Supporting Material for

Buying time promotes happiness

Ashley V. Whillans†, Elizabeth W. Dunn,
Paul Smeets, Rene Bekkers, & Michael I. Norton

†To whom correspondence should be addressed:

Email: awhillans@hbs.edu

Ancillary Results

Table S1
Additional information for relevant demographic variables in Studies 1-6

Study	*N*	Description	% Time Saving	Primary Well-being Measures	Omitted Demographics[a]	Additional Demographics	Secondary Well-being Measures
1	366	US MTurkers	15.8%	2-item SWL (α=0.73)	Gender	--	5-item Meaning in Life[b] (α=0.79)
2	1260	US Representative	21.9%	2-item SWL (α=0.84)	--	--	--
3	467	Danish Adults	23.1%	2-item SWL (α=0.86)	# of hours worked # of kids	Occupation status	1-item Meaning in Life[b] 4-item Connection (α=0.76)[b] 2-item Control (α=0.71)[c]
4	326	Canadian Adults	26.6%	2-item SWL (α=0.85)	--	$ spent on entertainment & bills/month	9-item Time Pressure (α=0.86)
5	1232	Dutch Representative	21.2%	1-item SWL	--	Employed (1=Yes)[d]	4-item Time Pressure (α=0.77)
6	818	Dutch Millionaires	60.3%	1-item SWL	# of hours worked	Employed (1=Yes)	6-item Time Pressure (α=0.74)
N	4,469						

Note. [a]Across all studies (unless otherwise indicated as omitted), respondents reported their annual household income, their marital status, the number of hours that they worked on average each week, the number of children that they had living at home, and their age and gender. We report additional covariates in the column "Additional demographics." [b]Respondents in this study completed a 4-item Social Connection measure and 1-item measure of Meaning in Life (*1*, *2*). [c]Respondents in this study also completed a 2-item measure of Perceived Control (*3*). [d]This variable represents whether individuals reported working for pay.

Table S2

Regression analyses predicting satisfaction with life in Studies 1-6

Study	*N*	Study	Time-saving purchases (1=Yes)	Time-saving purchases (1=Yes) with covariates	Time-saving purchases (Amount)	Time-saving purchases (Amount) Squared[b]	Time-saving purchases (Amount) Squared with covariates
1	366	US MTurkers	*β*=.02 *p*=.713	*β*=.03 *p*=.622	*β*=-.01 *p*=.863	*β*=-.02 *p*=.870	*β*=-.02 *p*=.853
2	1260	US Representative	*β*=.14 *p*<.001	*β*=.11 *p*<.001	*β*=.005 *p*=.854	*β*=-.14 *p*=.005	*β*=-.12 *p*=.012
3	467	Danish Adults	*β*=.16 *p*<.001	*β*=.18 *p*=.001	*β*=.08 *p*=.124	*β*=-.15 *p*=.087	*β*=-.13 *p*=.225
4	325	Canadian Adults	*β*=.15 *p*=.005	*β*=.16 *p*=.015	*β*=.12 *p*=.038	*β*=.01 *p*=.925	*β*=-.02 *p*=.899
5	1232	Dutch Representative	*β*=.04 *p*=.143	*β*=.04 *p*=.175	*β*=.05 *p*=.100	*β*=-.05 *p*=.314	*β*=-.04 *p*=.432
6	818	Dutch Millionaires	*β*=.10 *p*=.005	*β*=.12 *p*=.004	*β*=.007 *p*=.839	*β*=-.07 *p*=.397	*β*=-.09 *p*=.397
N	4,468						

Note. [a]See Tables S4-S18 for the full regression models for Studies 1-6 with all predictors entered simultaneously. We also assessed the linear and non-linear effect of amount spent on life satisfaction. There were no linear effects of amount across studies. [b]There was a significant quadratic effect: Respondents who spent a moderate amount reported the greatest life satisfaction, meta-analytic effect, Z=7.88, p<0.001. See Figure S1.

Table S3

Time pressure items across Studies 4-8

Items	Study 4	Study 5	Study 6	Study 7	Study 8
I feel pressed for time today.[a]	X				
I feel under time pressure today.[a]	X				
I feel rushed today.[a]	X				
Compared to yesterday, I feel more stressed out about my time.[a]	X				
I feel pressured for time.[a]	X				
I feel like I am under time pressure.[a]	X	X	X		
I feel like I don't have enough time.[a]	X	X	X		
Time is my scarcest resource.[a]	X	X	X		
My time is extremely valuable to me.[a]	X	X	X		
There have not been enough minutes in the day.[b]				X	X
I have felt like things have been really hectic.[b]				X	X
I have had plenty of spare time today. [b]				X	X

Note. [a]These items of time pressure are from a validated measure of time stress; in Studies 5 & 6 we used the four top-highest loading items from this scale (*4*). [b]These items are the three top-highest loading items from the Time Affluence Subscale of the Material & Time Affluence Scale (*5*).

