

FOR MILLENNIA, HUMANITY HAS SOUGHT AN ANSWER TO THE QUESTION:  
**CAN MONEY BUY HAPPINESS?**

WELL, IT TURNS OUT THAT THE ANSWER IS...

**KIND OF**



**MY FINANCIAL PLAN**



2015 2020 2025 2030

PEOPLE WHO HAVE **FINANCIAL PLANS**

*are generally*

**HAPPIER** AND FEEL MORE **IN CONTROL**

**AMERICANS**

LIVING IN **POVERTY** ARE **TWICE AS LIKELY**  
AS THOSE LIVING ABOVE THE **POVERTY LINE** TO RECEIVE  
**A DIAGNOSIS OF DEPRESSION**



— He that is of the opinion —  
**“MONEY WILL DO EVERYTHING”**  
— may well be suspected of —  
**DOING ANYTHING FOR MONEY.**

**BENJAMIN FRANKLIN**



**HAPPINESS ONLY INCREASES WITH WEALTH  
UP TO A POINT..**

DAN GILBERT SAYS HAPPINESS BEGINS  
TO PEAK AROUND AN ANNUAL INCOME OF

**\$40,000**

WHILE DANIEL KAHNEMAN  
SAYS IT IS

**\$75,000**



But whatever the number, the truth is that money's ability to provide happiness has a great deal to do with how it is spent.

## KEEPING THIS IN MIND, CONSIDER THE FOLLOWING TIPS FOR SPENDING FOR MAXIMUM HAPPINESS!



### GIVE IT AWAY

Spending money on others does more to boost happiness than spending it more selfishly...

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### BUY "PEACE OF MIND"

One effective use of money could be to buy insurance and other things that may provide freedom from worry.

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### PAY FOR EXPERIENCES NOT STUFF

"Research shows that experiences provide more happiness than material goods in part because experiences are more likely to make us feel connected to others."

8



### MAKE IT RARE

"Abundance, it turns out, is the enemy of appreciation. This is the sad reality of the human experience: in general, the more we're exposed to something, the more its impact diminishes."

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### BUY TIME

Spending quality time with loved ones greatly increases happiness, whereas time spent in unpleasant activities like commuting can lead to everything from poor health to divorce.

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### TREAT YOURSELF (SOMETIMES)

We tend to acclimate ourselves to whatever our new financial reality is, good or bad. Therefore, occasional splurges have been shown to increase happiness whereas too frequent indulgence just leads to raised expectations.

So, while this infographic won't make you any wealthier, it can teach you to spend your money in ways that matter to and through retirement.

## ISN'T THAT WHAT IT'S ALL ABOUT?



1. Aviva 2010 Feel-Good Insight Study
2. 2011 Gallup-Healthways Well-Being Index
3. <http://www.brainyquote.com/quotes/quotes/b/benjaminfr100353.html>
- 4 and 5. Gilbert, Daniel Todd. 2007. Stumbling on happiness. New York: Vintage Books / Angus Deaton, Ph.D., Daniel Kahneman, Ph.D., analysis of responses to 2008 and 2008 Gallup-Healthways Well-Being Index (GHWBI)
- 6 and 7. Dunn, Elizabeth, and Michael Norton. 2013. Happy Money: The Science of Smarter Spending. New York: Simon & Schuster
8. Michelle Singletary. Five ways money can buy you happiness. The Washington Post Web, October 4, 2013.
9. Annie Lowrey. Your Commute Is Killing You. Slate, May 26, 2011
10. Baumeister, Roy F., and Kathleen D. Vohs, eds. Encyclopedia of Social Psychology. Thousand Oaks, CA: SAGE Publications, inc., 2007

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