

WANT TO BE HAPPY? SPEND ON EXPERIENCES NOT THINGS

WHY ARE SOME PEOPLE HAPPIER?
IT BREAKS DOWN TO ABOUT:

Research has shown that money increases happiness up to about

MILLENNIALS
are embracing the concept of buying experiences (which also boost their social media feeds) rather than things.

50%
genetics, what you're born with.

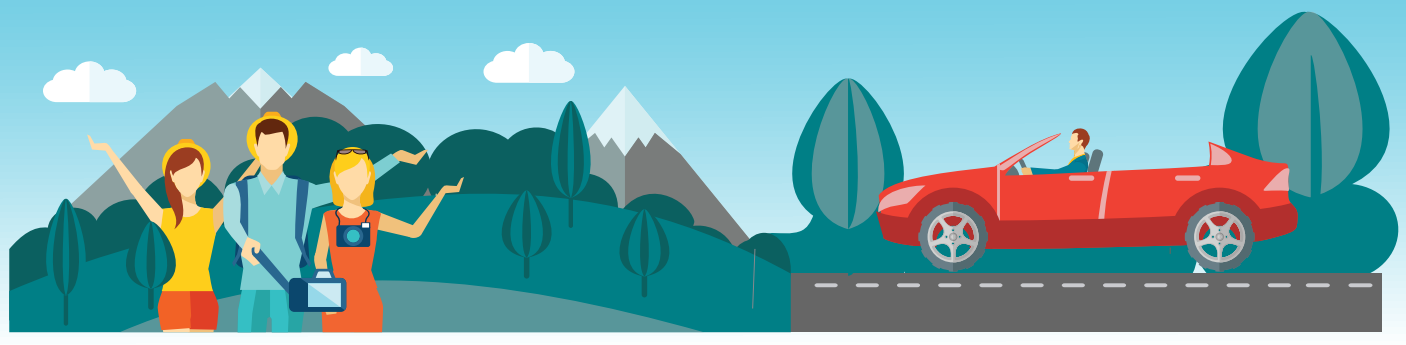


40%
daily activities and experiences, like what we do, who we're with, and how we feel.

\$75K
annually, but plateaus above that salary.



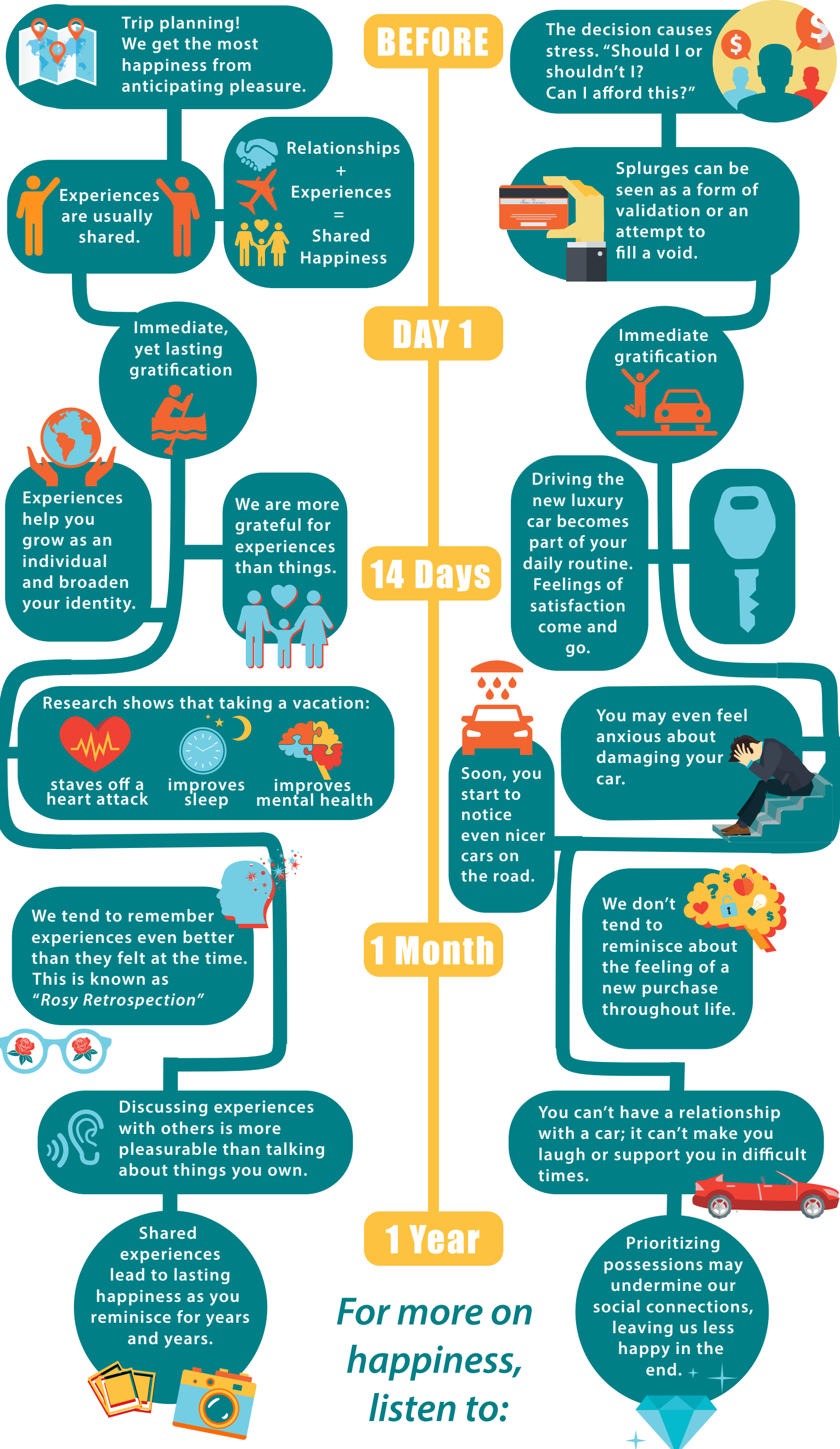
What will make you happier: buying a nicer car or taking a family trip?
Here's what the research says:



**SPENDING ON EXPERIENCES
"VACATION"**

VS.

**SPENDING ON THINGS
"NICER CAR"**



THE SCIENCE OF GRATITUDE
on your public radio station this fall
gratituderadio.org

Sources:

Designed by Amanda Page

- "What is the Science of Happiness?" <http://www.berkeleywellness.com/healthy-mind/mind-body/article/science-happiness>
- "Not Just Millennials: Consumers Want Experiences, Not Things" <http://adage.com/article/digitalnext/consumers-experiences-things/299994/>
- "People Who Spend Money On Experiences Instead of Things Are Much Happier" <http://elitedaily.com/news/world/people-spend-money-experiences-instead-things-much-happier/983208/>
- "You DO Have Time for a Summer Vacation" <http://elitedaily.com/news/world/people-spend-money-experiences-instead-things-much-happier/983208/>
- "Thomas Gilovich: Cultivating Gratitude in a Consumerist Society" <http://elitedaily.com/news/world/people-spend-money-experiences-instead-things-much-happier/983208/>
- "Pursing Happiness: The Architecture of Sustainable Change" <http://sonjalyubomirsky.com/wp-content/themes/sonjalyubomirsky/papers/LSS2005.pdf>



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