

Free delivery*



Survey results

Citizens Advice Scotland and Citizens Advice Bureaux across Scotland surveyed consumers during November 2011 to gauge attitudes towards and experience of delivery of goods bought online.

The survey asked the following questions:

1. What is your post code? (open ended question)
2. How often do you order products or services online? (1-4 times a year, 5-9 times a year, More than 10 times a year, Never)
3. Does the price of delivery affect the website or company you buy from? (yes/no)
4. How much would you spend on delivery for general items? (£1.00 - £4.00, £5.00 - £7.50, £7.51 - £10.00, More than £10, Nothing, it should be free)
5. Would you buy more regularly from a company with reasonable delivery charges? (yes/no)
6. Have you ever increased an order so that you can receive free delivery? (yes/no)
7. Do you think it's reasonable that companies charge more for delivery depending on your location? (yes/no)
8. Have you ever been refused delivery because of your 'remote' location? (yes/no)
9. Have you ever warned friends and family against shopping with a particular company because of unfair delivery charges? (yes/no)
10. Can you name one or two companies who have had particularly high delivery charges or refused you delivery? (open ended question)

A total of **863 consumers** responded to the survey.

1. What is your post code?

A total of 757 people supplied their post code. This allowed us to analyse the data by local authority area and by constituency for both the Scottish Parliament and UK Parliament. The following table shows the responses by local authority area:

Local Authority area	response count	percentage of total
Aberdeen City Council	3	0.4
Aberdeenshire Council	9	1.2
Angus Council	8	1.1
Argyll and Bute Council	63	8.3
Comhairle nan Eilean Siar	115	15.2
Dundee City Council	2	0.3
East Dunbartonshire	1	0.1
Fife Council	4	0.5
Glasgow City Council	1	0.1
Highland Council	287	37.9
Moray Council	18	2.4
North Ayrshire Council	2	0.3
Orkney Island Council	229	30.3
Perth and Kinross Council	4	0.5
Renfrewshire Council	2	0.3
Shetland Islands Council	7	0.9
South Lanarkshire	1	0.1
Stirling Council	1	0.1

The following table shows the number of respondents by Holyrood constituency area:

MSP	Party	Constituency	Count	Percentage
Aileen Campbell	SNP	Clydesdale	1	0.1
Alasdair Allan	SNP	Na h-Eileanan an Iar	115	15.2
Alex Salmond	SNP	Aberdeenshire East	2	0.3
Brian Adam	SNP	Aberdeen Donside	1	0.1
Bruce Crawford	SNP	Stirling	1	0.1
Dave Thompson	SNP	Skye, Lochaber and Badenoch	135	17.8
Dennis Robertson	SNP	Aberdeenshire West	7	0.9
Derek Mackay	SNP	Renfrewshire North and West	2	0.3
Fergus Ewing	SNP	Inverness and Nairn	37	4.9
Fiona McLeod	SNP	Strathkelvin & Bearsden	1	0.1
Graeme Day	SNP	Angus South	6	0.8
Helen Eadie	Labour	Cowdenbeath	1	0.1
Jackie Baillie	Labour	Dumbarton	2	0.3
John Swinney	SNP	Perthshire North	4	0.5
Kenneth Gibson	SNP	Cunninghame North	2	0.3
Kevin Stewart	SNP	Aberdeen Central	1	0.1
Liam McArthur	Lib Dem	Orkney Islands	229	30.3
Maureen Watt	SNP	Aberdeen South and North Kincardine	1	0.1
Michael Russell	SNP	Argyll and Bute	61	8.1
Nigel Don	SNP	Angus North and Mearns	2	0.3
Paul Martin	Labour	Glasgow Provan	1	0.1
Richard Lochhead	SNP	Moray	17	2.2
Rob Gibson	SNP	Caithness, Sutherland and Ross	115	15.2
Roderick Campbell	SNP	North East Fife	3	0.4
Shona Robison	SNP	Dundee City East	2	0.3
Stewart Stevenson	SNP	Banffshire and Buchan Coast	1	0.1
Tavish Scott	Lib Dem	Shetland Islands	7	0.9

