

CANADIAN PERSPECTIVES ON ONLINE SHOPPING AND SHIPPING COSTS

Almost three-quarters (71%) of Canadians have **at least one frustration** with courier services in Canada



42% shipping costs



26% lack of reliability



24% poor customer service



21% shipped to a different location

30% are shopping online less this year because of the cost of shipping



Younger Canadians and households with <\$100k income have **reduced their online shopping** this year due to shipping costs



Almost 64% of those who shopped online in the past year feel shipping costs are higher than pre-pandemic



One-in-ten (11%) shopping less online specifically because of inflation



Shipping costs **surprise 3/5** at the online check-out



66%

have been shocked by the cost of shipping once they have reached the checkout page



65%

have abandoned their shopping cart because of the shipping costs



39% prefer shipping costs are separate



36% prefer they are worked into the total cost before checkout



45% of those under 35 are more likely to buy from an online retailer that provides a **"green"** shipping option