Deliveries of online shopping

Click and collect

1 in 3 of those who use click and collect say they are using it more often than 12 months ago.

Of those who choose click and collect...
- 53% say they do so because they can collect their goods at a convenient time.
- 51% say it means they do not need to be at home to receive delivery.
- 43% say it is cheaper than having items delivered.
- 40% say it enables them to collect their items whilst doing other tasks.

Normal online purchase delivery patterns

- 36% receive their online goods on weekday mornings.
- 25% receive their online goods on weekday afternoons.
- 12% receive their online goods on weekday evenings.
- 12% receive their online goods at the weekend.

Same or next day delivery preferences

- 3 in 10 online shoppers tend to use same or next day delivery at least half of the time they order.

Christmas shopping

In 2015, an estimated 33.5 million* (73%) adults bought all or some of their Christmas presents online.

Of the adults that bought presents online...
- 88% used home delivery to receive some of these goods.
- 26% used click and collect to receive some of their presents.

In 2016, half of adults expect they will do the same amount of Christmas shopping online as in 2015.

Of the adults that bought presents online...
- 1 in 8 believe they will purchase less online.
- 1 in 6 think they will buy more online than they did last year.

Click and deliver
Are our shopping habits changing our travel patterns?

*Based on Eurostat population estimates and 95% confidence intervals of ±2%, it is estimated that this is equivalent to 32.5m – 34.3m adults aged 16-75 in Great Britain.
Much has been written about the impact of Internet shopping on our struggling high streets. It is clear that these are ‘interesting times’ for the retail sector.

But what do the evident changes in our shopping behaviour mean for our transport networks? Could fewer shopping trips mean less-congested roads?

To make a start on understanding this area we commissioned Ipsos MORI to find out what is changing in the way we buy things, and how those changes are reflected in the shopping trips we make, and in the time and place we prefer our deliveries to be made.

The findings, summarised in this leaflet, bear out our suspicion that there are consequences for transport which warrant attention.

On the one hand, a single delivery van might replace multiple car trips, with consequent benefits in terms of reduced traffic and reduced emissions. On the other, delivery of personal purchases to our town and city-centre workplace could be putting more pressure on already congested streets.

Meantime, van traffic is continuing to grow relentlessly – is that a product of our increasingly ‘click-and-deliver’ preferences?

That’s the next question we will be setting out to answer.

Steve Gooding
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