



2018-2019 Maryland Travel Survey (MTS) Results

Online Shopping Trends and Household Travel in the Baltimore Region

December 1, 2020



Presentation Outline



- **Demographics and Online Shopping**
 - Jurisdiction
 - Household Type
 - Household Income
- **Online Shopping and Household Travel**
- **Questions and Comments**

Demographics and Online Shopping

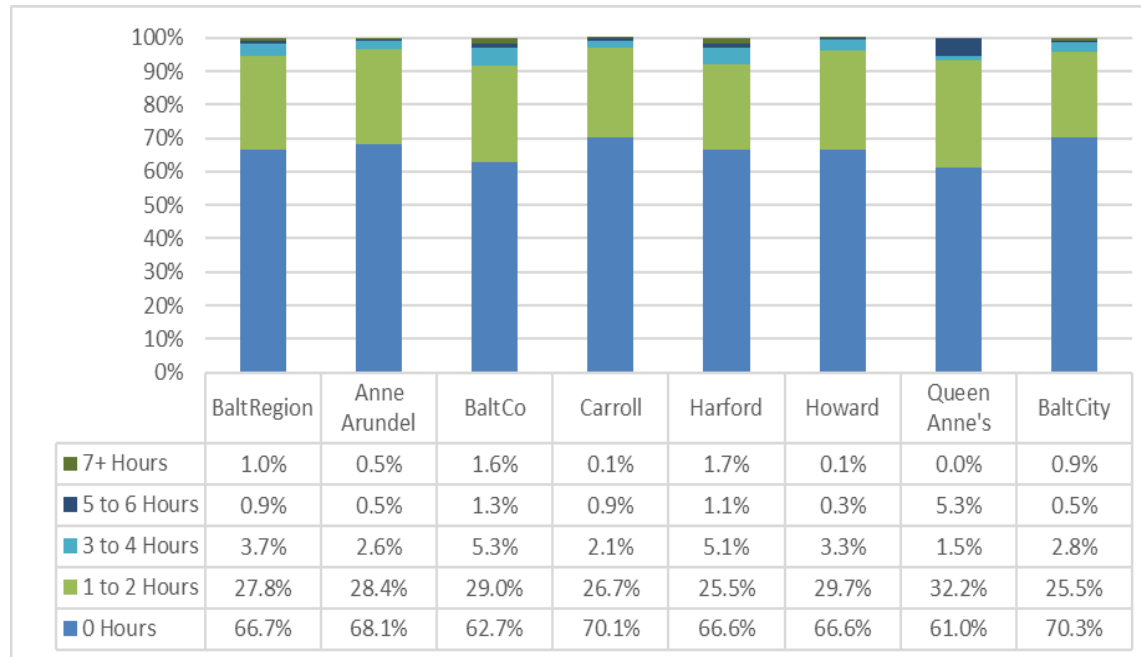
- **MTS Questions**

- Time spent shopping online on travel day (hours)? (Person)
- Mailed packages were delivered to home on travel day?

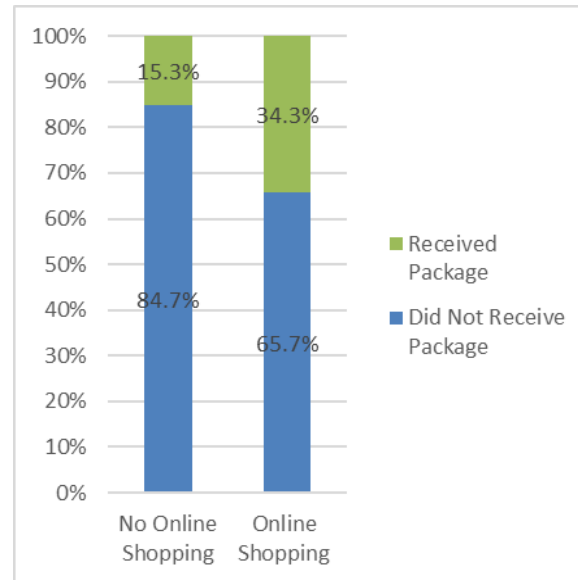
- **Calculated Results**

- Time spent shopping online on travel day (hours)? (Household)
 - 0 Hours
 - 1 to 2 Hours
 - 3 to 4 Hours
 - 5 to 6 Hours
 - 7+ Hours