Table S4

Moderation regression analyses with time-saving services and time pressure predicting life satisfaction in Studies 4-6

Study	*N*	Study	Time-saving purchases X time pressure on SWL	Association between time pressure & SWL (Time-saving purchases =Yes)	Association between time pressure & SWL (Time-saving purchases =No)
4	311	Canadian Adults	β=.09 *p*=.146	β=-.12 *p*=.262	β=-.28 *p*<.001
5	1232	Dutch Representative	β=.04 *p*=.244	β=-.14 *p*=.025	β=-.20 *p*<.001
6	818	Dutch Millionaires	β=.22 *p*<.001	β=-.01 *p*=.895	β=-.28 *p*<.001
N	2,361				

Table S5

Moderation regression analyses with time-saving services and household income predicting life satisfaction in Studies 1-7

Study	Study	Time-saving purchases X income on SWL	Time-saving purchases X income/wealth on SWL
1	US MTurkers	*β*=-.01 *p*=.851	*β*=-.19 *p*=.155
2	US Representative	*β*=-.08 *p*=.019	*β*=-.43 *p*=.003
3	Danish Adults	*β*=.07 *p*=.261	*β*=.29 *p*=.211
4	Canadian Adults	*β*=-.04 *p*=.544	*β*=-.19 *p*=.563
5	Dutch Representative	NA	*β*=-.04 *p*=.179
6	Dutch Millionaires	NA	*β*=-.18 *p*=.102
7	US Qualtrics	*β*=-.04 *p*=.281	*β*=-.22 *p*=.060
N			

Note. In Study 5 and 6 log net-worth was used as a proxy for wealth.

Table S6

Regression predicting SWL from Time-Saving purchases (1=Yes) in Study 2 with all covariates entered simultaneously in the model

Predictor	*β*	*B*	(SE)	*P value for predictor*	*F value for model*	*P value*	*R-square*
Time-Saving Purchases (1=Yes)	.11	.48	.11	< .001			
Income	.18	.08	.01	< .001			
Age	.15	.02	.003	< .001			
Marital Status (1=Married)	.16	.57	.11	<.001			
# of Hours Worked/Week	.01	.001	.004	.858			
# of Kids at Home	.01	.02	.04	.695			
Gender (1=Female)	.02	.07	.09	.458	$F(7, 1251)=25.93$	< .001	.13

Table S7

Regression predicting SWL from Time-Saving purchases (1=Yes) in Study 2 with alternative covariates entered simultaneously in the model

Predictor	*β*	*B*	(SE)	*P value for predictor*	*F value for model*	*P value*	*R-square*
Time-Saving Purchases (1=Yes)	.12	.50	.11	< .001			
Log Income	.16	.65	.11	< .001			
Age Centered	.14	.02	.003	< .001			
Age Squared	.07	.001	.0001	.015			
Marital Status (1=Married)	.18	.64	.11	<.001			
# of Hours Worked/Week	.02	.002	.004	.599			
# of Kids at Home	.03	.04	.04	.342			
Gender (1=Female)	.03	.09	.10	.358	$F(8, 1251)=22.49$	< .001	.13

Table S8

Regression predicting SWL from Time-saving purchases (1=Yes) in Study 3 with all covariates entered simultaneously in the model

Predictor	*β*	*B*	(SE)	*P value for predictor*	*F value for model*	*P value*	*R-square*
Time-Saving Purchases (1=Yes)	.18	.60	.18	< .001			
Income	.16	.19	.08	.023			
Age	.12	.12	.07	.078			
Marital Status (1=Married)	.12	.34	.17	.043			
Occupation Status	.09	.06	.06	.295			
Employment (1=Employed)	-.25	-.71	.24	.003			
Gender (1=Female)	-.03	-.08	.16	.603	$F(7, 332)=5.54$	< .001	.11

Note. Study 3 did not ask participants to report the number of children they had living at home or how many hours they worked.

Table S9

Regression predicting SWL from Time-saving purchases (1=Yes) in Study 3 with alternative set of covariates entered simultaneously in the model

Predictor	*β*	*B*	(SE)	*P value for predictor*	*F value for model*	*P value*	*R-square*
Time-Saving Purchases (1=Yes)	.19	.64	.18	< .001			
Log Income	.15	.53	.26	.043			
Age Centered	.17	.18	.08	.023			
Age Squared	.12	.08	.05	.092			
Marital Status (1=Married)	.14	.42	.17	.013			
Occupation Status	.06	.04	.06	.459			
Employment (1=Employed)	-.17	-.48	.08	.065			
Gender (1=Female)	-.04	-.10	.16	.519	$F(8, 332)=4.89$	< .001	.11

Note. Study 3 did not ask participants to report the number of children they had living at home or how many hours they worked.

