



What are the most popular work goals for Americans in 2023?

- Moneypenny conducted a survey which found that 44% of Americans want a raise next year.
- Other popular goals amongst respondents included getting a promotion, but also feeling stable in their career and improving their work/life balance.
- The survey also revealed the different goals both men and women prioritize in the workplace.

For most of us, our careers form a huge part of our lives – so it’s not uncommon that work goals and progression is something we consider when thinking about our goals for the new year.

[Moneypenny](#) have surveyed 1,000 American workers across the country to find out what their main work goals are for 2023, and if they thought they reached their 2022 goals.

44% of American’s want a raise in 2023

Reason	%
Get a raise	44%
Get a promotion	31%
Improve my work/life balance	24%
Get a new job	21%
Feeling stable in my career	20%
Increase my productivity	13%
Become more time efficient	12%
Start my own business	11%



Completely change careers	11%
Earn a new qualification - e.g, certificate/degree	9%
Speak at conferences/events	2%
Other (please specify)	1%

Almost half of the respondents stated their primary goal in 2023 was the get a raise, followed by getting a promotion. Employee’s also want to prioritize improving their work/life balance, whilst just over 1/5 of respondents stated they wanted to get a new job.

Older Employees Prioritize Work/Life Balance

Age	Most Popular Work Goal	%	2 nd Most Popular Goal	%	3 rd Most Popular Goal	%
18-24	Get a new job	35%	Get a promotion	34%	Get a raise	33%
25-34	Get a raise	47%	Get a promotion	39%	Get a new job	20%
35-44	Get a raise	47%	Get a promotion	31%	Improve my work/life balance	26%
45-54	Get a raise	53%	Improve my work/life balance	25%	Get a promotion	24%
55-64	Get a raise	39%	Improve my work/life balance	30%	Feeling stable in my career	29%



65+	Get a raise	38%	Improve my work/life balance	29%	Feeling stable in my career	25%
-----	-------------	-----	------------------------------	-----	-----------------------------	-----

Except for the 18-24 age bracket, getting a raise was the most popular goal across all ages – however, older respondents also prioritized improving their work/life balance, and feeling stable in their career.

Men Are More Focused on Promotions and Raises Than Women

Reason	Male	Female
Get a raise	45.30%	43.00%
Get a promotion	37.20%	25.70%
Improve my work/life balance	23.00%	24.10%
Feeling stable in my career	18.70%	21.40%
Get a new job	17.50%	23.50%
Increase my productivity	14.80%	12.60%
Become more time efficient	11.70%	11.90%
Start my own business	11.50%	10.50%
Completely change careers	10.50%	11.10%



Earn a new qualification - e.g, certificate/degree	7.80%	9.70%
Speak at conferences/events	2.70%	1.40%
Other (please specify)	0.40%	1.40%

Whilst getting a raise was still at the forefront of both men and women’s minds for 2023, women were prioritizing improving their work/life balance and feeling stable in their career more than men. On the other hand, men are prioritizing increasing their productivity and getting promotions more than women.

40% of American’s Say They Achieved Their 2022 Work Goals

Answer	Male	Female
Yes, I achieved the career goals I set for myself in 2022	42%	37%
Yes, but I still wish I had achieved even more	29%	23%
No, but I am still happy with what I did achieve	18%	27%
No, and I wish I would have worked harder towards those goals	10%	13%



In total, 40% of respondents said they'd reached their work goals for 2022 – whilst 26% said that whilst they had, they also wished they'd achieved more. More men than women believed that they'd reached their goals for 2022, whilst more women than men said that whilst they may not have reached their goals, they're still happy with what they achieved this year.

Eric Schurke (CEO, North America) from MoneyPenny said *"The last few years have seen changes to the ways of working due to the pandemic, from WFH and hybrid work, to changes in benefits. Whilst we know, and can understand why things like raises and promotions are at the forefront of employees minds when thinking about career goals, it's interesting to see how goals such as feeling stable in your career and improving/work life balance are also priorities now"*

To view more of the research, please visit the full blog post here:

<https://www.moneypenny.com/us/resources/blog/the-most-popular-work-goals-for-americans-in-2023/>

[ENDS]

Notes for editors:

- 1- A survey was conducted on 1000 employed people across America via 3gem surveys.

About MoneyPenny

MoneyPenny is a leading provider of phone answering, live chat and customer contact solutions working with businesses of all shapes and sizes. MoneyPenny offers a personalized service acting as part of your extended team exactly as they would if they were based in an office

MoneyPenny has over 1,200 employees globally. The company handles over 20 million calls and live chats for 21,000 businesses. MoneyPenny is proud to have been part of the '100 Best Companies to Work For' seven times and to be recognised as a Great Place To Work (GPTW)

MoneyPenny Group includes award-winning companies, VoiceNation, NinjaNumber and Alphapage

