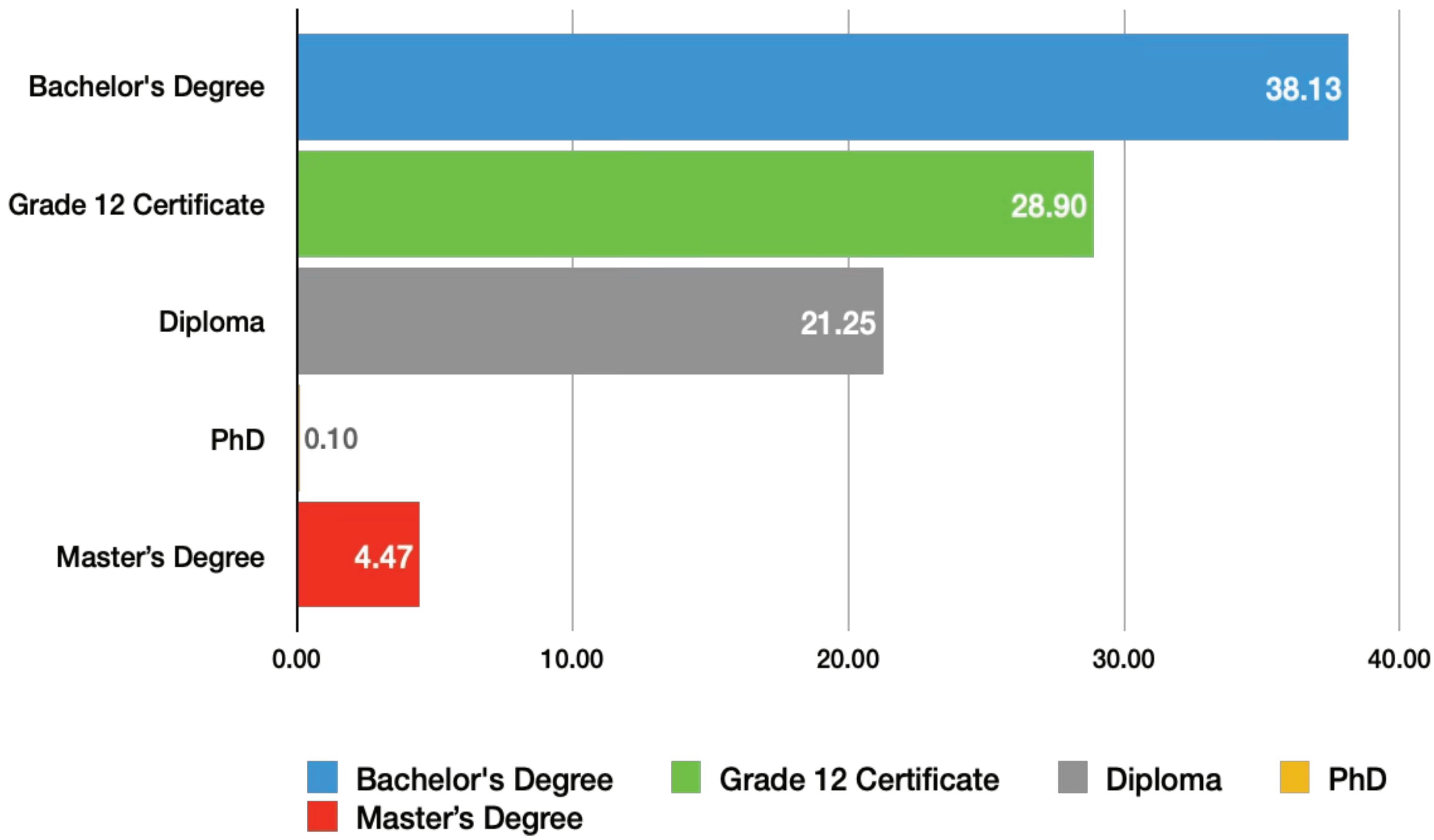
Figure 1. Age and Gender Breakdown of Respondents



Source: Survey Data

Educational attainment showed bachelor's degrees as most common (38.13%), followed by Grade 12 certificates (28.90%) and diplomas (21.25%). Advanced degrees were less prevalent: master's (4.47%) and PhDs (0.10%). Employment status revealed 41.71% in full-time work, with students (21.05%) and job-seeking graduates (20.85%) comprising another significant segment. Part-time workers accounted for 11.22%, while entrepreneurs represented 5.16%.

