

Are Australians willing to pay for a delivery service that offers at-home parcel returns collection?

A CouriersPlease study | May 2022



About the study

CouriersPlease (CP) commissioned an independent survey of 1010 Australians who made at least three online shopping purchases in the last three months, to gauge whether online shoppers were interested in receiving at-home parcel collections to assist with returning their orders. Respondents were asked to disclose if they would be more willing to shop with a retailer who provided an at-home returns collection service. Respondents were also asked how much they would be willing to pay for this service.

The survey respondents match the geographical and population spread of the Australian population.

Would Australians be more willing to shop with a retailer who provided an at-home returns collection service?

CP found that 88 per cent of online shoppers would be more likely to purchase from a retailer that offered an at-home returns collection service, than a retailer that did not.

The response was unanimous across age groups and States. Ninety (90) per cent of NSW residents, an equal 89 per cent of Victorians and South Australians, 87 per cent of Queenslanders, and 86 per cent of WA residents would pay for an at-home-collection service. Similarly, 90 per cent of 31-50-year-olds, 89 per cent of 18-30-year-olds, and 87 per cent of over-50s would do the same.

If a retailer provided the option for returns to be collected from your home, would you be more willing to shop with them over another retailer?

YES 88%



If a retailer provided the option for returns to be collected from your home, would you be more willing to shop with them over another retailer?

Response	Age (%)		
	18-30	31-50	50+
Yes, I would be more likely to purchase from this retailer over another	89	90	87
No	11	10	13

If a retailer provided the option for returns to be collected from your home, would you be more willing to shop with them over another retailer?

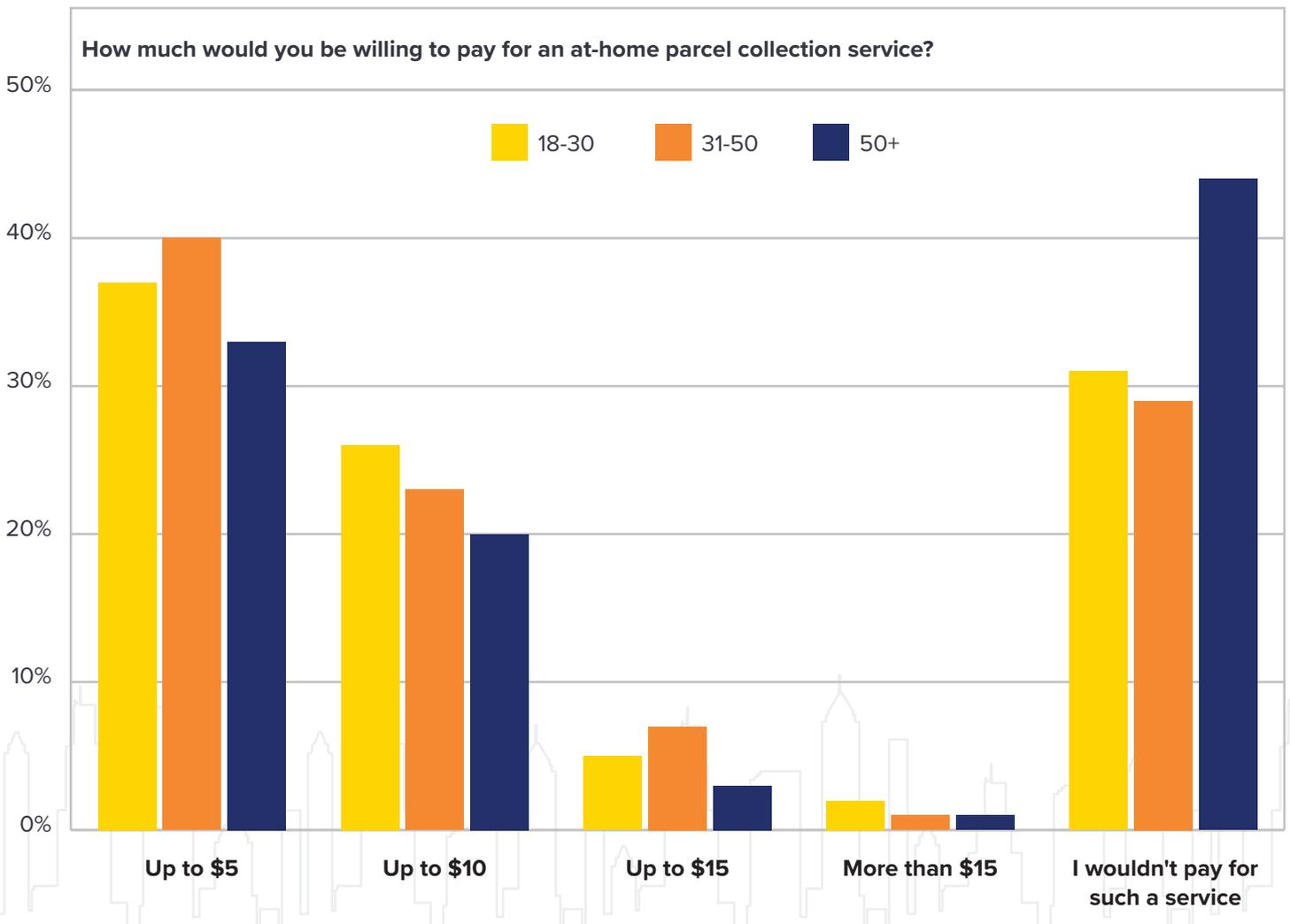
Response	State (%)				
	NSW	VIC	QLD	SA	WA
Yes, I would be more likely to purchase from this retailer over another	90	89	87	89	86
No	10	11	13	11	14

How much money would Australians be willing to pay for an at-home parcel collection service?

