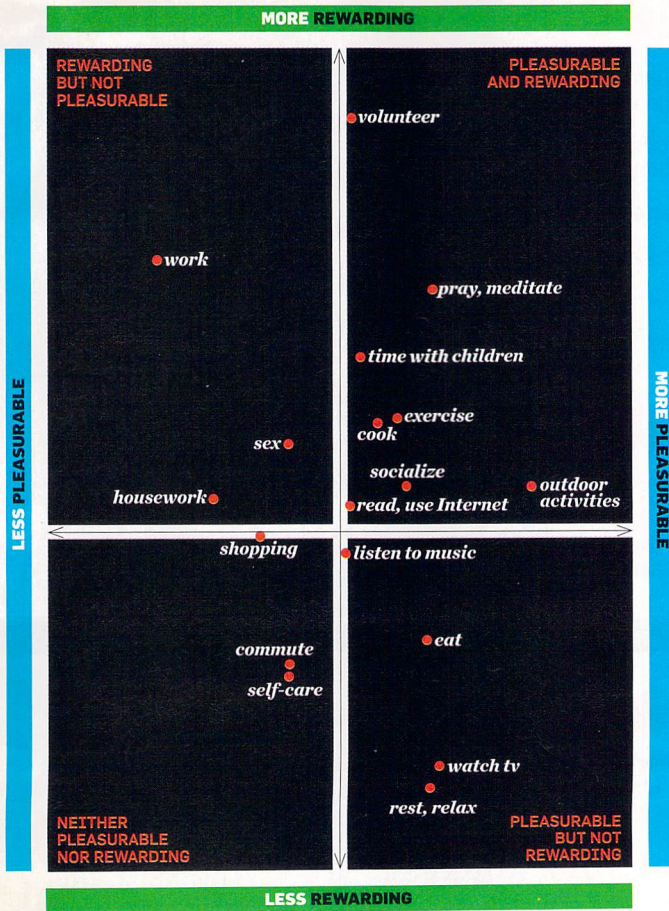


FIND YOUR PLEASURE ZONE



A team of psychologists at the University of Plymouth in England are trying to figure out what will make you happiest. They're doing it by defining which daily activities people find the most rewarding and pleasurable. Their 2009 study, published in *Psychological Science*, surveyed 625 people between the ages of 16 and 80. Respondents were asked to rate 18 of the previous day's activities on 6-point scales of pleasure and reward. The activities with the highest scores in *both* categories were considered most satisfying. The combo kings—combining pleasure and reward—are in the upper-right quadrant. (Looks like Hugh Hefner got it wrong. “Sex” is in the “rewarding but not pleasurable” quadrant.) Everything else: Just get it over, so you can return to the pleasure zone.

CHELSEA REYNOLDS