Figure 2. Respondents Educational Attainment



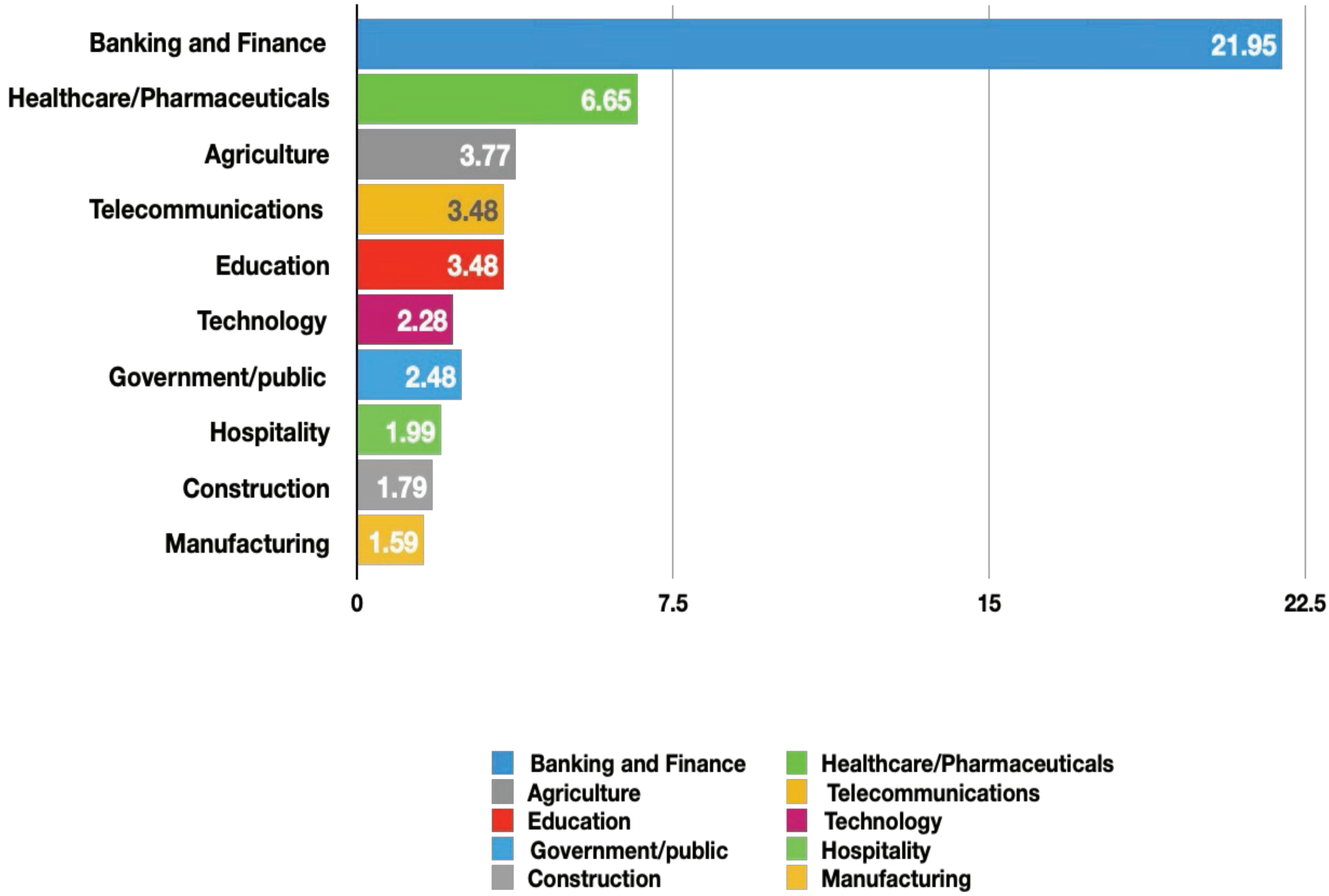
Source: Survey Data

The sample reflects Zambia's urbanized, educated youth demographic, with strong female participation potentially indicating changing gender dynamics in education and workforce participation. The educational breakdown suggests growing higher education access, while employment figures capture the transitional nature of Zambia's youth labour market between formal employment, education, and job-seeking phases.

3.2 Sectoral Distribution and Workforce Dynamics

The sectors represented reveal a dynamic employment picture dominated by the banking and finance sector (21.95%), with healthcare/pharmaceuticals emerging as a significant secondary sector (6.65%). Traditional economic pillars like agriculture (3.77%) maintain relevance alongside growing service sectors including telecommunications and education (both 3.48%), while technology shows promising but still modest representation (2.28%). The data presents a diverse middle tier of employment sectors, from government/public sector (2.48%) to hospitality (1.99%), construction (1.79%), and manufacturing (1.59%), illustrating the varied opportunities available to Zambia's young workforce.

Figure 3. Top Employment Sectors



Source: Survey Data

A striking finding shows 34.17% of respondents in transitional phases - either actively job hunting (19.27%) or pursuing education (14.90%). The complete spectrum ranges from established sectors like non-profits/NGOs (3.38%) and retail (2.09%) to niche areas including legal services (1.59%), energy/utilities (1.29%), and real estate (0.50%). This breakdown captures both the concentration in major economic drivers and the long tail of specialized employment opportunities across Zambia's evolving job market.

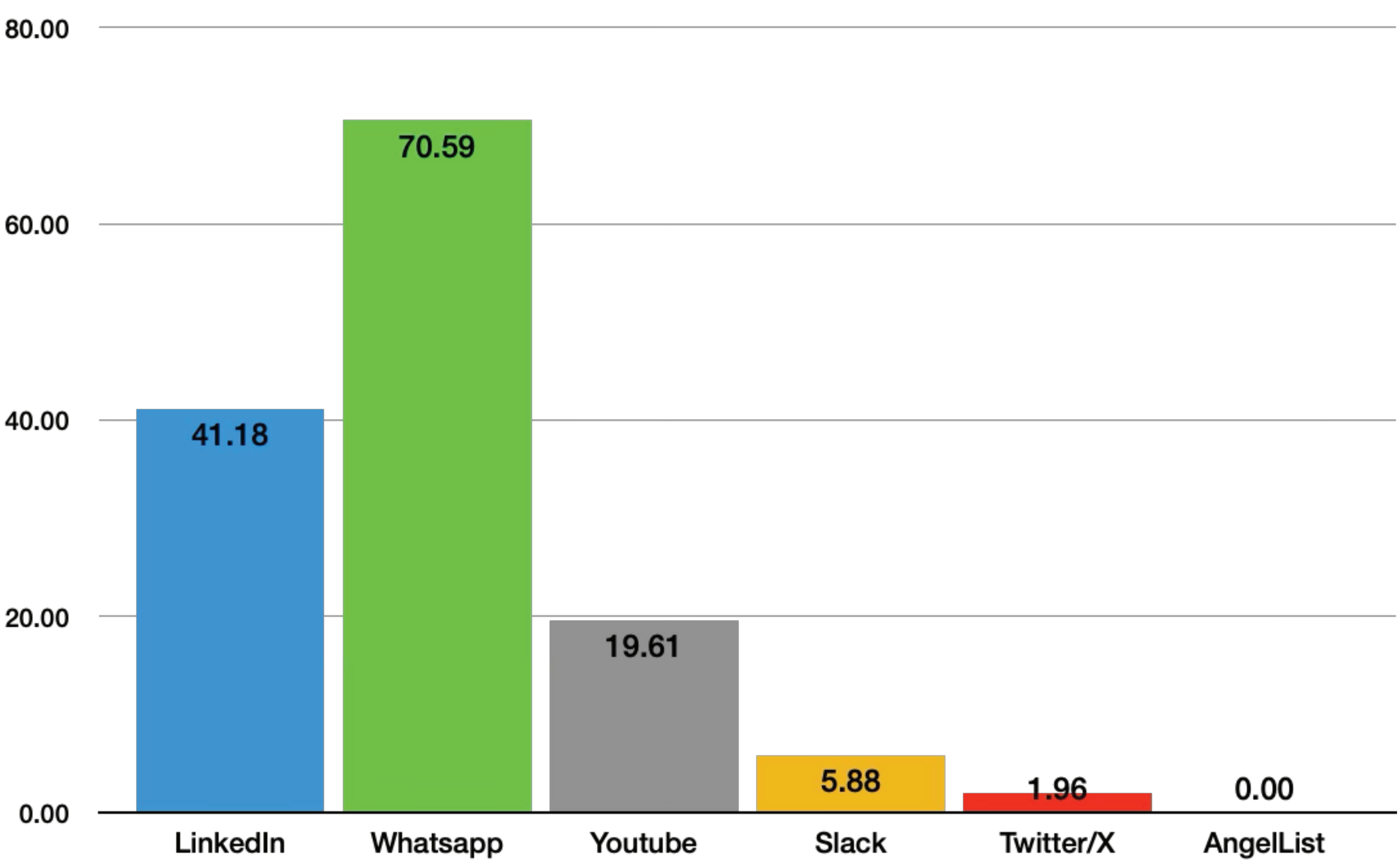
The Entrepreneurs' Path

3.3 Entrepreneurs' Digital Habits and Business Practices

3.3.1 Digital Updates & Networking Preferences

Entrepreneurs demonstrate distinct preferences in their digital tool usage, with 70.59% relying on WhatsApp groups for daily business discussions, while 41.18% utilize LinkedIn for professional networking. YouTube serves as an important resource for industry insights among 19.61% of entrepreneur respondents. Other platforms see minimal adoption – Slack communities (5.88%), X/Twitter (1.96%), and AngelList (0%).

Figure 4. Professional Digital Tools for Networking



Source: Survey Data

When conducting virtual meetings, Google Meet emerged as the entrepreneurs' preferred platform (67.31%), significantly outpacing Zoom (25.00%) and Microsoft Teams (7.69%).

3.3.2 Preferred Sources of Business Insights Among Entrepreneurs

Entrepreneurs demonstrate a strong preference for social media (65.38%) as their primary source for business trend updates, significantly outpacing other methods like networking events (46.15%), email newsletters (36.54%), and online communities (21.15%). This highlights a reliance on real-time, easily digestible insights—aligning with earlier findings about WhatsApp's dominance (70.59%) in daily communication.

