



# SHIPPING MATTERS to shoppers





# SHIPPING MATTERS

# 73%

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**73% of Americans have purchased a product that required shipping in the last year.**

- Women (77%) are more likely than men (68%)
- College graduates (87%) are more likely than non-graduates (67%)
- Americans with HHI of \$35K+ (83%) vs. those with less than \$35K (62%)
- Those with 2+ people in their household (75%), vs. those with a household size of one (63%)

# 47%

Nearly half (47%) of Americans pay **more** attention to shipping as part of the overall shopping experience now compared to three years ago.

## The breakdown: Who pays more attention today versus three years ago

- Women pay **more** attention (54%) than men (39%)
- Americans ages 18-34 (52%) pay **more** attention
- Americans in lower income brackets (56%) and those with more people in their household (53%)
  - *56% of those with less than \$35K vs. 46% of those with \$35K+*
  - *53% of respondents with 3+ people vs. 43% of those with 1-2*

# SHIPPING MATTERS

# 80%

- 41% say shipping options are **very** important
- Significantly more women than men (47% vs. 34% men) say **very** important

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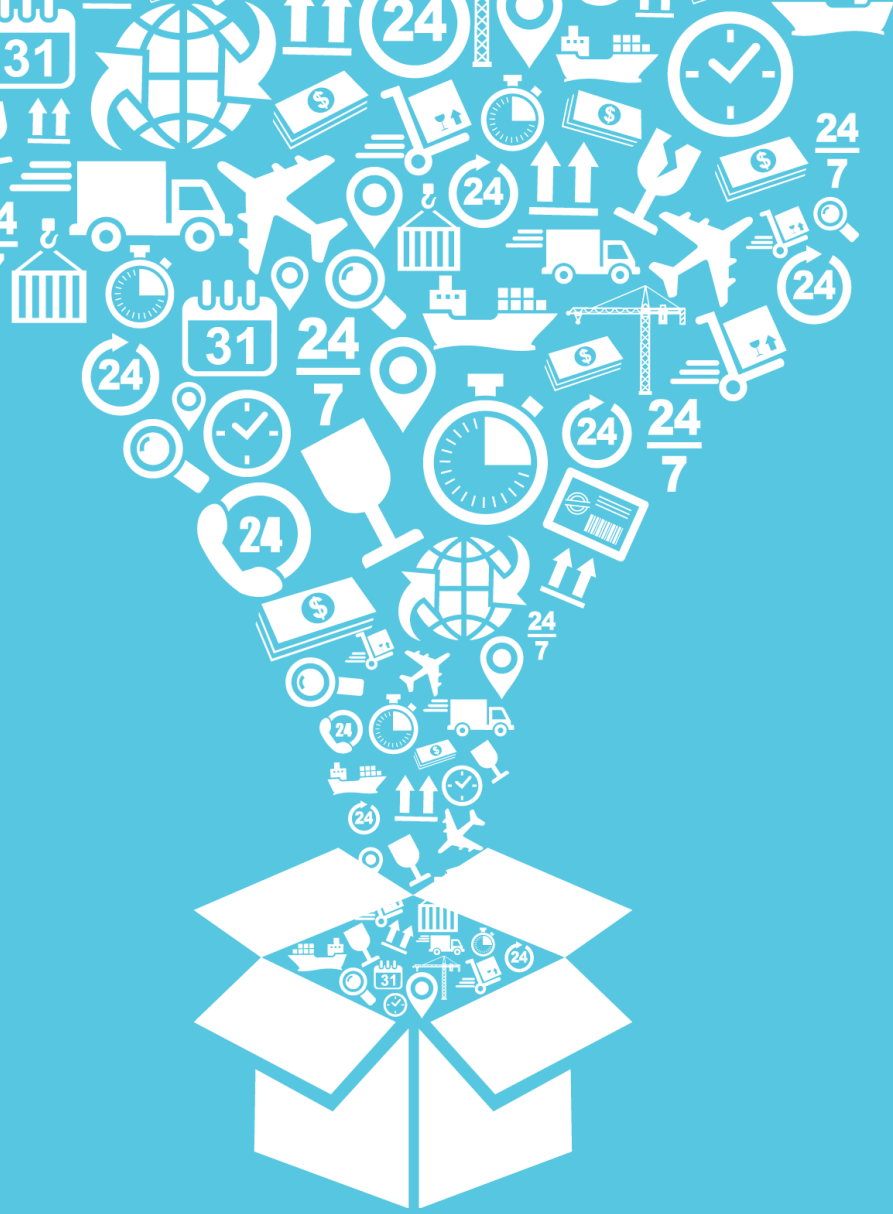
Shipping options are important to four in five (80%) Americans *who purchased a product that required shipping in the last year.*