Table S10

Regression predicting meaning in life from Time-saving purchases (1=Yes) in Study 3 with all covariates entered simultaneously in the model

Predictor	*β*	*B*	(SE)	*P value for predictor*	*F value for model*	*P value*	*R-square*
Time-Saving Purchases (1=Yes)	.14	.21	.08	.015			
Income	-.02	-.01	.04	.829			
Age	.10	.05	.03	.170			
Marital Status (1=Married)	.13	.17	.08	.031			
Occupation Status	.06	.02	.03	.466			
Employment (1=Employed)	.09	.11	.11	.337			
Gender (1=Female)	.01	.01	.07	.874	$F(7, 320)=2.50$	.017	.05

Table S11

Regression predicting social connection from Time-saving purchases (1=Yes) in Study 3 with all covariates entered simultaneously in the model

Predictor	*β*	*B*	(SE)	*P value for predictor*	*F value for model*	*P value*	*R-square*
Time-Saving Purchases (1=Yes)	.14	.17	.07	.012			
Income	.04	.02	.03	.607			
Age	.04	.02	.03	.551			
Marital Status (1=Married)	.20	.22	.06	.001			
Occupation Status	.11	.03	.02	.170			
Employment (1=Employed)	-.23	-.24	.09	.007			
Gender (1=Female)	-.09	-.10	.06	.095	$F(7, 331)=4.24$	< .001	.08

Table S12

Regression predicting perceived control from Time-saving purchases (1=Yes) in Study 3 with all covariates entered simultaneously in the model

Predictor	*β*	*B*	(SE)	*P value for predictor*	*F value for model*	*P value*	*R-square*
Time-Saving Purchases (1=Yes)	.15	.21	.08	.008			
Income	.06	.03	.04	.421			
Age	.30	.14	.03	< .001			
Marital Status (1=Married)	.14	.18	.08	.019			
Occupation Status	.16	.05	.03	.043			
Employment (1=Employed)	-.15	-.19	.11	.083			
Gender (1=Female)	.02	.02	.07	.736	$F(7, 331)=6.61$	< .001	.13

Table S13

Regression predicting SWL from Time-saving purchases (1=Yes) in Study 4 with all covariates entered simultaneously in the model

Predictor	*β*	*B*	(SE)	*P value for predictor*	*F value for model*	*P value*	*R-square*
Time-Saving Purchases (1=Yes)	.16	.50	.21	.015			
Income	.12	.04	.03	.107			
Age	.11	.01	.01	.150			
Marital Status (1=Married)	.13	.36	.21	.086			
# of Hours Worked/Week	-.01	.001	.01	.938			
# of Kids at Home	-.04	-.09	.14	.548	$F(6, 224)=4.43$	< .001	.11

Table S14

Regression predicting SWL from Time-saving purchases (1=Yes) in Study 4 with alternative covariates entered simultaneously in the model

Predictor	*β*	*B*	(SE)	*P value for predictor*	*F value for model*	*P value*	*R-square*
Time-Saving Purchases (1=Yes)	.17	.53	.21	.011			
Log Income	.09	.56	.42	.187			
Age Centered	.09	.01	.01	.303			
Age Squared	.05	.0001	.0001	.552			
Marital Status (1=Married)	.15	.42	.21	.049			
# of Hours Worked/Week	.01	.0001	.01	.926			
# of Kids at Home	-.02	-.05	.15	.733	$F(7, 224)=3.69$	.001	.11

Table S15

Regression predicting SWL from Time-saving purchases (1=Yes) in Study 5 with all covariates entered simultaneously in the model

Predictor	*β*	*B*	(SE)	*P value for predictor*	*F value for model*	*P value*	*R-square*
Time-Saving Purchases (1=Yes)	.04	.12	.09	.175			
Log Net-worth	.09	.18	.06	.002			
Age	.02	.002	.003	.577			
Marital Status (1=Married)	.14	.36	.08	< .001			
Employment (1=Yes)	-.13	-.36	.09	< .001			
Gender (1=Female)	.01	.04	.08	.635			
# of Kids at Home	.06	.08	.04	.084	$F(7, 1231)=10.28$	< .001	.06

Note. In Study 5 and 6 log net-worth was used as a proxy for wealth.