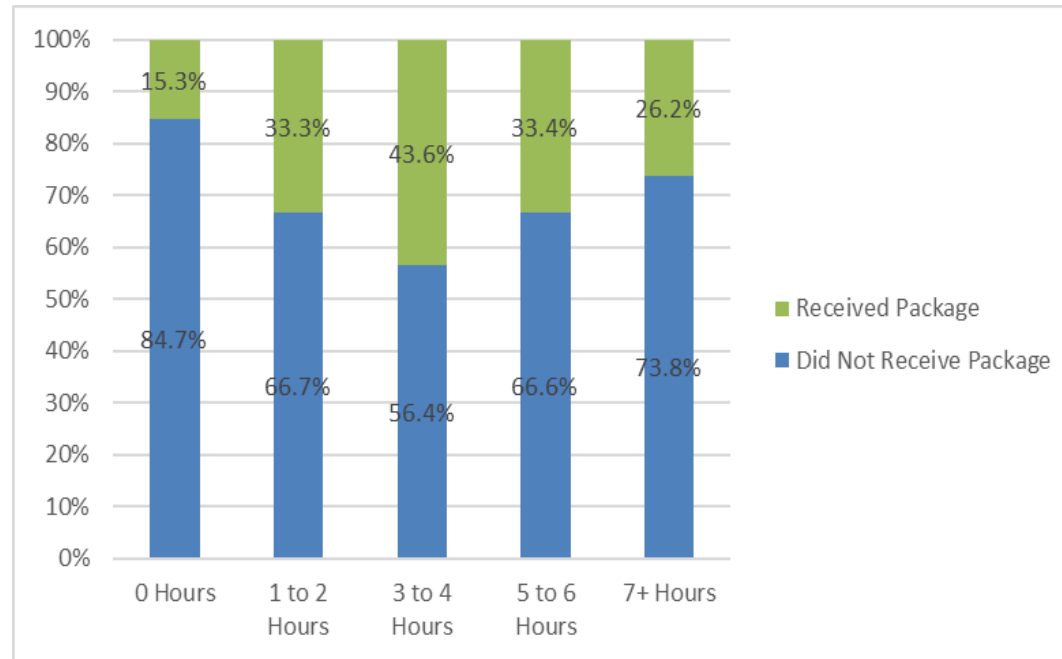
Online Shopping: Total Household Hours on Travel Day by Jurisdiction (%)



Package Delivery by Total Household Hours Shopping Online on Travel Day (%)



Package Delivery by Total Household Hours Shopping Online on Travel Day (%) (Detailed)

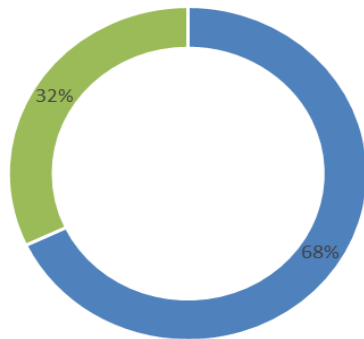


Summary of Online Shopping by Jurisdiction and Package Delivery on Travel Day

- Only a third of Baltimore Region households shopped online on their travel day.
- Two-thirds of Baltimore Region households, the vast majority, did not shop online on their travel day.
- The share of households that did not shop online is consistent across the region with a few exceptions:
 - It is higher in Anne Arundel County (68%), Baltimore City (70%), and Carroll County (70%).
 - It is lower in Baltimore County (63%) and Queen Anne's County (61%).
- Online shopping is a good predictor of online purchasing: Only 15 percent of households that did not shop online received a package on their travel day compared to 32 percent of online shoppers, or more than twice as many.

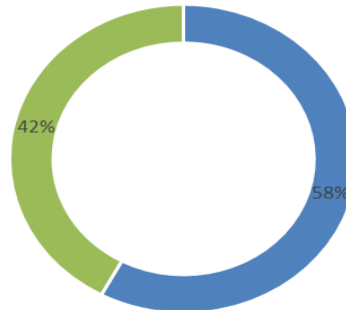
HH Online Shopping (hours) by HH Type (%)