34%



47%



**SPEED  
MATTERS**

# SPEED MATTERS

# 77%

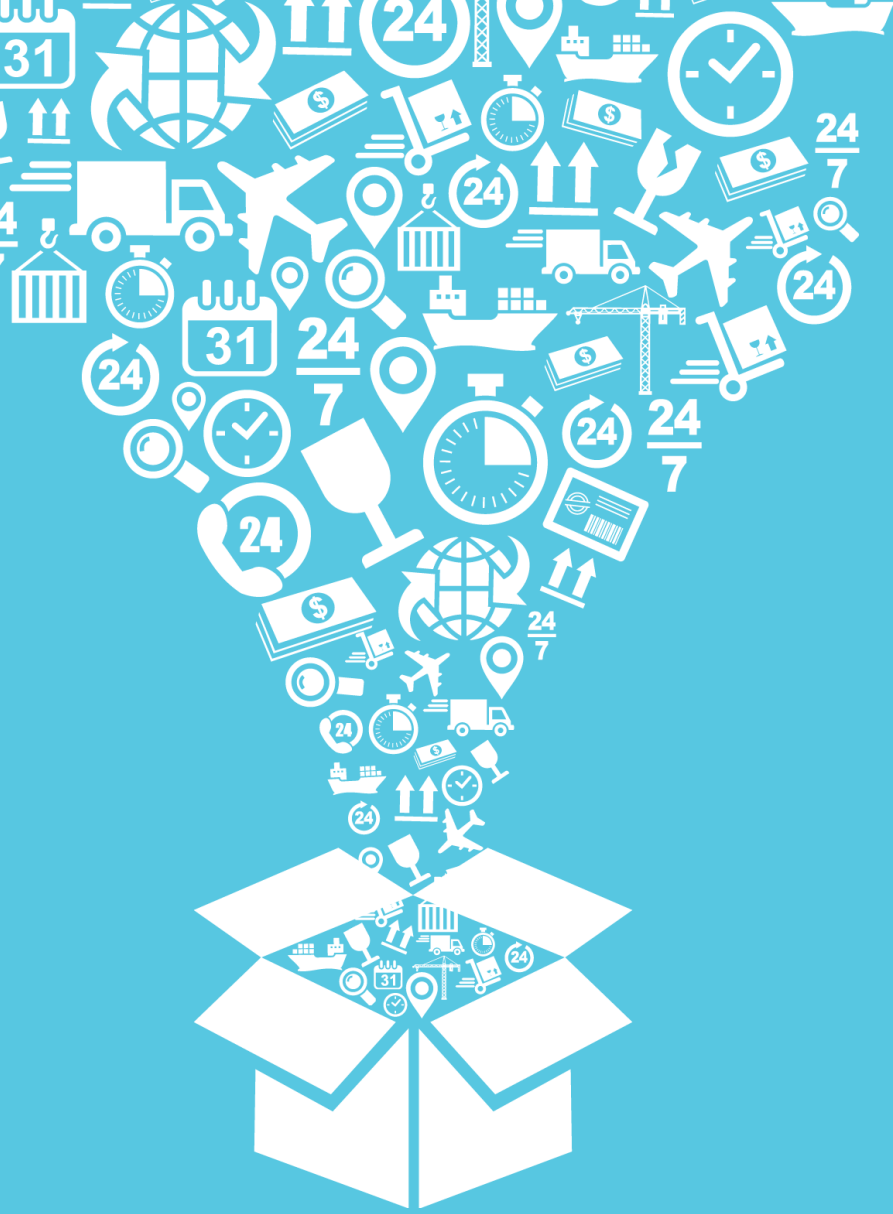
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**Free shipping (77%) is much more attractive to Americans than fast shipping (19%)**

**Who likes free shipping? Higher earners, higher educations**

- 85% of those with \$50K+ vs. 73% of those with less than \$50K
- Some or more college education (84%) vs. high school graduates or less (70%)





**PRICE  
MATTERS**



# 49%

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**Half (49%) of Americans have abandoned a shopping cart due to shipping costs.**

## **Who's more likely to abandon a shopping cart to shipping costs?**

- Women (55%) vs. men (43%)
- 18-64 year olds (53%) vs. ages 65+ (29%)
- HHI of >\$75K+ (65%) vs. HHI <\$75K (45%)
- 2+ people in a household (52%) vs. those with just one (40%)
- At least some college education (57%) vs. high school graduates or less (39%)

# PRICE MATTERS

For those who  
have abandoned  
a purchase  
because of  
shipping costs . . .

- \$20 was the average cost to ship
- Men have a higher threshold than women  
[M \$24 vs. W \$17]