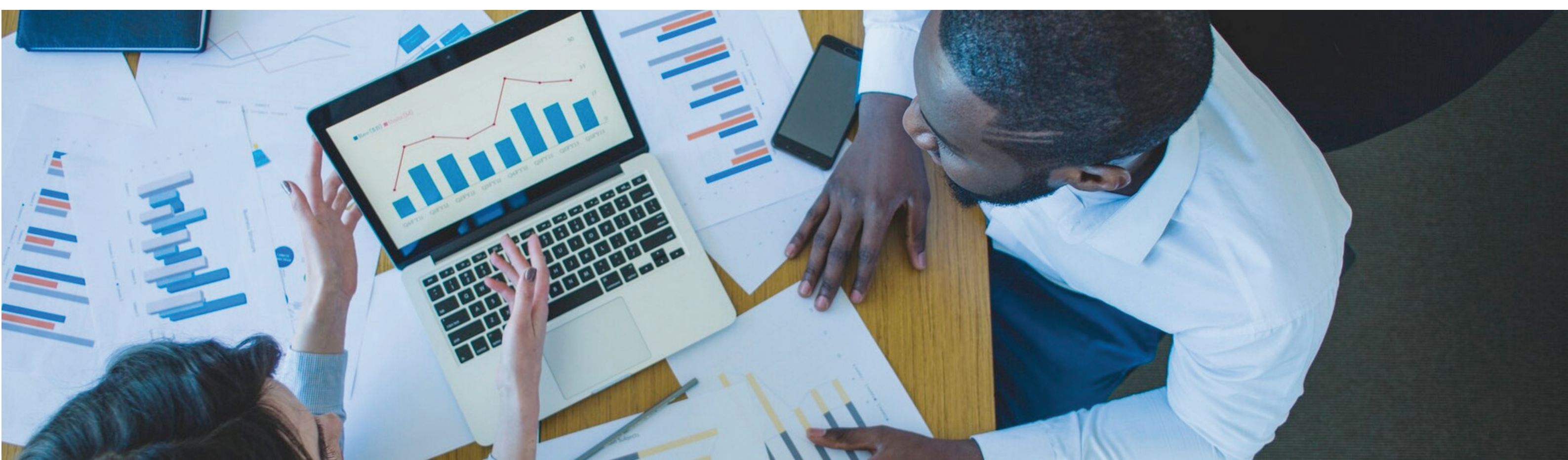
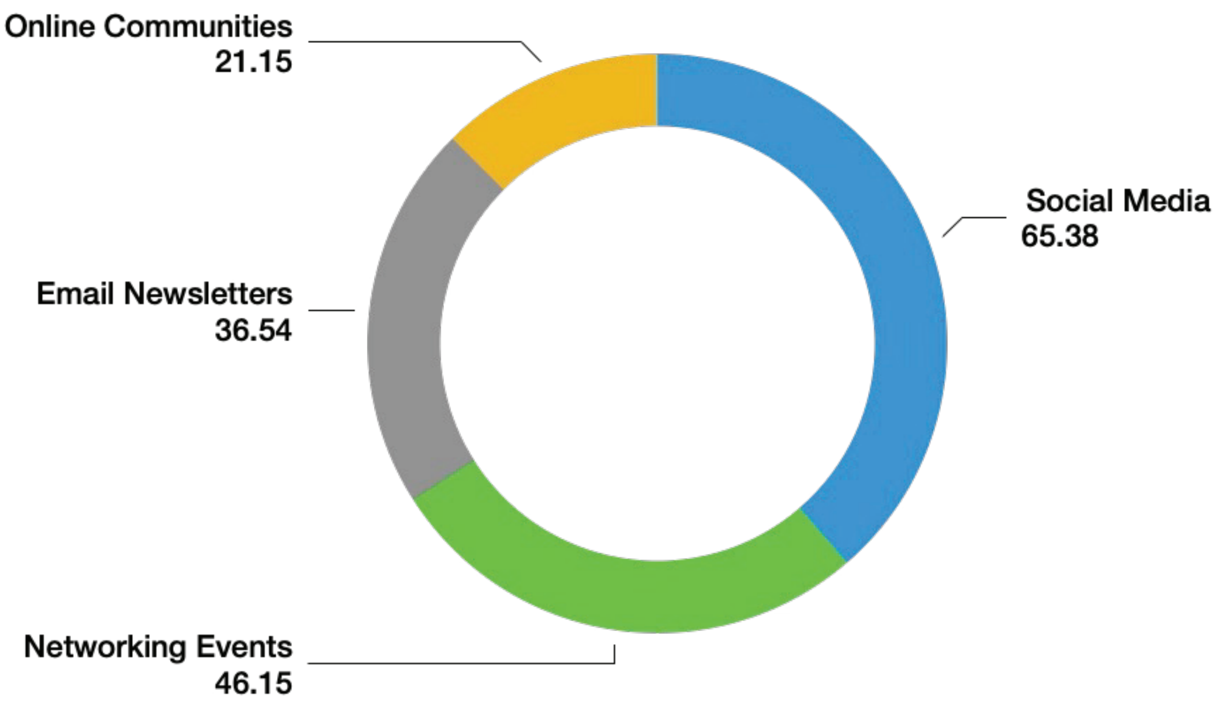


