Most people want work that is personally meaningful and also impacts the wider world. For them, a job is more than a way to make a living—it’s an opportunity to bring people and resources together to do good. They understand there are big payoffs to work that benefits people, the planet, and the bottom line.

**Work is about more than money**

Students lead the way in seeking work that is both interesting and valuable to society.

**Students expect to make an impact through their work**

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Within 5 years</td>
<td>37%</td>
</tr>
<tr>
<td>In 5+ years</td>
<td>28%</td>
</tr>
<tr>
<td>Never</td>
<td>12%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>23%</td>
</tr>
</tbody>
</table>

**What students want in a job**

- 88% Work-life balance
- 88% Good compensation
- 86% Interesting work
- 74% An organization that shares their values
- 65% The potential to contribute to society
- 53% Opportunities for advancement

**Women power positive change**

Across all generations of workers, women lead the way in pursuing careers that contribute to society. It is very important to work for a socially or environmentally responsible company.

**Women**

- 60% Very satisfied
- 40% Not very satisfied

**Men**

- 39% Very satisfied
- 61% Not very satisfied
Net Impact is a community of more than 30,000 changemakers using our jobs to make a positive impact. For more information on this study, visit www.netimpact.org/whatworkerswant.