Table S16

Regression predicting SWL from Time-saving purchases (1=Yes) in Study 5 with alternative covariates entered simultaneously in the model

Predictor	*β*	*B*	(SE)	*P value for predictor*	*F value for model*	*P value*	*R-square*
Time-Saving Purchases (1=Yes)	.02	.07	.09	.417			
Log Net-worth	.09	.19	.06	.001			
Age Centered	.05	.004	.003	.179			
Age Squared	.15	.001	.0001	< .001			
Marital Status (1=Married)	.16	.43	.08	< .001			
Employment (1=Yes)	-.05	-.14	.10	.181			
Gender (1=Female)	.03	.08	.08	.274			
# of Kids at Home	.06	.08	.04	.057	$F(8, 1231)=11.88$	< .001	.07

Note. In Study 5 and 6 log net-worth was used as a proxy for wealth.

Table S17

Regression predicting SWL from Time-saving purchases (1=Yes) in Study 6 with all covariates entered simultaneously in the model

Predictor	*β*	*B*	(SE)	*P value for predictor*	*F value for model*	*P value*	*R-square*
Time-Saving Purchases (1=Yes)	.12	.24	.08	.004			
Log Net-worth	-.01	-.01	.11	.906			
Age	-.04	-.004	.01	.442			
Marital Status (1=Married)	.12	.28	.10	.005			
Employment (1=Yes)	-.06	-.14	.12	.240			
Gender (1=Female)	-.02	-.06	.12	.614			
# of Kids at Home	-.06	-.07	.06	.186	$F(7, 606)=3.20$	.002	.04

Note. In Study 5 and 6 log net-worth was used as a proxy for wealth.

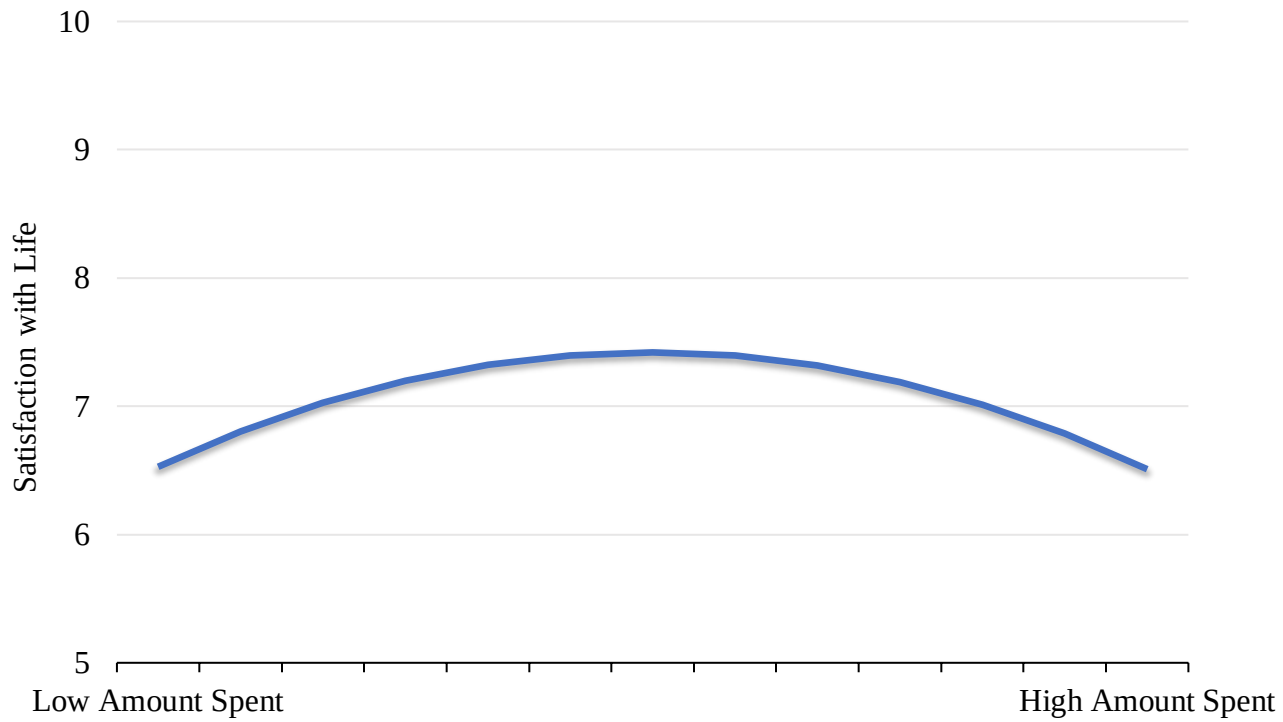
Table S18

Regression predicting SWL from Time-saving purchases (1=Yes) in Study 6 with alternative covariates entered simultaneously in the model