Figure 5. Virtual Tools for Networking



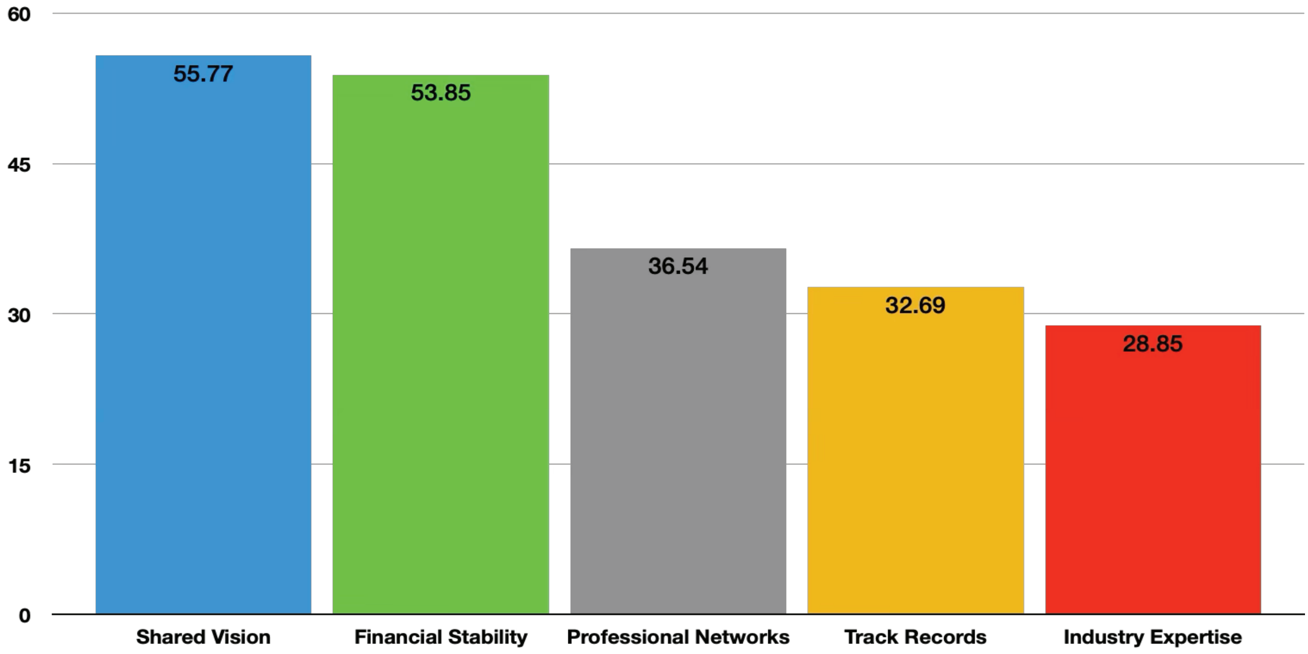
Source: Survey Data

Entrepreneur respondents (46.15%) who prioritize networking events reveal a complementary need for human connection, though this remains secondary to their need for instant online access and results. Meanwhile, the lower adoption of webinars/podcasts (19.23%) and online communities (21.15%) suggests entrepreneurs favour brevity (social media) or interactive engagement (networking) over long-form learning.

3.3.3 Developmental Priorities in Partnership Selection Among Entrepreneurs

The data reveals that young entrepreneurs prioritize shared vision (55.77%) and financial stability (53.85%) most when forming partnerships, valuing these over professional networks (36.54%), track records (32.69%), or industry expertise (28.85%). This reveals a clear preference for value-aligned, financially secure collaborations rather than those based primarily on credentials or specialization.

Figure 6. Partnership Selection Criteria



Source: Survey Data

The data further indicates that young entreprenuers in Zambia value growth (50%) and transparency (48.08%) over profits (36.54%) or recognition (34.62%), with mutual respect (42.31%) nearly as vital. The career growth over profit gap reveals a preference for capability-building over short-term gains. Recognition's lower ranking overgrowth and transparency, suggests that it is now a standard expectation. Successful partnerships now demand trust plus growth frameworks more than rigid rewards.

3.3.4 Work Structure Preferences

The survey reveals that 44.23% of entrepreneurial respondents prefer hybrid work schedules, while 17.31% favour fully remote work—only 7.69% chose coworking spaces. This strong preference for flexibility (61.54% combined) suggests entrepreneurs highly value autonomy in how and where they work. The low interest in coworking spaces (7.69%) may indicate either a limited need for collaborative workspaces or a prioritization of flexible, cost-effective work environments designed to cultivate the right creative energy for the task at hand.

3.3.5 Operational Challenges

Entrepreneurial experience reveals critical gaps between challenges and support systems. Nearly half (46.15%) of entrepreneurs cite unreliable teams as their top stressor, while more than a third (36.54%) struggle with market uncertainty—operational vulnerabilities that existing support structures fail to adequately address. Only 27.45% report sufficient mental health resources, and a mere 23.08% are satisfied with available financial management tools in the market, exposing a dangerous disparity between entrepreneurs' needs and available assistance. The data paints a concerning picture of an ecosystem that celebrates individual resilience without the structural support needed to sustain it, particularly in areas like team development, risk mitigation, mental wellbeing and financial management (personal and business).

3.3.6 Business Opportunity Discovery and Growth Needs

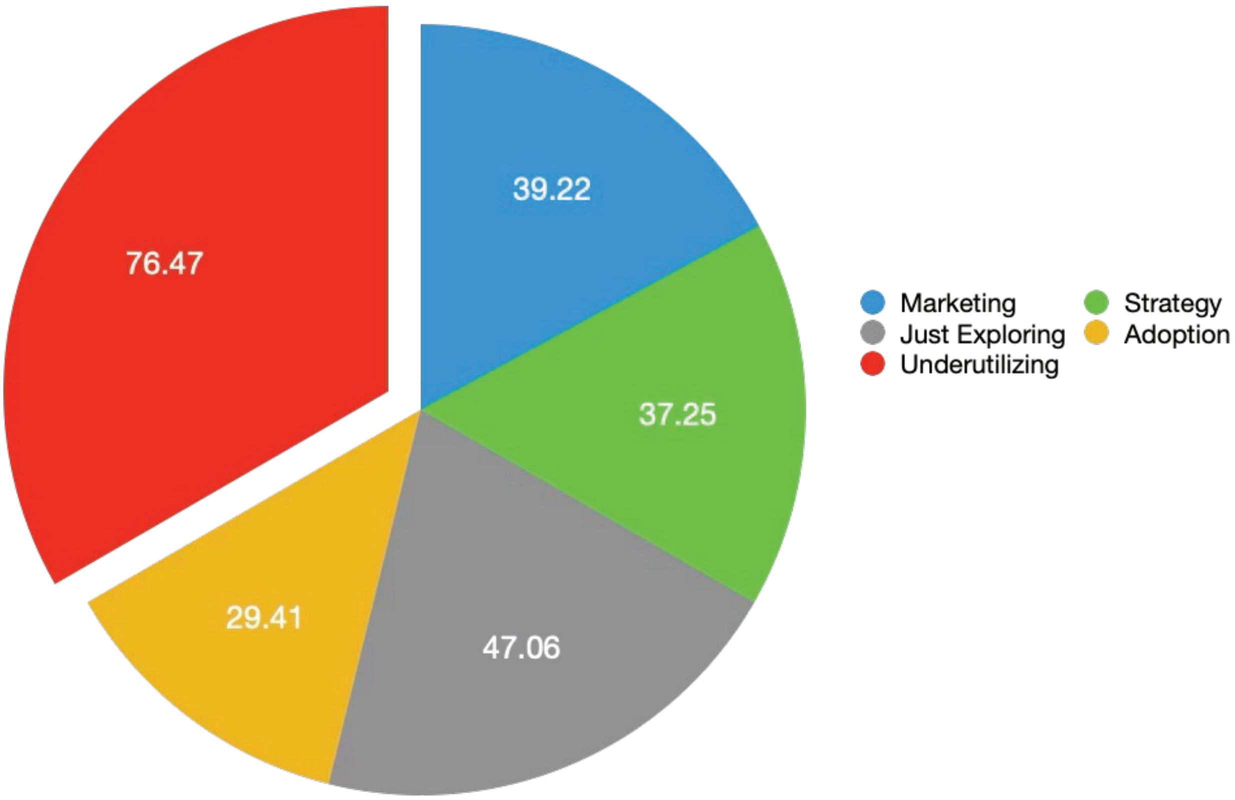
The data reveals that entrepreneurs primarily seek business opportunities through referrals (52.94%) and through social media platforms, with LinkedIn (37.25%) and trade shows (29.41%) as secondary channels. Industry platforms (19.61%) and consultants (23.53%) are least utilized. In addition, entrepreneurs highlight that the hardest challenges they face when searching for new business opportunities include aligning opportunities with goals (48.00%) and navigating slow processes (40.00%).

In terms of professional growth, hands-on training (52.94%) and mentorship (47.06%) are top priorities, followed by workshops (49.02%) and leadership programs (41.18%).