This table illustrates the numbers of respondents by Westminster constituency:

MP	Party	Constituency	Count	Percentage
Alan Reid	Lib Dem	Argyll and Bute	63	8.3
Alistair Carmichael	Lib Dem	Orkney and Shetland	236	31.2
Angus MacNeil	SNP	Na h-Eileanan an Iar (Western Isles)	115	15.2
Angus Robertson	SNP	Moray	18	2.4
Anne Begg	Labour	Aberdeen South	1	0.1
Anne McGuire	Labour	Stirling	1	0.1
Charles Kennedy	Lib Dem	Ross, Skye and Lochaber	131	17.3
Danny Alexander	Lib Dem	Inverness, Nairn, Badenoch and Strathspey	45	5.9
David Mundell	Cons	Dumfriesshire, Clydesdale and Tweeddale	1	0.1
Eilidh Whiteford	SNP	Banff and Buchan	1	0.1
Frank Doran	Labour	Aberdeen North	1	0.1
Gordon Brown	Labour	Kirkcaldy and Cowdenbeath	1	0.1
Jim Sheridan	Labour	Paisley and Renfrewshire North	2	0.3
Jo Swinson	Lib Dem	East Dunbartonshire	1	0.1
John Thurso	Lib Dem	Caithness, Sutherland and Easter Ross	111	14.7
Katy Clark	Labour	North Ayrshire and Arran	2	0.3
Malcolm Bruce	Lib Dem	Gordon	5	0.7
Menzies Campbell	Lib Dem	North East Fife	3	0.4
Michael Weir	SNP	Angus	6	0.8
Pete Wishart	SNP	Perth and North Perthshire	4	0.5
Robert Smith	Lib Dem	West Aberdeenshire and Kincardine	4	0.5
Stewart Hosie	SNP	Dundee East	4	0.5
William Bain	Labour	Glasgow North East	1	0.1

2. How often do you order products or services online?

How often do you order products or services online?	Response count	percentage
1-4 times a year	36	4.2
5-9 times a year	77	9.0
More than 10 times a year	741	86.4
Never	4	0.5
<i>response rate</i>	858	

3. Does the price of delivery affect the website or company you buy from?

Does the price of delivery affect the website or company you buy from?	Response count	percentage
Yes	829	96.8
No	27	3.2
<i>response count</i>	856	

4. How much would you spend on delivery for general items?

How much would you spend on delivery for general items?	Response count	Percentage
£1.00 - £4.00	460	54.0
£5.00 - £7.50	208	24.4
£7.51 - £10.00	56	6.6
More than £10	34	4.0
Nothing, it should be free	94	11.0
<i>response count</i>	852	

5. Would you buy more regularly from a company with reasonable delivery charges?

Would you buy more regularly from a company with reasonable delivery charges?	Response count	Percentage
Yes	843	99.1
No	8	0.9
<i>response count</i>	851	

6. Have you ever increased an order so that you can receive free delivery?

Have you ever increased an order so that you can receive free delivery?	Response count	Percentage
Yes	701	82.1
No	153	17.9
<i>response count</i>	854	

7. Do you think it's reasonable that companies charge more for delivery depending on your location?

Do you think it's reasonable that companies charge more for delivery depending on your location?	Response count	Percentage
Yes	96	11.3
No	757	88.7
<i>response count</i>	853	

8. Have you ever been refused delivery because of your 'remote' location?

Have you ever been refused delivery because of your 'remote' location?	Response count	Percentage
Yes	718	83.8
No	139	16.2
<i>response count</i>	857	

9. Have you ever warned friends and family against shopping with a particular company because of unfair delivery charges?

Have you ever warned friends and family against shopping with a particular company because of unfair delivery charges?	Response count	Percentage
Yes	723	84.5
No	133	15.5
<i>response count</i>	856	

10. Can you name one or two companies who have had particularly high delivery charges or refused you delivery?

A total of **587 people** left their comments in response to this question. Between them, they named **307 different retailers**.

Citizens Advice Scotland is researching the delivery policies of each of these retailers with a view to publishing a report in early 2012.