Sixty-four (64) per cent of Australians are willing to pay for an at-home parcel returns collection service, with 63 per cent willing to pay up to \$15 for such a service. Around one in four (28 per cent) would pay more than \$10, and just 1 per cent were willing to pay more than \$15, while 36 per cent said they wouldn't pay for a service at all.

Younger shoppers were more likely to pay for an at-home parcel returns collection service: 70 per cent of 18-50-year-olds were willing to pay for a collection service, compared with 56 per cent of over-50s.

A third (32 per cent) of 18-30-year-olds and 31 per cent of 31-50-year-olds were also willing to pay more than \$10 for such a service, compared with 23 per cent of over-50s.



South Australians were most likely to pay for a collection service (72 per cent), followed by NSW residents (68 per cent). Victorians (62 per cent), Queenslanders (60 per cent), and WA residents (59 per cent) were less likely to pay for an at-home parcel returns collection service.

How much more would you be willing to pay for an at-home parcel collection service?



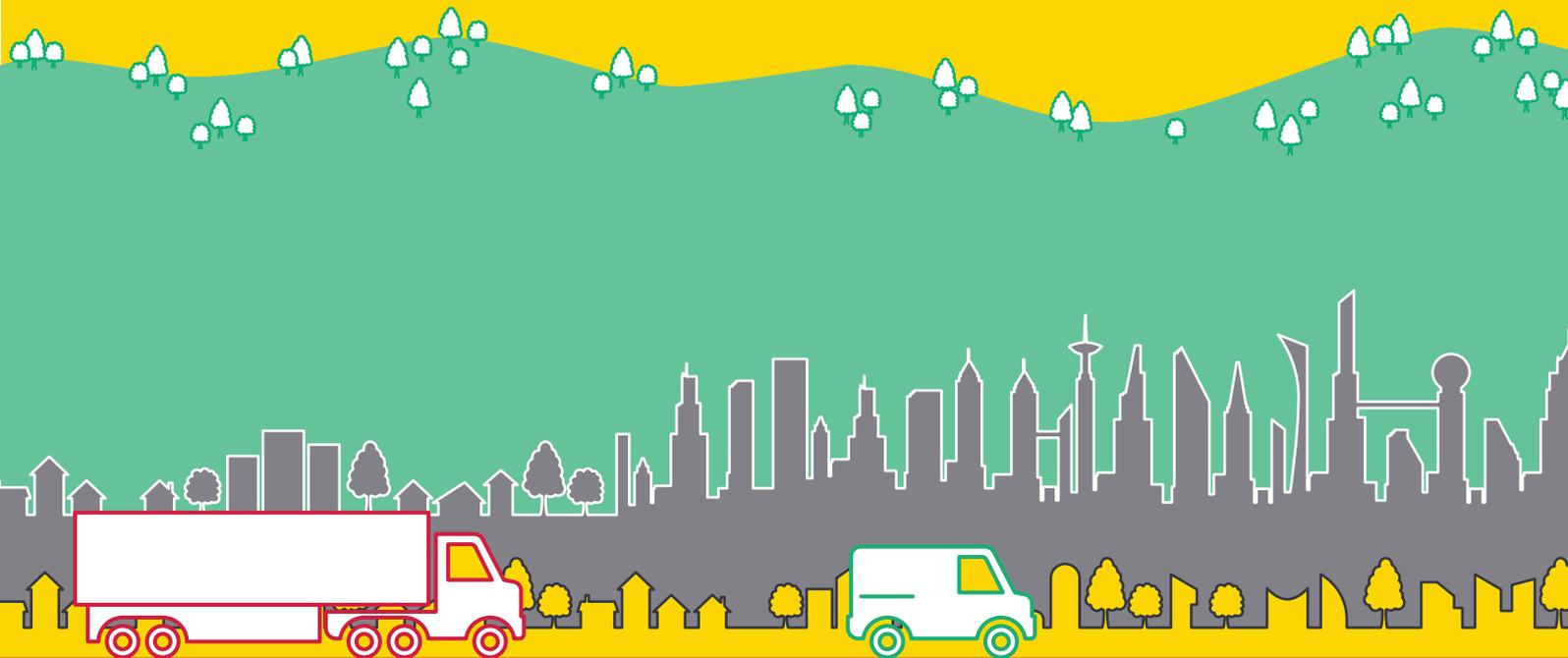
How much more would you be willing to pay for an at-home parcel collection service?

Response	Age (%)		
	18-30	31-50	50+
Up to \$5	37	40	33
Up to \$10	26	23	20
Up to \$15	5	7	3
More than \$15	2	1	1
I wouldn't pay more for such a service	31	29	44

How much more would you be willing to pay for an at-home parcel collection service?

Response	State (%)				
	NSW	VIC	QLD	SA	WA
Up to \$5	37	38	36	33	33
Up to \$10	26	20	18	21	22
Up to \$15	3	5	6	6	3
More than \$15	1	0	1	3	1
I wouldn't pay more for such a service	32	36	40	28	41

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