

If You Want to Feel Better, Spend Money on Saving Time

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The Wall Street Journal:

People feel happier when they pay to save time than when they buy something nice for themselves.

Those are the results we found in a series of recent studies. Spending on things like housecleaning services or grocery delivery left people feeling more satisfied than spending on things like new clothes and wine. The findings held true for people in different countries, and at different income levels.

But we learned something else too: Even though people feel better when they spend money to free up time, they often don't choose to do it.

Read the whole story: [*The Wall Street Journal*](#)