3.3.7 Technology Adoption Trends

Artificial Intelligence (AI) adoption among entrepreneurs reveals a critical transition phase—while significant portions leverage AI for marketing (39.22%) and strategy (37.25%), nearly half (47.06%) remain in exploratory stages, and 29.41% have yet to adopt AI at all. This three-tier split suggests market readiness varies dramatically, with a majority (76.47%) either underutilizing or completely missing AI's potential.

Figure 7. AI Adoption Stages



Source: Survey Data

The clustering around marketing and strategy applications of A.I indicates these are perceived as "safe" use cases, while the 29.41% non-adoption rate hints at accessibility barriers or unclear ROI.

3.4 Career Development Trends Across Professional Stages

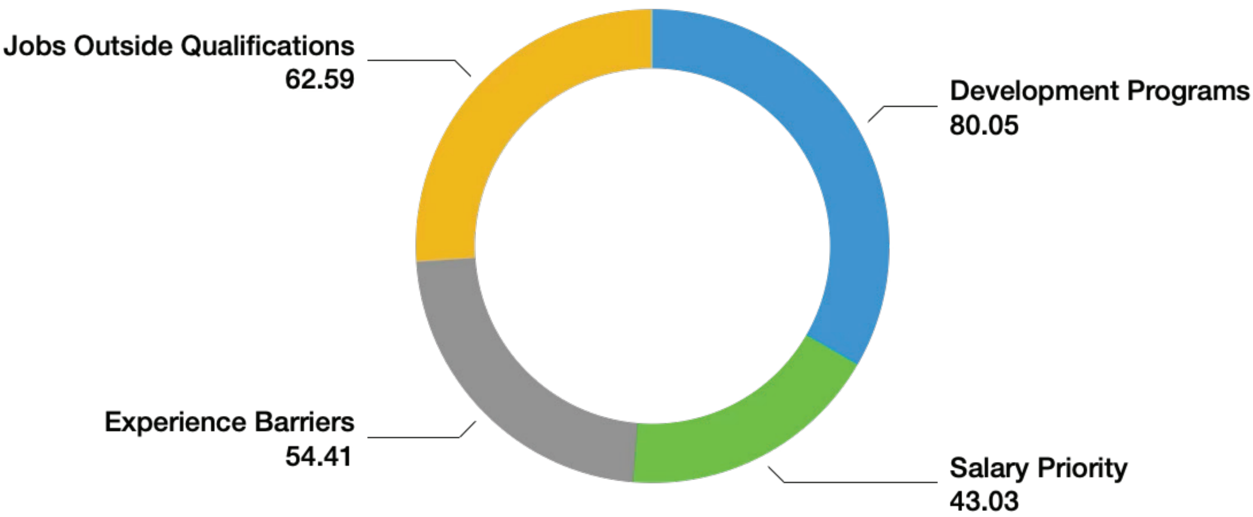
3.4.1 Digital Platform Preferences by Career Stage

Young professionals demonstrate a clear preference for hybrid networking, favouring LinkedIn (57.14%) for formal connections while relying equally on WhatsApp groups (53.57%) for peer discussions - a pattern that suggests digital natives seamlessly blend professional and informal spaces. Students show stronger engagement with visual platforms like YouTube (39.29%) and Instagram (35.71%), indicating their career research aligns with habitual social media use. The minimal engagement with company websites (25%) across all groups reveals a missed opportunity for employers to directly connect with emerging talent through these official channels.

3.4.2 Priorities and Challenges in Job Searching

Early-career professionals overwhelmingly prioritize development programs (80.05%) over a well-paying salary (43.03%), signalling a generational shift where growth opportunities trump immediate compensation. This preference is particularly pronounced among student respondents and recent graduates, who face the harsh reality that 54.41% encounter excessive experience requirements for entry-level roles - a systemic barrier that forces many to consider positions outside their qualifications (62.59%).

Figure 8. Job Search Challenges



Source: Survey Data

The heavy reliance on referrals (52.94%) and social media (50.98%) for job searches underscores how relationship capital and digital fluency are becoming essential currencies in modern hiring landscapes.

3.4.3 Workplace Dynamics and Digital Behaviours

Mid-career employees reveal telling contradictions in their workplace needs, simultaneously valuing career progression (64.92%) while demanding greater job security (46.53%) - a tension that likely reflects economic uncertainties. The persistence of poor communication as a top stressor (53.10%) across all experience levels suggests most organizations still underestimate this fundamental management flaw. Digital habits show surprising consistency, with Google Meet maintaining dominance (43.90%) for virtual collaboration, likely due to its post COVID-19 education-sector roots that familiarized students before they entered the workforce.

The Student's Path

3.5 Demographic-Specific Career Patterns

3.5.1 Student Preparation for Professional Transition

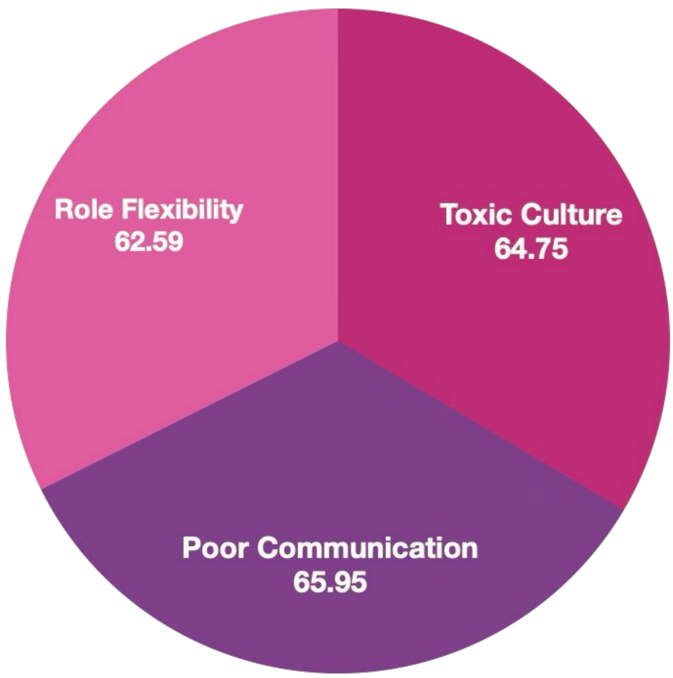
Students' platform preferences mirror their learning behaviours, with 63.96% using LinkedIn alongside academic tools like Google Meet (55.66%) - a convergence that shows how education technology is shaping future professional habits. Their strong preference for practical training (52.94%) over theoretical study reveals growing scepticism about traditional education's workplace relevance, while the 47.06% seeking mentorship indicates awareness of networking's value. The mixed reactions to AI - curiosity (32.28%) outweighing concern (11.17%) - suggests students view technology as a tool rather than a threat, though this optimism may need tempering as they encounter real-world automation impacts.

3.5.2 New Entrants' Workplace Adaptation Challenges

Recent graduates' stress over toxic culture (64.75%) and poor communication (65.95%) exposes how workplace realities often clash with expectations formed during education. Their surprising openness to role flexibility (62.59%) contrasts sharply with employers' experience demands, creating a paradox where candidates demonstrate more adaptability than hiring organizations.

