



## **RISE OF THE 'EXPERIENCE' SHOPPER**

THEY SAY money doesn't buy happiness – but maybe it depends how you spend it.

Recent research shows people who splash out on 'experiences' such as days out and events are happier than those who buy material possessions.

Psychologists asked 9,600 people about their shopping habits, personality traits, values and life satisfaction.

Being an "experience shopper" is linked to greater wellbeing but the research looked at why certain personality types gravitate towards buying experiences.

Extroverts and people who are open to new experiences tend to spend more of their disposable income on treats rather than hitting the high street for material items. This makes sense as life experiences are generally more social and contain an element of risk. If you try a new experience and don't like it, you can't return it to the shop for a refund.

These habitual 'experience shoppers' reap long term benefits from their spending as they reported greater life satisfaction, according to the study\*.

Researchers believe it may be easier to change your spending habits than your personality traits.

"Even for people who are naturally drawn to material purchases, results suggest that getting more of a balance between traditional purchases and experiences could lead

to greater life satisfaction and well being," said Ryan Howell, San Francisco State University Assistant Professor of Psychology, who led the research.

Ends

\*Study led by San Francisco State University Assistant Professor of Psychology Ryan Howell.

**Ends**

**Note to Journalists:**

**If you would like to review any of the Virgin Experience Days activities, or for more information and images please contact Jo Gillow on 01225**

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