



FOR IMMEDIATE RELEASE

**IT'S OFFICIAL:
PEOPLE REALLY DON'T LIKE PUMPKIN FLAVORED
FOOD & DRINKS AS MUCH AS WE THINK**

(Spoiler Alert: football was not at the top of the list either)

DALLAS, TX – Sept. 18, 2019 – With the official first day of fall a week away, the Society of Happy People conducted a Survey Monkey-powered survey of their members to find out what starts their smiles between September and December.

With nearly half of the respondents citing fall as their favorite season, a surprising survey finding was that pumpkin-flavored foods (#15) and football season (#16) ranked at the bottom of the final list, representing 33% and 31% of those who responded, respectively.

“Based on grocery store endcaps filled with pumpkin-flavored everything, and restaurants touting their pumpkin-flavored foods, I’m a little surprised that pumpkin-flavored foods didn’t appear higher and pumpkin flavored drinks didn’t make the top 16,” said Pamela Gail Johnson, founder of the Society of Happy People. “And with football season, literally, just kicking off, I’m astonished that didn’t score better as well.”



Leading the autumnal smile starters were:

- 72% Fall leaves/foilage
- 68% Crisp fall air
- 60% Thanksgiving
- 55% Fall temperatures
- 52% Fall scents

“We discovered that everyone is looking forward to cooler temperatures, being outside, and celebrating holidays with family and friends,” added Johnson. “But we also found that the overall list of fall smile starters is so diverse because happiness is personal.”

In terms of seasonal activities, in addition to Halloween (46.46%) members surveyed were also looking forward to bonfires, pumpkin carving, hayrides and the new fall TV lineup. Write-in responses included going to the apple orchard, making soups and stews, lighting scented candles, and walking in the woods with crisp leaves under their feet.

“Fall is the best!” exclaimed one member. “I love the cooler temps, new fall TV premieres, back to school, fall foliage and the start of the season leading into Halloween, Thanksgiving and Christmas. P.S. Of course, Hallmark movies too!”

The Society of Happy People has thousands of happy members in 45 countries around the world. To become a member visit www.sohp.com.

About the Society of Happy People

Founded on August 8, 1989 by Pamela Gail Johnson as the Secret Society of Happy People, the since-renamed Society of Happy People is a group of people that celebrates being happy, focuses on making the world a better place by sharing uplifting news, and helps others find more happiness.

Grounded on Pamela’s four key Practical Happiness Principles (Happiness Zappers Zap Everyone, Happiness is Personal, Happiness Changes as You Change, and Happiness is Bigger Than You Think), the Society has identified 31 Types of Happiness and provides a Happiness Counter to make it easier to recognize moments of happiness. A variety of free and paid membership options are available.

The Society is also looking to recognize One Million Smile Starters.

Contact:

Pamela Gail Johnson
The Society of Happy People
(469) 358-3914

###