Figure 9. Workplace Stressors

Source: Survey Data

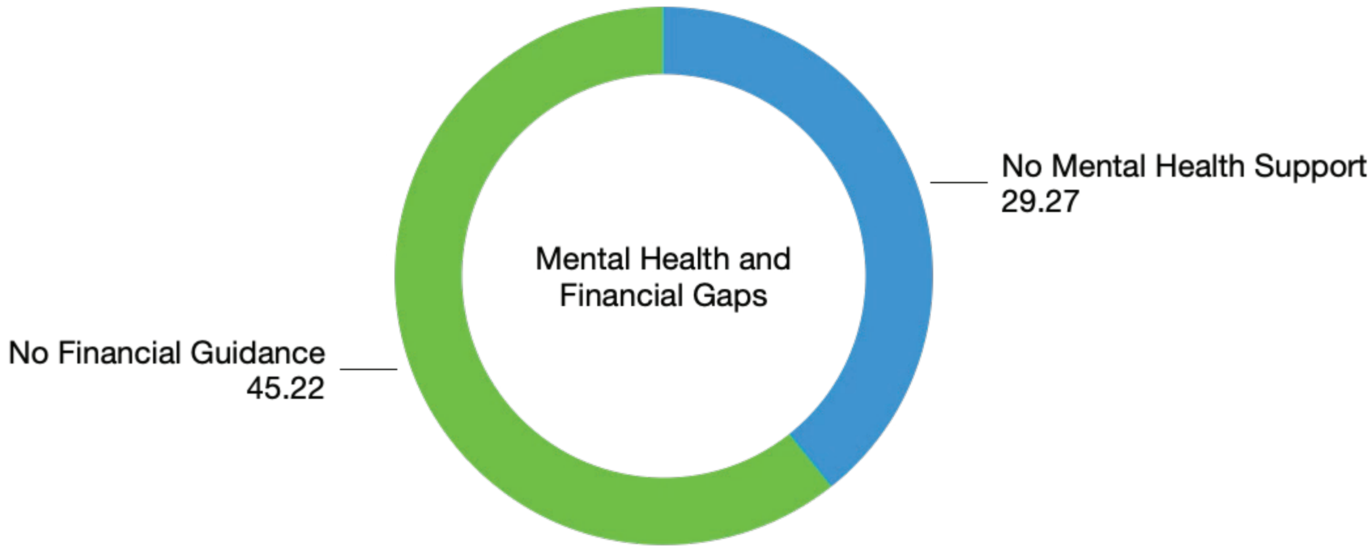


The emphasis on learning opportunities (77.27%) as their primary value driver should alert employers that development investments yield higher retention returns than perks.

3.5.3 Systemic Support Gaps in Workplaces

The alarming lack of mental health support (29.27% receiving none) and financial guidance (45.22% untrained) across organizations reveals how most employers still treat these as optional rather than essential employee needs.

Figure 10. Mental Health and Financial Gaps



Source: Survey Data

These deficiencies are particularly damaging for early-career professionals navigating first-time financial independence and workplace stress simultaneously. The fact that only 26.45% feel properly mentored suggests most companies' development programs exist exist solely to meet workplace requirements, without engaging the broader, holistic needs of the young professional.

3.5.4 Evolving Job Search Mechanics

Job seekers' near-equal use of traditional boards (48.22%) and LinkedIn (45.97%) reflects a transitional phase in hiring ecosystems where neither system fully dominates. The prevalence of unrealistic experience requirements (54.41%) persists, indicating either employer biases or genuine skill gaps in entry-level candidates. Field-specific opportunity shortages (45.78%) may partly explain why candidates reluctantly consider unrelated roles, potentially leading to poor job fit and turnover.

4.0 Conclusion

4.1. The findings of this survey reveal a generation caught between immense potential and systemic barriers. Zambia's youth are ambitious, digitally fluent, and eager to contribute, yet they face a labour market that does not sufficiently meet their holistic needs.

4.2. The dominance of hybrid work preferences among entrepreneurs and early-career professionals signals a demand for flexibility, yet the lack of structured support—whether in mental health, financial literacy, or mentorship—leaves many navigating these transitions alone. The optimism of young professionals, particularly their prioritization of growth over immediate pay, clashes with the ideology of a system that demands experience for entry-level roles and offers eventual guidance for those who manage to break in.

4.3. A striking theme is the disconnect between education and employability. Students and graduates value practical training and mentorship, yet some workplaces remain inflexible, clinging to 'by the book' and often misaligned hiring criteria and offering insufficient development opportunities. The reliance on referrals and social media for job searches could underscore a system where opportunity is often gatekept by networks rather than merit. While digital tools like WhatsApp and LinkedIn bridge some gaps, they cannot compensate for the absence of defined institutional support. The result is a workforce that is adaptable by necessity but underserved by design.

4.4. Entrepreneurs, though resilient, operate in an ecosystem that celebrates their hustle while neglecting their vulnerabilities. Nearly half struggle with unreliable teams and market uncertainty, yet fewer than a third report adequate mental health or financial management resources. AI adoption is uneven, with many still exploring its potential—a reflection of both curiosity and a lack of widespread accessible guidance. The entrepreneurial spirit is alive, but without systemic reinforcement, it risks burning out before it can drive meaningful economic change.

4.5. The workplace itself remains a source of tension. Young professionals crave career progression but are seen to be met with communication woes, toxic organisational cultures and stagnant organisational structures that seldom support growth and development structures. The fact that over half of recent graduates cite toxic environments as a primary stressor should serve as an urgent wake-up call. Employers who fail to address these issues will lose talent, while those who invest in mentorship, mental health, and clear growth pathways will reap the rewards of loyalty and innovation.

4.6. Yet, there is reason for hope. The survey reveals a generation that values shared vision, transparency, and mutual respect—qualities that, if nurtured, could redefine Zambian workplaces. The preference for hybrid and remote work suggests an openness to new models of productivity, and the hunger for hands-on training and leadership programs points to untapped potential waiting to be unlocked. The challenge lies in transforming these individual aspirations into systemic change.

The call to action is clear: Policymakers, educators, and business leaders must collaborate to dismantle barriers and build bridges. This means rethinking hiring practices to value assessed potential over pedigree, embedding financial and mental health support into workplaces, and creating accessible upskilling pathways. For entrepreneurs, it requires investment in ecosystems that go beyond inspiration—offering tangible tools for building teams, mitigating risk, and scaling growth more sustainably. The digital revolution is here, but its benefits will only be realized if Zambia's youth are equiped to harness it.

The future of work is not a distant concept—it is being shaped by the choices we all make today. Will we cling to outdated models, leaving a generation to navigate an uneven playing field? Or will we rise to the challenge, creating working cultures and structures that empower rather than exclude? The data has spoken. It is now time to reframe our organisations and act.