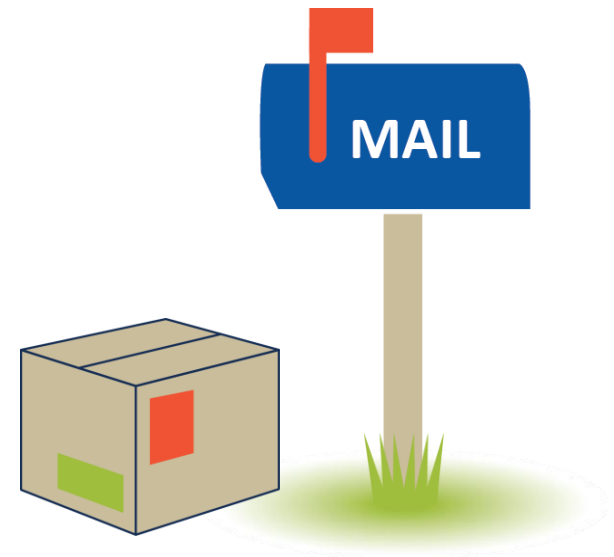
# TRACKING MATTERS

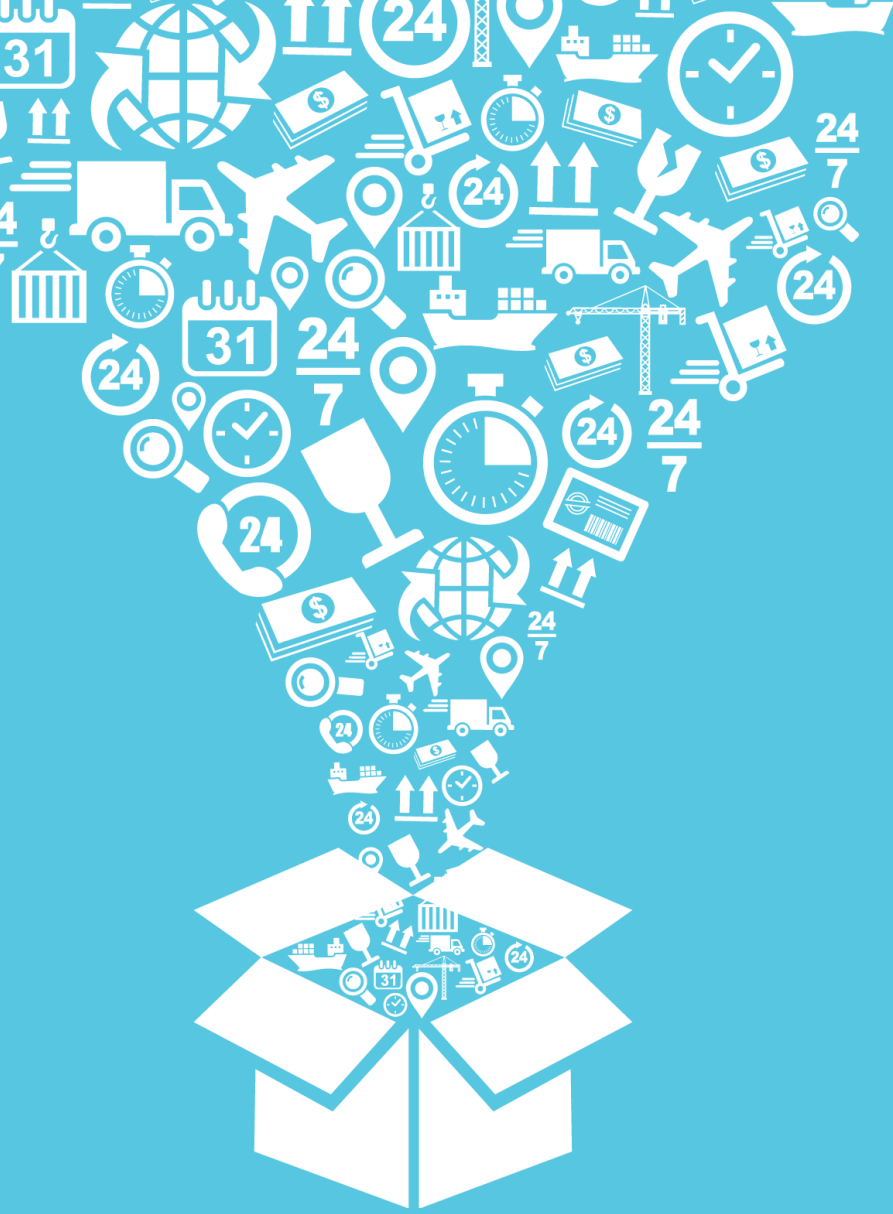
# TRACKING MATTERS

## Out for delivery!

For those who have purchased a product that required shipping in the last year . . .

- **30%** track their packages once or twice
- **21%** track the package 3-5 times
- **30%** track it six or more time
- **17%** never track their packages





**RETURNING  
MATTERS**

# 89%

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**89% of Americans have made an online purchase and nearly half (46%) of survey respondents have returned a purchase via mail.**

**How often do these people return purchases by mail?**

- 37% - not too often, about 25% of the time

**Who is most likely to return purchases by mail?**

- 18-64 year olds (49%) vs. age 65 and older (33%)
- HHI of >\$75K (65%) vs. HHI <\$75K (39%)
- 2+ people in their household (49%) vs. those with just one (35%)
- College graduates (62%) vs. those with some college education or less (39%)



# SURVEY METHODOLOGY



Pitney Bowes conducted a survey to learn more about consumer shopping and shipping habits leading up to the holiday season. The survey results are based on the findings of a telephone survey conducted with 1,005 adults 18 years of age and older, living in the continental United States. Interviewing for this survey was completed by ORC International in October 2013. Margin of error for total respondents is +/- 3.1% at the 95% confidence level.

For more information: [pb.com/distribution-solutions](http://pb.com/distribution-solutions)