Predictor	*β*	*B*	(SE)	*P value for predictor*	*F value for model*	*P value*	*R-square*
Time-Saving Purchases (1=Yes)	.12	.24	.08	.004			
Log Net-worth	-.01	-.01	.11	.904			
Age Centered	-.04	-.004	.01	.448			
Age Squared	.02	.0001	.0001	.712			
Marital Status (1=Married)	.13	.29	.11	.006			
Employment (1=Yes)	-.07	-.15	.12	.223			
Gender (1=Female)	-.02	-.06	.13	.629			
# of Kids at Home	-.06	-.08	.06	.171	$F(8, 606)=2.81$	.005	.04

Note. In Study 5 and 6 log net-worth was used as a proxy for wealth.

Figure S1
The meta-analytic quadratic effect of amount spent on time-saving purchases on life satisfaction across Studies 1-6



Note. The midpoint corresponds to spending approx. $101 to $200 USD to outsource disliked tasks per month. The endpoints depict ±1SD=$71-$80 USD spent to outsource per month.

Study 5 & 6: Samples Recruited from Netherlands

Additional Methodological Details

Study 5. Studies 5 and 6 were collected as part of a larger study, examining philanthropy in the Netherlands (*6*). In this study, we used data from the 2015 wave of the Giving in the Netherlands Panel Survey (*7*), a nationally representative sample of Dutch adults. This sample was recruited online via TNS/NIPO (Kantar Public), one of the leading survey agencies in the Netherlands. In this study, respondents completed the one-item Cantril Ladder. Next, participants reported their feelings of time stress. Respondents then completed several measures that are outside the scope of the current investigation and completed the two key buying-time questions. At the end of the survey, respondents answered our key demographic questions of interest.

Study 6. We also recruited a sample of high net-worth Dutch adults relying on a database constructed by Elite Research based on public records (*7*). Through postal mail, prospective respondents received a questionnaire with invitation letter explaining the study. The letter also included a generic link to an online survey. 407 participants completed the survey online, 484 participants completed the survey on paper. The questions used in Study 6 were identical to those used in Study 5.

Additional Results

Study 6. In the analyses reported in text, we included all respondents from the high net-worth sample who completed our key questions of interest. Although median net-worth was close to a million dollars in the full sample, we conducted additional analyses in which we restricted the sample to individuals whose net-worth was over $1M USD ($N$=404); using this approach, the results of Study 6 were substantively unchanged (Tables S19a-S20c).

Table S19a

Regression predicting SWL from Time-saving purchases (1=Yes) in Study 6 using only respondents with net-worth above $1M USD

Predictor	*β*	*B*	(SE)	*P value for predictor*	*F value for model*	*P value*	*R-square*
Time-Saving Purchases (1=Yes)	.13	.29	.11	.007			
					F(1, 404)=7.37	.007	.02

Table S19b

Regression predicting SWL from Time-saving purchases (1=Yes) in Study 6 using only respondents with net-worth above $1M USD

Predictor	*β*	*B*	(SE)	*P value for predictor*	*F value for model*	*P value*	*R-square*
Time-Saving Purchases (1=Yes)	.18	.41	.13	.002			
Log Net-worth	.09	.92	.57	.104			
Age	-.11	-.01	.01	.159			
Marital Status (1=Married)	.12	.33	.17	.044			
Employment (1=Yes)	-.03	-.07	.17	.654			
Gender (1=Female)	-.10	-.33	.20	.100			
# of Kids at Home	-.07	-.09	.08	.255	*F*(7, 301)=3.06	.004	.07

Note. In Study 5 and 6 log net-worth was used as a proxy for wealth.

Table S19c

Regression predicting SWL from Time-saving purchases (1=Yes) in Study 6 using only respondents with net-worth above $1M USD

Predictor	*β*	*B*	(SE)	*P value for predictor*	*F value for model*	*P value*	*R-square*
Time-Saving Purchases (1=Yes)	.18	.41	.13	.002			
Log Net-worth	.10	.95	.58	.099			
Age Centered	-.11	-.01	.007	.151			
Age Squared	-.02	.0001	.0001	.769			
Marital Status (1=Married)	.11	.32	.18	.072			
Employment (1=Yes)	-.03	-.07	.17	.657			
Gender (1=Female)	-.10	-.32	.20	.104			
# of Kids at Home	-.07	-.08	.08	.293	*F*(8, 301)=2.68	.007	.07

Note. In Study 5 and 6 log net-worth was used as a proxy for wealth.