Appendix – Actual Responses by Respondents

Demographic Profile

S/N	Question	Response Breakdown
1	Which age group best describes you?	18–20 years: 7.15% (72) 20–23 years: 28.80% (290) 24–27 years: 36.84% (371) 28–31 years: 14.30% (144) 32–35 years: 12.91% (130)
2	What is your gender?	Male: 40.91% (412) Female: 59.09% (595)
3	What is your highest level of education?	Grade Twelve Certificate: 28.90% (291) Trade Craft Certificate: 7.15% (72) Diploma: 21.25% (214) Bachelor's Degree: 38.13% (384) Master's Degree: 4.47% (45) PhD: 0.10% (1)
4	Which province of Zambia are you currently living?	Lusaka Province: 74.58% (751) Copperbelt Province: 9.37% (94) Central Province: 4.59% (46) Southern Province: 3.59% (36) Eastern Province: 1.69% (17) North-Western Province: 1.60% (16) Northern Province: 1.10% (11) Luapula Province: 1.40% (14) Western Province: 1.30% (13) Muchinga Province: 0.80% (8)
5	Which industry are you currently working in?	Banking and Finance: 21.95% (221) Healthcare / Pharmaceutical: 6.65% (67) Education: 3.48% (35) NGO / Non-Profit: 3.38% (34) Retail / Sales: 2.09% (21) Technology / IT: 2.28% (23) Government / Public Sector: 2.48% (25) Manufacturing / Engineering: 1.59% (16) Hospitality / Tourism: 1.99% (20) Agriculture / Agribusiness: 3.77% (38) Construction / Real Estate: 1.79% (18) Legal / Compliance: 1.59% (16) Media / Creative Arts: 1.39% (14) Transport / Logistics: 1.19% (12) Energy / Mining / Utilities: 1.29% (13) Telecommunications: 3.48% (35) Other: 1.88% (19)
6	What's your current employment situation?	Full-time Job: 41.71% (420) Student: 21.05% (212) Recent Graduate (Job Hunting): 19.27% (194) Part-time Job: 11.22% (113) Entrepreneur: 5.16% (52)

Entrepreneur-Specific Questions

7	What platforms do you use for entrepreneurial updates/ networking?	WhatsApp Groups: 70.59% (36) LinkedIn: 41.18% (21) YouTube: 19.61% (10) Slack communities: 5.88% (3) X/Twitter: 1.96% (1) AngelList: 0.00% (0)
8	What is your go-to platform for online meetings?	Google Meet: 67.31% (35) Zoom: 25.00% (13) Microsoft Teams: 7.69% (4)
9	What is your preferred way to stay updated on business trends?	Social Media: 65.38% (34) Networking Events: 46.15% (24) Email Newsletters: 36.54% (19) Online Communities: 21.15% (11) Webinars or Podcasts: 19.23% (10)
10	What one thing do you consider when choosing a business partner/collaborator?	Shared Vision and Values: 55.77% (29) Financial Stability and Investment Capacity: 53.85% (28) Strong Professional Network: 36.54% (19) Proven Track Record and Reputation: 32.69% (17) Industry Expertise or Complementary Skills: 28.85% (15)
11	What work setup supports your entrepreneurship goals?	Flexible hours: 44.23% (23) Fully remote setup: 17.31% (9) Onsite office with a dedicated team: 17.31% (9) Hybrid setup: 13.46% (7) Coworking spaces: 7.69% (4)
12	What makes you feel truly valued in a business partnership or venture?	Opportunities to learn and grow professionally: 50.00% (26) Transparency and open communication: 48.08% (25) Mutual respect and trust: 42.31% (22) Fair distribution of profits or rewards: 36.54% (19) Recognition for contributions and achievements: 34.62% (18)
13	What aspects of running a business cause you the most stress or anxiety?	Lack of a reliable team or support system: 46.15% (24) Uncertainty in market trends or competition: 36.54% (19) Managing cash flow and finances: 23.08% (12) Regulatory or compliance pressures: 23.08% (12) Work-life balance challenges: 17.31% (9)
14	Does your business ecosystem provide enough support for your mental health and alignment with your goals?	Some support, but improvements are needed: 33.33% (17) Yes, I feel supported and aligned with my mission: 27.45% (14) Minimal support, and there's some misalignment: 21.57% (11) No support, and there's a major disconnect: 17.65% (9)
15	Does your business ecosystem support understanding and managing personal/business finances?	Some support, but improvements are needed: 46.15% (24) Yes, I feel supported and aligned: 23.08% (12) Minimal support, some misalignment: 15.38% (8) No support, major disconnect: 15.38% (8)
16	Where do you prefer to search for business opportunities or partnerships?	Referrals from mentors, peers, or networks: 52.94% (27) Social media: 50.98% (26) LinkedIn and professional platforms: 37.25% (19) Business expos and trade shows: 29.41% (15) Business consultants or agencies: 23.53% (12) Industry-specific forums/marketplaces: 19.61% (10)

17	What's the hardest part about finding new business opportunities?	Identifying opportunities that align with my goals: 48.00% (24) Navigating slow/unclear partnership or investment processes: 40.00% (20) Competing with established players: 28.00% (14) Lack of experience: 26.00% (13) Negotiating favourable terms: 20.00% (10)
18	What kind of professional growth do you seek as an entrepreneur?	Practical, hands-on business training: 52.94% (27) Attending workshops or industry conferences: 49.02% (25) Finding a mentor for strategic guidance: 47.06% (24) Leadership/management development programs: 41.18% (21) Online courses and certifications: 39.22% (20)
19	What's your take on Artificial Intelligence (AI) in business?	Curious – Interested in how AI can benefit my business: 47.06% (24) Excited – AI can streamline operations and decision-making: 29.41% (15) Neutral – Unsure of AI's impact on entrepreneurship: 15.69% (8) Concerned – AI could disrupt industries or raise ethical issues: 5.88% (3) Sceptical – Not convinced AI is useful for my business: 1.96% (1)
20	How do you currently use AI tools in your business?	Marketing and sales: 39.22% (20) Learning and strategy: 37.25% (19) Creative projects: 31.37% (16) I don't actively use AI tools: 29.41% (15) Operational efficiency: 21.57% (11)

Job hunters/Graduate - Specific Questions

21	Which platforms do you mostly use for career insights and networking?	LinkedIn: 63.96% (270) WhatsApp groups: 62.80% (265) Facebook: 55.92% (236) Company websites: 25.00% (106) YouTube: 39.29% (166) Instagram: 35.71% (151) Professional association websites: 14.93% (63) X (formerly Twitter): 4.27% (18)
22	Which of the following would you look for in a potential employer?	Career development programs: 80.05% (335) Work-life balance: 55.37% (232) Competitive salary: 43.03% (181) Company reputation: 42.72% (179) Industry relevance: 33.89% (142)
23	How do you prefer to receive updates about internships or job opportunities?	Social media updates: 77.20% (325) Emails or newsletters: 42.99% (181) Online portals or dashboards: 37.77% (159) One-on-one guidance: 34.68% (146) Student forums or groups: 30.64% (129) Alumni networks: 19.48% (82)
24	What's your go-to platform for online learning and collaboration?	Google Meet: 55.66% (235) Zoom: 29.43% (124) Microsoft Teams: 12.44% (52) Slack: 1.20% (5) Skype: 1.20% (5)
25	What work setup do you think would suit you best as a recent graduate or job entrant?	Internship-based roles: 32.14% (135) Full-time office work: 31.19% (131) Hybrid work model: 18.33% (77) Flexible hours: 13.81% (58) Fully remote work: 4.52% (19)
26	Are you willing to take work that does not align with your qualifications?	Yes, open to roles outside qualifications: 62.59% (263) Only if there's learning or growth: 32.14% (135) Undecided: 4.05% (17) No, want jobs that match qualifications: 0.95% (4)

