



SHARING

# joy

Joy is more than happiness. It's a whoosh of wonder, a burst of fun. Dr. Sonja Lyubomirsky, psychologist and happiness expert, has found joy makes us "more connected to others, more creative and physically healthier." But it's missing from many people's lives.

## WHAT'S THE PROBLEM?

With life as busy as it is, people often overlook everyday opportunities to experience joy.

93%

of Americans want to find more ways to experience joy every day.



ONLY 40%

of Americans think they have enough joy in their lives.

## IT'S (SHARING) THE LITTLE THINGS

Stressed out? Taking time to break away and breathe is the first step to finding your joy.

96%

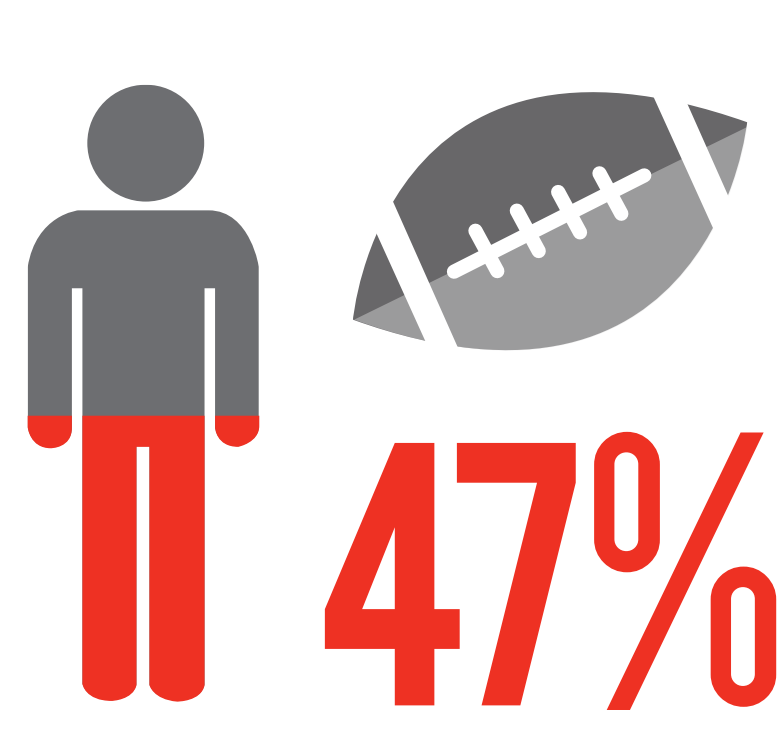
96% of Americans agree it's important to celebrate the little things in life.

BUT

33%

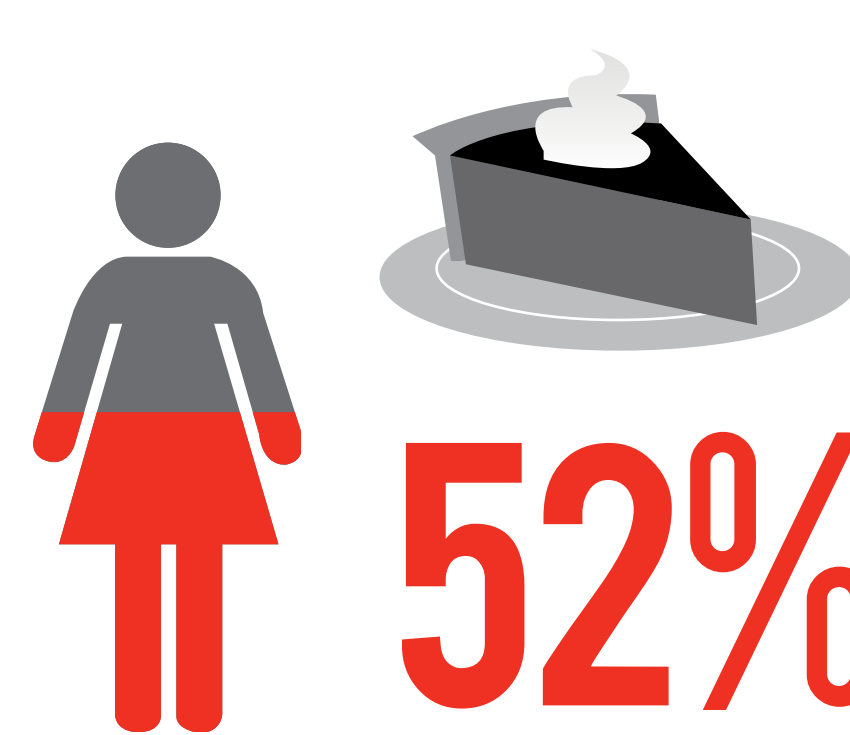
Only 33% set aside time to celebrate everyday moments of joy with others.