Table S20a

Time Pressure X Time-Saving Purchase (1=Yes) Interaction in Study 6 using only respondents with net-worth above $1M USD

Predictor	*β*	*B*	(SE)	*P value for predictor*	*F value for model*	*P value*	*R-square*
Time-Saving Purchases (1=Yes)	.14	.30	.11	.005			
Time Pressure Centered	-.18	-.11	.05	.035			
Time-Saving X Time Pressure	.21	.17	.07	.013	$F(3, 382)=4.75$	.003	.04

Table S20b

Regression predicting SWL from Time Pressure using only respondents who did not make time-saving purchases with net-worth above $1M USD

Predictor	*β*	*B*	(SE)	*P value for predictor*	*F value for model*	*P value*	*R-square*
Time Pressure	-.18	-.11	.05	.034			
					$F(1, 136)=4.60$	.034	.03

Table S20c

Regression predicting SWL from Time Pressure using only respondents who did make time-saving purchases with net-worth above $1M USD

Predictor	*β*	*B*	(SE)	*P value for predictor*	*F value for model*	*P value*	*R-square*
Time Pressure	.09	.06	.04	.178			
					$F(1, 245)=1.83$	.178	.007

Study 7: Employed Americans Recruited from Qualtrics

Additional Results

As reported in text, respondents who made time-saving purchases reported greater SWL. These results held controlling for our initial demographic covariates of interest, as well as for the amount that respondents spent on groceries each week and the amount that respondents spent on material purchases and experiential purchases each month (Tables S21-S23b).

We observed a linear effect of the amount of money spent on time-saving purchases each month and SWL, β=0.30, p<0.001. These results held controlling for our covariates (Tables S24a&b). In this study, there was no quadratic effect of amount spent on SWL, p=0.566.

Table S21

Time-saving purchases (1=Yes) predicting SWL in Study 7 with primary covariates

Predictor	*β*	*B*	(SE)	*P value for predictor*	*F value for model*	*P value*	*R-square*
Time-Saving Purchases (1=Yes)	.23	.84	.09	< .001			
Household Income	.11	.06	.01	< .001			
Age	-.003	-.01	.04	.890			
Marital Status (1=Married)	.08	.33	.10	.001			
# of hours worked/week	-.03	-.004	.003	.271			
Gender (1=Female)	-.03	-.11	.09	.214			
# of Kids at Home	.13	.20	.04	< .001	$F(7,1604)=28.84$	< .001	.11

Table S22

Time-saving purchases (1=Yes) predicting SWL in Study 7 with additional covariates

Predictor	*β*	*B*	(SE)	*P value for predictor*	*F value for model*	*P value*	*R-square*
Time-Saving Purchases (1=Yes)	.15	.55	.10	< .001			
Household Income	.06	.03	.01	.024			
Age	.03	.05	.04	.213			
Marital Status (1=Married)	.07	.28	.10	.006			
# of Hours Worked/Week	-.02	-.003	.003	.394			
Gender (1=Female)	-.02	-.08	.09	.374			
# of Kids at Home	.11	.17	.04	< .001			
Amount Spent on Bills/Week	.01	.01	.01	.654			
Amount Spent on Material Purchases	.13	.07	.02	< .001			
Amount Spent on Experiences	.13	.06	.01	< .001	$F(10,1601)=28.62$	< .001	.15

Table S23a

Time-saving purchases (1=Yes) predicting SWL in Study 7 with revised covariates

Predictor	*β*	*B*	(SE)	*P value for predictor*	*F value for model*	*P value*	*R-square*
Time-Saving Purchases (1=Yes)	.23	.85	.09	< .001			
Log Income	.09	.34	.09	< .001			
Age	-.02	-.03	.04	.465			
Age Squared	.05	.05	.03	.065			
Marital Status (1=Married)	.09	.37	.10	<.001			
# of Hours Worked/Week	-.02	-.003	.003	.433			
Gender (1=Female)	-.03	-.13	.09	.160			
# of Kids at Home	.14	.21	.04	< .001	$F(8,1604)=24.78$	< .001	.11

Table S23b

Time-saving purchases (1=Yes) predicting SWL in Study 7 with additional + revised covariates

Predictor	*β*	*B*	(SE)	*P value for predictor*	*F value for model*	*P value*	*R-square*
Time-Saving Purchases (1=Yes)	.15	.55	.10	< .001			
Log Income	.05	.18	.09	.054			
Age Centered	.01	.02	.04	.608			
Age Squared	.05	.05	.03	.045			
Marital Status (1=Married)	.08	.30	.10	.003			
# of Hours Worked/Week	-.01	-.002	.003	.567			
Gender (1=Female)	-.02	-.09	.09	.313			
# of Kids at Home	.12	.18	.04	< .001			
Amount Spent on Bills/Week	.02	.008	.01	.543			
Amount Spent on Material Purchases	.13	.07	.02	< .001			
Amount Spent on Experiences	.13	.06	.01	< .001	$F(11,1601)=26.26$	< .001	.15