27	What would make you feel valued in an entry-level job?	Opportunities to learn new skills: 77.27% (325) Supportive leadership: 47.03% (198) Inclusive and positive work culture: 39.43% (166) Clear recognition for efforts: 32.07% (135) Competitive rewards: 28.27% (119)
28	What aspects of a workplace might cause you the most stress as you begin your career?	Lack of clear communication: 65.95% (277) Toxic work culture: 64.75% (272) Limited growth opportunities: 39.29% (165) Unrealistic expectations: 37.62% (158) Poor work-life balance: 32.62% (137)
29	How do you feel about the role of AI in shaping your career?	Curious about AI's impact: 32.28% (136) Excited about its possibilities: 26.51% (112) Neutral: 18.07% (76) Concerned about job loss due to AI: 11.17% (47) Skeptical: 9.88% (42) Unclear response: 2.17% (9)
30	How do you currently use AI tools in your daily life?	For academic productivity: 63.13% (266) For personal growth: 53.98% (228) For personal tasks: 22.65% (96) I don't use AI at all: 11.57% (49) For entertainment: 8.43% (36)

Young Career Professional Insights

31	Which sites do you mostly go to for professional updates or networking?	LinkedIn: 57.14% (304) WhatsApp groups: 53.57% (285) Facebook: 42.96% (229) YouTube: 39.29% (209) Instagram: 35.71% (190) Company Websites: 25.00% (133) Professional Association Websites: 17.45% (93) X (formerly Twitter): 3.38% (18)
32	What is your go-to platform for online meetings?	Google Meet: 43.90% (234) Zoom: 35.65% (190) Microsoft Teams: 17.64% (94) Skype: 2.81% (15) Slack: 0.00% (0)
33	As a young career professional, how do you prefer to receive updates at work?	Emails or newsletters: 46.72% (249) Team meetings: 32.08% (171) Social media updates: 8.44% (45) Online tools or dashboards: 7.88% (42) One-on-one chats: 4.88% (26)
34	Where do you prefer to search for job opportunities?	Job boards: 48.22% (257) LinkedIn: 45.97% (245) Social media: 33.02% (176) Friends, family/networks: 30.02% (160) Job Adverts in Newspapers: 26.83% (143) Company career pages: 24.77% (132) Recruitment agencies/head-hunters: 23.64% (126)
35	What kind of professional growth are you most interested in?	Hands-on-the-job training: 45.78% (244) Career progression/promotion: 32.65% (174) Workshops or seminars: 35.27% (188) Leadership development: 35.83% (191) Support for certifications: 31.33% (167) A mentor to guide me: 29.27% (156) Online courses/certifications: 23.08% (123)

36	What do you look for when choosing an employer?	Career growth opportunities: 64.92% (346) Job security: 46.53% (248) Work-life balance: 43.15% (230) Work culture: 38.46% (205) A competitive pay check: 35.65% (190) Company's reputation: 30.39% (162) Industry alignment: 26.27% (140) Location: 20.64% (110)
37	What work setup fits you best?	Full-time at the office: 34.71% (185) Flexible hours: 31.52% (168) Hybrid: 26.83% (143) Shift-based or rotational: 4.50% (24) Fully remote: 1.31% (7) Freelance: 1.13% (6)
38	What aspects make you feel valued at work?	Growth opportunities: 57.22% (305) Recognition: 57.04% (304) Extra perks: 50.28% (268) Transparent leadership: 36.21% (193) Diversity and inclusion: 30.21% (161)
39	What aspects of your job or work environment cause you stress or anxiety?	Poor communication: 53.10% (283) Job insecurity/uncertainty: 45.97% (245) Unclear expectations: 39.21% (209) Unrealistic deadlines/workload: 33.40% (178) Poor work-life balance: 30.58% (163) Difficult relationships: 30.21% (161)
40	What aspects of your job or work environment cause you stress or anxiety?	Unrealistic deadlines/workload – 33.40% (178) Poor communication – 53.10% (283) Job insecurity/uncertainty – 45.97% (245) Difficult relationships – 30.21% (161) Poor work-life balance – 30.58% (163) Unclear expectations – 39.21% (209)
41	Does your workplace provide enough mental health support?	Yes, I feel supported – 26.45% (141) Some support – 17.64% (94) Minimal support – 26.64% (142) No support – 29.27% (156)
42	Has your employer provided you with training or awareness on personal financial management?	Yes – 29.83% (159) Some information – 24.95% (133) No – 45.22% (241)
43	What's your take on Artificial Intelligence (AI) in the workplace?	Excited – 43.90% (234) Curious – 24.20% (129) Neutral – 16.89% (90) Concerned – 12.20% (65) Sceptical – 2.81% (15)
44	How do you use AI tools in your daily life?	For work productivity – 45.40% (242) For decision-making – 15.76% (84) For learning – 44.09% (235) For communication – 18.95% (101) For personal work tasks – 20.83% (111) I don't use AI tools – 23.45% (125)

Support / Resource Partners

Business, Management and People Consulting Support
TopFloor Limited
Address: Villa 50, Millennium Village Complex, Longacres, Lusaka
Phone: + 260 955 219 333 | +260 211 259 101
Email: info@topfloor.co.zm
Website: www.topfloor.co.zm

People Consulting Support
Zambia Institute of Human Resource Management (ZIHRM)
Address: Buchi Road Plot 1780 Off Lubambe Road Northmead, P.O Box 51038, Ridgeway. Lusaka Zambia
Phone: 260 211 234 537 | 260 211 234 536 | 260 955 404 075
Email: info@zihrm.org.zm
Website: https://zihrm.org.zm/

Technology / AI Support
BongoHive
Address: Physical Address: 6th Floor, ZEP-RE Business Park, Alick Nkhata Rd, Lusaka, Zambia.
Phone: + 260 953 017 526
Email: contactus@bongohive.co.zm
Website: https://bongohive.co.zm/

ProBase Solutions Beyond Technology
Address: Plot 2374 Kelvin Siwale Road, Lusaka Zambia.
Phone: +260 976 360 360
Email: info@probasegroup.com
Website: https://probasegroup.com/

Financial Management Consulting Support
Zambia Institute of Chartered Accountants (ZICA)
Address: Accountants Park, Plot No. 2374/a, Thabo Mbeki Road, Lusaka
Phone: +260 211 374 551-9 | +260 212 222 002
Email: membership@zica.co.zm / education@zica.co.zm
Website: https://www.zica.co.zm/

Non-Audit/Financial Management Firms Registered with ZICA
Website: https://www.zica.co.zm/non-audit-practice/

Mental Health Support

Psychology Association of Zambia
Address: The University of Zambia, Great East Road Campus
Phone: +260 762 024 357
Email: psychologyassociation.z@gmail.com
Website: https://paz.co.zm

Renaissance
Address: 8655 Kudu Rd, Lusaka
Phone: +260 973 090 988
Email: info@renaissance.net
Website: www.renaisense.net

PsycHealth Zambia
Address: 50 Mutandwa Road Roma, Lusaka, Zambia
Phone: +260 955 264 975 | +260 211 292 224
Email: info@psychZambia.com
Website: https://psychzambia.com/

Silver Lining Healthcare
Address: 28 Mwambeshi Road/Luzi Road Northmead.
Phone: +260 773 507 677
Email: ravi.paul@silverliningcare.com/ravipaul35@gmail.com

Great North Rehab Centre
Address: Plot No 5, Kalembe Close (Off Great East Road) next to Petroda House in Rhodespark.
Phone: +260 968 503 538
Email: rehab@greatnorthroadacademy.net

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