Sometimes the solution to our problem is simpler than we think ...



47%

47% of men say a victory for their team brings them joy.

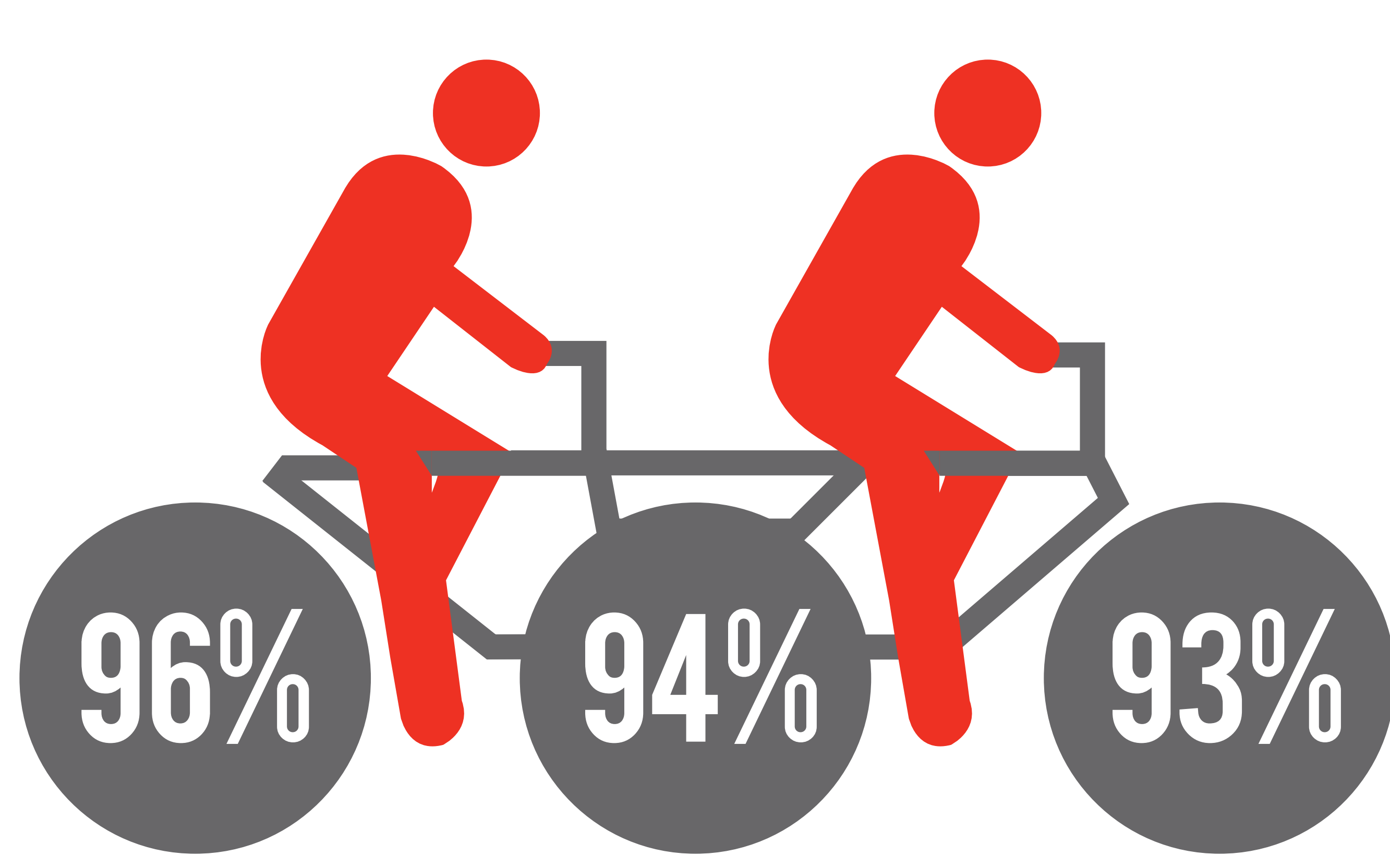


52%

52% of women find joy in sharing a meal with friends.

## SHARING THE JOY

Thankfully, joy is infectious, and it's a rare contagion that everyone wants to spread!



96% AGREE the world would be a better place if we all spread more joy.

94% AGREE joy is more intense when it's shared with others.

93% EXPERIENCE joy when they make someone else feel joyous.

## TOP 3 MOMENTS THAT BRING JOY



Celebrating a child's accomplishment



Taking part in a group celebration



Listening to one of your favorite songs

TELL THE WORLD HOW YOU #SHARETHEJOY

This study was conducted by Edelman Berland among a nationally representative sample of n=1,016 U.S. adults aged 18+. Brought to you by: Reddi-wip