Table S24a

Amount spent on time-saving purchases predicting SWL in Study 7 with primary covariates

Predictor	*β*	*B*	(SE)	*P value for predictor*	*F value for model*	*P value*	*R-square*
Amount Spent on Time-Saving	.28	.14	.01	< .001			
Household Income	.08	.04	.01	.003			
Age	.01	.02	.04	.615			
Marital Status (1=Married)	.08	.31	.10	.002			
# of Hours Worked/Week	-.01	-.001	.003	.687			
Gender (1=Female)	-.02	-.06	.09	.493			
# of Kids at Home	.11	.16	.04	<.001	$F(7,1604)=34.70$	< .001	.13

Table S24b

Amount spent on time-saving purchases predicting SWL in Study 7 with additional covariates

Predictor	*β*	*B*	(SE)	*P value for predictor*	*F value for model*	*P value*	*R-square*
Amount Spent on Time-Saving	.18	.09	.02	< .001			
Household Income	.05	.02	.01	.071			
Age	.03	.05	.04	.199			
Marital Status (1=Married)	.07	.28	.10	.005			
# of hours Worked/Week	-.01	-.001	.003	.657			
Gender (1=Female)	-.02	-.06	.09	.519			
# of Kids at Home	.10	.16	.04	< .001			
Amount Spent on Bills/week	.002	.001	.01	.944			
Amount Spent on Material purchases	.10	.06	.02	<.001			
Amount Spent on Experiences	.11	.05	.01	< .001	$F(10,1601)=28.90$	< .001	.15

Study 8: Experimental Study

Additional Methodological Details & Results

Participants. In this experiment, we recruited participants from Science World, a local science museum in Vancouver, Canada. We also recruited participants from online advertisements on Craigslist. Individuals were eligible to participate if they lived in Vancouver, were interested and able to spend two payments of $40 on two consecutive weekends, were employed at least part-time, and were over the age of 19 (the legal age of consent in Canada). We asked participants to report exactly what they intended to purchase in each of the spending weeks. Only participants who could report on two purchases that they would make during the study were eligible to participate. Participants were predominately female, married or in a marriage-like relationship, and affluent (Table S25).

Table S25
Demographic characteristics of participants from Study 8 (*N*=60; within-subjects study)

	Mean (SD)	Range
Gender (% Female)	64.4%	
# of Hours Worked/Week	35.65 (10.50)	6.00 to 60.00
# of Kids Living at Home	1.07 (1.04)	0.00 to 3.00
Annual Household Income[a]	7.67 (3.26)	1.00 to 12.00
Marital Status (% Married)[b]	66%	

[a]This mean corresponds to $70,000-$79,999. The range of this variable represents the categories "$10,000-$19,999" to "$250,000-$499,999." [b]This variable represents the proportion of participants who report being married or being in a marriage-like relationship.

Results

Manipulation Check

As expected, participants reported that the time-saving purchases saved a moderate amount of time (*M*=2.10, *SD*=1.27) whereas the material purchases neither cost nor saved time (*M*=-0.52, *SD*=1.32), $t(59)=11.60$, $p<0.001$, $d=3.02$.

Mediation Analyses

Analyses Overview. As described in text, participants reported greater end-of-day positive affect and lower end-of-day negative affect. Participants also reported significantly greater positive to negative affect balance. We then examined whether these benefits were explained by reductions in time stress. To examine whether the benefits of time-saving purchases were explained by reductions in perceived time pressure, we conducted within subject mediation analyses and tested the significance of the indirect effects using the MEMORE macro (*8*).

Mediation. As described in text, time-saving purchases increased positive affect by reducing people's feelings of time pressure. The same pattern of results held for negative affect and affect balance. See Figures S2 and S3 for the full mediation analyses.

Purchase Characteristics

Overview. Participants reported that material purchases were more exceptional as compared to the time-saving purchases. In contrast, participants viewed the time-saving purchases as more helpful as compared to the material purchases. The time-saving and material purchases did not significantly differ on any other dimension and participants did not report feeling higher in social status after making a time-saving vs. material purchase. See Table S26.

Helpfulness. Because participants reported that time-saving purchases were significantly more helpful than the material purchases, we examined whether helpfulness could explain the well-being benefits of time-saving vs. material purchases. Specifically, we conducted within-subject mediation analyses predicting positive affect, negative affect, and affect balance. The indirect effect confidence intervals crossed 0 in each of these models, suggesting that helpfulness could not explain why time-saving purchases resulted in greater end-of-day well-being.

