Deliveries of online shopping

Click and collect

Click & 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

NOT AT HOME

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

1 in 6 think they will **buy more** online than they did last year

1 in 8 believe they will purchase **less** online

*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.

The Royal Automobile Club Foundation for Motoring is a transport policy and research organisation which explores the economic, mobility, safety and environmental issues relating to roads and their users. The Foundation publishes independent and authoritative research with which it promotes informed debate and advocates policy in the interest of the responsible motorist.

For more information about the Foundation and its work please visit the website: **www.racfoundation.org** or contact us on **020 7747 3445**.
You can also follow us on Twitter: **@racfoundation**

RAC Foundation

Mobility • Safety • Economy • Environment

Click and deliver

Are our shopping habits changing our travel patterns?

Ipsos MORI

Foreword

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.

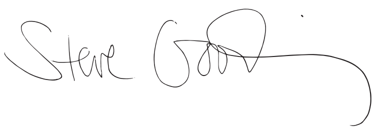
The findings, summarised in this leaflet, bear out our suspicion that there are consequences for transport which warrant attention.

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



Director, RAC Foundation

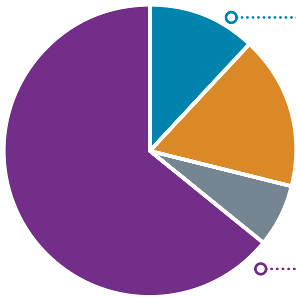
Our changing shopping habits

Shopping trips in the last 3 months

66% of adults go shopping **at least once a week** as a driver or passenger

Changes in shopping trip patterns

Compared to 12 months ago, as a driver or passenger…



12% of adults make shopping trips **more often**

17% of adults make shopping trips **less often**

7% of adults do not know

64% of adults make about the **same** number of shopping trips

Of those making fewer trips…

23% shop online more

22% travel by means other than as a driver or passenger

21% shop less nowadays

20% are unable to afford to shop as often as they used to

Independent researchers Ipsos MORI conducted a representative online survey of 2,153 members of the public aged 16 to 75 in Great Britain, between 28 October and 1 November 2016. Of these 2,063 shop online.

Online shopping

39% of adults say they **never** shop for **groceries** online but

40% of adults say they purchase **groceries** online **at least once a month**

83% say they shop for **clothing or footwear** online. The same proportion say they shop online for **books, CDs or DVDs**

Around **75%** of adults say they buy **household appliances, furniture or electronics** online

SHOP

Online delivery preferences by category

23% of online shoppers use

Click & Collect

when ordering **clothing or footwear**

compared to **9%** for **books, CDs or DVDs**

11% when ordering **household appliances or furniture**

13% when ordering **groceries online** and

17% when ordering **electronics**