

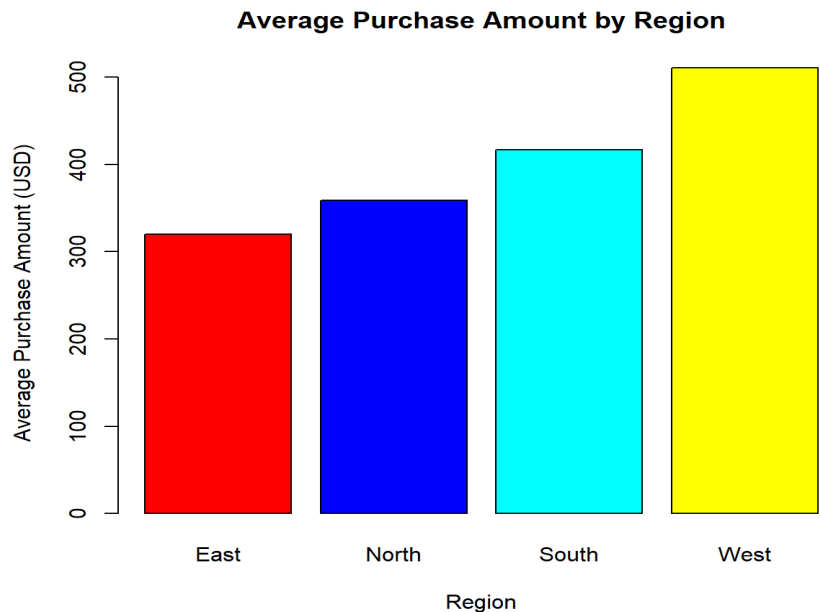
Shoppers in This Region Are Spending Big! Find Out Why!

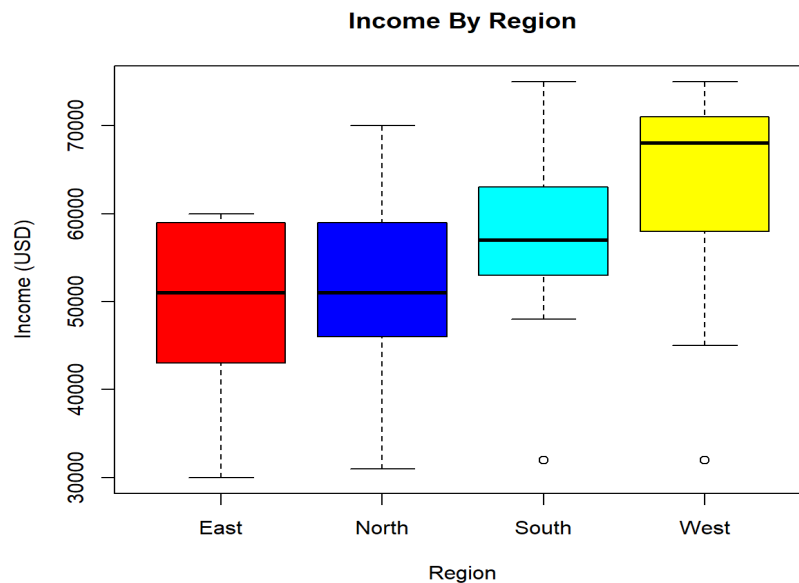
It is no surprise that people absolutely love to shop.

Whether they are buying food, clothes, electronics, or furniture for their house, everybody is always shopping. However, did you once wonder who isn't afraid to spend a lot? Do you want to find out who loves to get up, grab their wallet, and head out for the day, ready to fill their trollies with items. My data might

interest you. In the four regions

listed being East, North, South, and West, it is clearly shown that the West had the highest average purchase amount than any other region. The South region came to a close second place and the North and East regions fell behind into third and fourth place respectively. To be exact, the West region had an average purchase amount of a staggering \$510. The South was around a \$100 short having an average of \$416 while the North was \$358, and the East was \$320. Now you might be thinking to yourself, "Well, how come?" There is one trait the West has that really sets itself apart from the other regions.