Figure S2
The effect of Time-saving purchases on end-of-day negative affect through time pressure

Indirect Effect: -0.10 (0.05) [-0.22, -0.02]

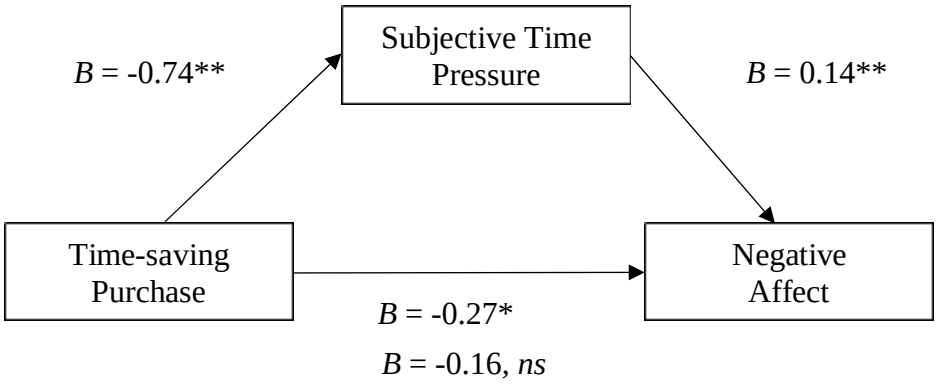
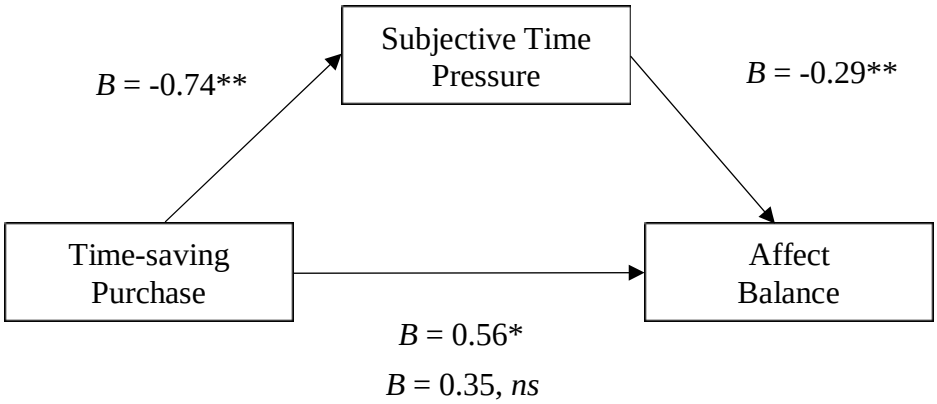


Figure S3
The effect of Time-saving purchases on end-of-day affect balance through time pressure

Indirect Effect: 0.21 (0.11) [0.04, 0.46]



Notes. All *B*'s represent unstandardized regression coefficients obtained through bootstrapping using 10,000 resamples. The range in brackets represents the 95% confidence interval of the indirect effect.

†$p \leq .10$, *$p \leq .05$, **$p \leq .01$

Table S26

Differences in purchase characteristics between time-saving and material purchases

Purchase Characteristic	Time-saving	Material	*Paired t-test*	*P-value*	*Cohen's d*
To what extent was the purchase you made today a one-time expense?	4.18 (2.80)	5.30 (2.99)	$t(59) = 2.30$	0.025	0.60
To what extent would this money have been better spent on something else?	3.32 (2.40)	3.78 (2.55)	$t(59) = 0.97$	0.338	0.25
To what extent was this money well spent?	7.25 (2.01)	7.13 (1.89)	$t(59) = 0.31$	0.755	0.08
To what extent was this purchase helpful?	6.38 (0.67)	5.73 (1.29)	$t(59) = 3.91$	< .001	1.02
To what extent was this purchase fun?	3.15 (1.65)	3.02 (1.61)	$t(59) = 0.55$	0.585	0.14
To what extent was this purchase high in social status?	3.68 (1.27)	3.63 (1.69)	$t(59) = 0.20$	0.842	0.05
Where would you place yourself on this ladder (0=Lowest, 10=Highest)	6.36 (1.56)	6.35 (1.54)	$t(59) = 0.07$	0.948	0.02

Study 9: Purchase Predictions Data

Additional Results

In this study, 2.0% of the purchases were classified as time-saving purchases, 23.5% were classified as material purchases, 51.0% were classified as prosocial purchases, and 54.1% were classified as experiential purchases. These results suggest that, despite the potential benefits of buying time, many participants do not consider spending money in this way.

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