One or more adults, no children



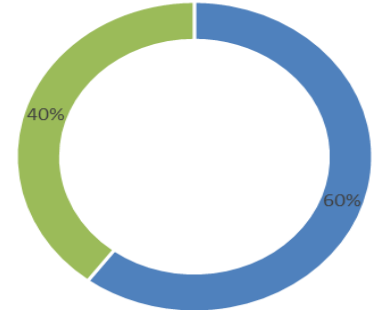
■ 0 Hours ■ 1 to 7+ Hours

One or more adults, youngest child 0-5 years old



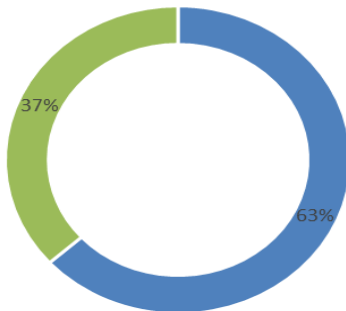
■ 0 Hours ■ 1 to 7+ Hours

One or more adults, youngest child 6-15 years old



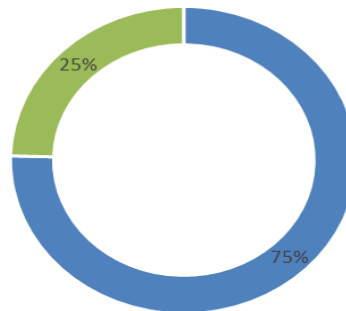
■ 0 Hours ■ 1 to 7+ Hours

One or more adults, youngest child 16-21 years old



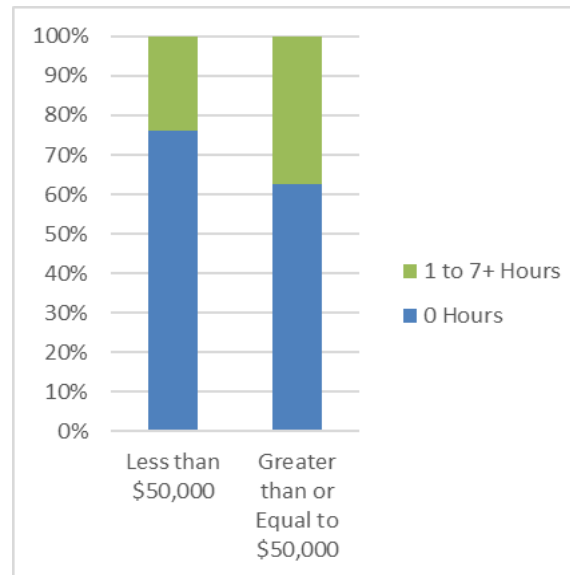
■ 0 Hours ■ 1 to 7+ Hours

One or more adults, retired, no children



■ 0 Hours ■ 1 to 7+ Hours

Online Shopping (hours) by HH Income (%)



Summary of Online Shopping by HH Type

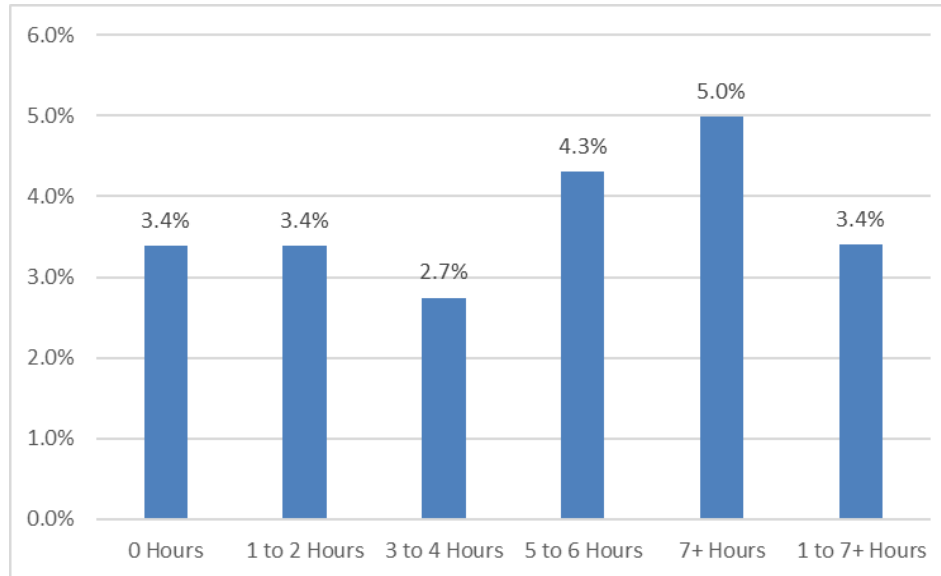
- Households with One or more adults and no children are a useful baseline: consistent with Baltimore Region totals, one-third (32%) of these households shopped online on their travel day.
- Households with One or more adults, where the youngest child is 0-5 years old, shop online at significantly higher rates (42%).
- For Households with One or more adults and older children, the rate of online shopping drops. Where the youngest child is 6-15 years old, it drops to 40%; where the youngest child is 16-21 years old, it drops again to 37%
- These results are consistent with national data (2017 NHTS).
- Households with One or more retired adults and no children shopped online at significantly lower rates (25%) on their travel day.

Summary of Online Shopping by HH Income

- Household Income is a useful predictor of online shopping:
- Fewer than a quarter of households making less than \$50,000 shopped online.
- Almost 40 percent of households making greater than or equal to \$50,000 shopped online.

Online Shopping and Household Travel

Share of Home-Based Shopping Trips by HH Hours Shopping Online (%)



Summary of Online Shopping and HH Travel

- Overall, online shopping does not reduce the amount of traditional shopping. The share of Home-Based Shopping Trips for online shoppers and households that don't shop online is identical: 3.4 percent.
- However, those households that shop online the most, 5 to 6 Hours or 7+ Hours, also make a significantly larger share of Home-Based shopping Trips, 4.3 percent and 5 percent, respectively. Therefore, those who do the most traditional shopping also shop the most online.

For More Information

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