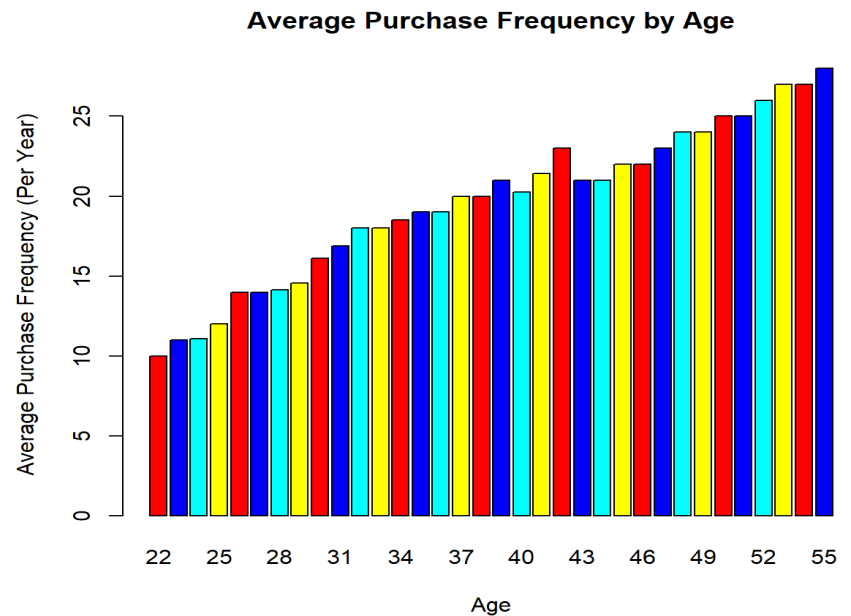


The West dominates the other regions with shoppers who have the highest income. The mean income level for shoppers in the West ranges between \$60,000 to \$70,000. The other regions all fall into the \$50,000 to \$60,000 range. This would make a lot of sense since if the shoppers in the

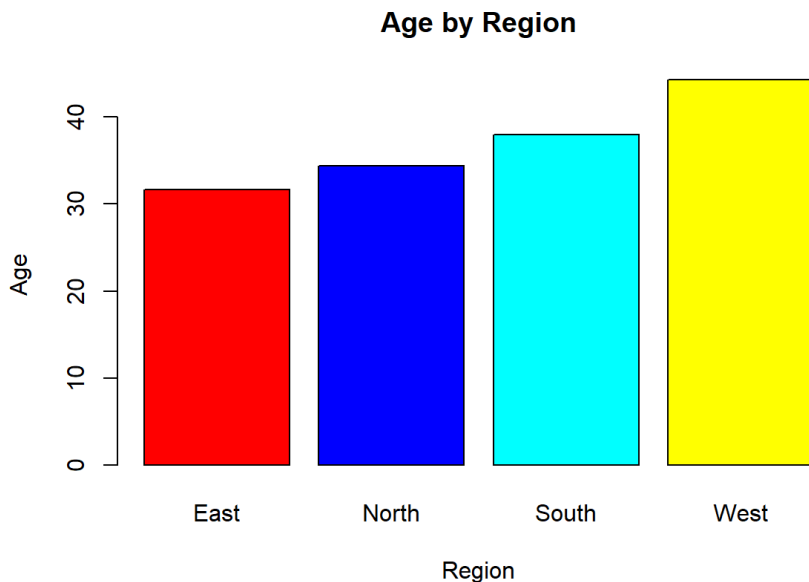
West have a higher purchase average, it would be correlated to them having a more abundant income level than people in the other regions. There could be other factors related to shoppers having a higher purchase average but it is clear that income is a major reason why.

Are You in This Age Group? These People Can't Resist Shopping

It is true that teenagers love to shop. If you went to a mall or an outlet, you would unsurprisingly see a bunch of teenagers walking to shops with bags in their hands. However, let's not forget about adults! People aged 22 to 30 are not that interested in shopping a lot as their frequency falls short of 10 to 16 purchases every year. What is more interesting is when we start looking at people aged 37 to 55 years old. Their purchase frequency per year falls



between 20 all the way up to 28 purchases per year! That is quite a lot compared to adults in their low 20s.



The data we previously covered showed that the biggest spenders are in the West with the most spenders being aged 37 to 55 years old. This data directly correlates with what age group is located in which region. The mean age of people in the West was 44 while the lowest at 31 years was in the East. It seems the biggest spenders with high paychecks are located in the West.

Loyalty Knows No Age! See Why These Shoppers Are More Loyal Than Teenagers

Older adults have not disappointed when it comes to shopping. Adults aged 45 to 55 years old have a shocking 8% to 9.5% in terms of their loyalty score. Knowing the older folk love to shop at higher frequencies, we can see why their loyalty rating is so high. If you're a business owner, then you can definitely count on them instead of the younger audience. In fact, you should probably advertise your products to them instead of children.

