



**InsureShield®
Shipping Insurance**

by UPS Capital Insurance Agency, Inc.

Porch Piracy **Survey Findings**

Survey Results for

InsureShield® Shipping Insurance
by UPS Capital Insurance Agency, Inc.

AUGUST 2023

PORCH PIRACY **SURVEY FINDINGS**

UPSC Q2 SURVEY CONSUMER QUESTIONS

ABSTRACT

The survey will generate present and future insights into consumer experiences and concerns around porch piracy this summer.

METHODOLOGY

1,000 consumers via Dynata surveys.

Q1 What types of items are you planning to buy online and have delivered to your home this summer?

- 59% Retail (apparel, auto parts, jewelry and accessories)
- 36% perishables (food, beverages, medicines, flowers)
- 36% electronics (computer, TVs, household appliances)
- 34% general merchandise (strollers, musical equipment, toys, games)

Q2 How many times have you experienced porch piracy in the past five years?

- **22% 1-2 times**
 - **25% of millennials**
- 12% 3-4 times
- 6% 5-6 times
- 4% 7-10 times
- 2% 10+ times
- **55% has not experienced it**
 - **Only 36% of millennials haven't experienced PP at all in the last five years**

Q3 Consider the past year compared to previous years. Has the amount of porch piracy you've personally experienced or heard about from others changed?

- 24% increased significantly
- 23% increased slightly
 - **47% have seen an increase in PP in the last year**
 - Comparatively, 54% of millennials have seen an increase
- 42% stayed the same
- 6% decreased slightly
- 5% decreased significantly

Q4 What concerns do you have about receiving your online shopping orders this summer?

- **40% I am concerned about not being home to receive packages due to increased travel, which increases the risk of theft**
- 31 % I am concerned that increased online shopping and heavy activity in the supply chain might lead to my package being lost or delayed
- 25% I am concerned about the absence of timely notifications via email or text from carriers or merchants regarding package delays
- 20% I am concerned that significant summer weather events like hurricanes and wildfires could cause delivery delays
- 29% I don't have any concerns

Q5 Are you planning to take advantage of any of the following online shopping holidays this summer?

- **55% Amazon Prime Day**
 - **70% of Millennials plan to shop Amazon Prime Day**
- 37% Retailers like Walmart, Target, etc.
- 35% 4th of July sales
- 39% Summer clearance sales
- 28% Labor Day sales
- 28% Back-to-school sales
- 20% I'm not planning on shopping any discount holidays

Q6 Would you be interested in trying any of the following differentiated delivery options given summer travel and theft concerns?

- 38% Delivery to a nearby, secure pickup location like The UPS Store, CVS, or other retailer
- 33% Delivery on a pre-select day or time window
- 20% Delivery to a neighbor
- 17% Delivery to my office
- 23% Delivery to a secure locker
- 12% Through key delivery where packages are delivered within my garage
- 27% Delivery to a local store (buy online, pickup in store)
- 3% Other
- 26% I am not interested in trying any other options

Q7 What factors would make you more likely to purchase shipping insurance for loss, damage, or theft?

- **54% Low cost of insurance (i.e. \$0.99 per package)**
- 37% Simple claims process
- 33% Clear terms and coverage details
- 31% Positive reviews and recommendations
- **43% Package value or contents**
- 21% Earn and use royalty rewards that I earned from a carrier of my choice
- 10% Other

Q8 On average, what is the approximate cost of your typical online order?

- 3% Less than \$10
- 27% \$10-\$50
- **36% \$50-\$100**
- 18% \$100-\$200
- 10% \$200-\$500
 - **64% of online orders typically cost over \$50**
- 2% More than \$500
- 5% Not sure

Q9 How many e-commerce packages do you receive per week?

- 42% Less than one
- 35% 1-2
- 19% 3-4
- 4% 5-6
- 1% 7+
 - **58% of consumer receive at least one online package per week**
 - **Over one-third of Gen Z and Millennials receive 1-2 online packages per week**

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Methodology: The Porch Piracy report is based on a June 2023 survey conducted by Dynata on behalf of UPS Capital of 1,000 U.S. consumers aged 18+ conducted in June 2023.