

General Trends

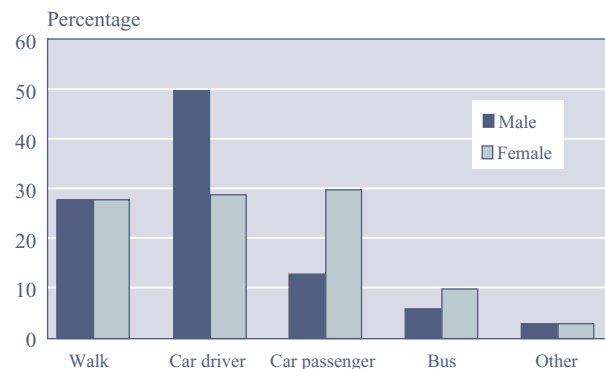
- The average Great Britain resident made 214 trips per year to and from the shops in 1999/2001, compared with 227 in 1989/1991. 117 trips were for food and 97 for non-food. The total distance travelled for shopping increased from 747 to 893 miles per year over this period. In 1999/2001 people travelled 349 miles per year for food shopping compared with 544 miles for non-food shopping.
- Shopping accounted for just over a fifth of the total trips made in 1999/2001. Since 1989/1991 the average number of shopping trips per person has remained fairly constant, but the average trip length increased from 3.3 miles to 4.2 miles. In 1999/2001 the average trip length for food shopping was 3.0 miles compared with 5.6 miles for non-food shopping.
- Overall, shoppers made 6% less trips and travelled 20% further for shopping in 1999/2001 than in 1989/1991.

Who goes shopping

- In 1999/2001 women made about 21% more shopping trips than men. Almost a quarter of all trips by women were for shopping purposes, compared with almost a fifth for men. Men made about half of these shopping trips for food and half for non-food. Women made more of their trips for food (57%) than for non-food (43%).
- In contrast to the general trend, men aged over 70 years made 29% more shopping trips than women of the same age.
- Young men and women under 17 years of age made about the same proportion of shopping trips during 1999/2001 (12% and 13% respectively of total trips). Under 20 year olds made a higher proportion of trips for non-food items than for food. Perhaps because many were still living at home.

Note: Unless otherwise stated the figures quoted are an average of the years 1999-2001, and are derived from the National Travel Survey for Great Britain. A shopping trip is defined as "any journey to shops, whether or not anything was bought, and even when there was no intention to buy". Since 1998 the NTS has been collecting shopping data for food and other shopping trips and some results are shown below.

Chart 1: Shopping trips by sex and main mode of transport: 1999/2001



How do people travel to their shopping destinations?

The proportion of shopping trips by main mode of transport were:

Food

- 39% car driver
- 21% car passenger
- 30% walk
- 8% local bus
- 3% other modes

Non-food

- 37% car driver
- 25% car passenger
- 26% walk
- 8% local bus
- 4% other modes
- Men are more likely to drive to the shops than women (50% compared with 29%), who are more likely to be passengers (Chart 1). These differences have narrowed slightly since 1989/1991 when 21% of women drove, compared with 44% of men.

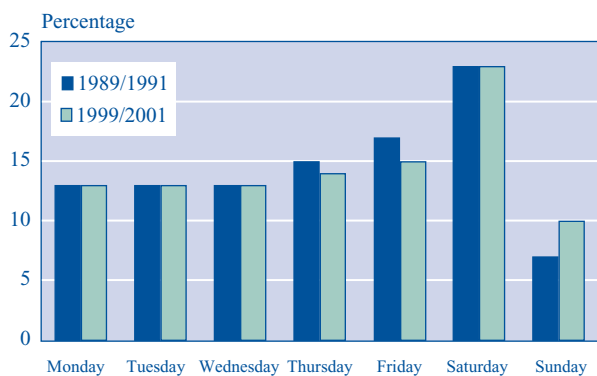
How far do we travel to go shopping?

- In 1999/2001, the average length of a shopping trip was similar for both men and women at 4.2 miles. The average length for non-food shopping was nearly twice as far as for food (5.6 miles compared with 3.0 miles).

- Overall, those living in a household without a car travelled about half (53%) of the average distance (2.2 miles). These people travelled only 1.6 miles on average for food and 3.4 miles for other shopping. Those living in a household with a car travelled 3.4 miles on average for food compared with 6.0 miles for other shopping.
- A quarter of all shopping trips were 5 miles or more. Of these trips, 39% were for food and 61% were for other shopping. For non-food shopping 34% of trips were 5 miles or more, nearly twice the proportion for food shopping (18%).
- The proportion of shopping trips of 5 miles or more increased to about 29% at weekends from 23% on weekdays.
- There was little difference in the number of shopping trips made each year between urban and rural dwellers, but those living in the most rural areas travelled almost two thirds further (6.9 miles) than the average distance for all shoppers. Residents of rural areas travelled 5.7 miles on average for food shopping and 8.2 miles on average for other shopping trips. In contrast, London residents averaged only 2.6 miles per shopping trip – 1.9 miles for food and 3.5 for other shopping trips.

When do we shop?

Chart 2: Shopping trips by day of the week: 1989/1991 and 1999/2001



- Compared with 1989/1991, the number of Sunday shopping trips increased by about two fifths, and people travelled about twice as far on a Sunday in 1999/2001 than 10 years previously (Chart 2). Since

the late 1980s the proportion of shopping trips made on a Sunday has increased from 7% (1989/1991) to 10%. In 1999/2001 8% of food shopping was made on a Sunday compared with 13% for other shopping trips.

- Over the last decade there has been an increase of about 9% in the number of Saturday shopping trips, although there was a slight fall (of 3%) in the distance travelled by each person per year.
- The proportion of shopping trips on Monday to Thursday was fairly constant, but increased from about 13% at the beginning of the week to 15% on a Friday.
- Almost a quarter (23%) of all shopping trips were made on a Saturday during 1999/2001, similar to 1989/1991. 21% of trips for food shopping were made on Saturday and 25% for other shopping. The proportion of trips on a Thursday and Friday have fallen slightly with the introduction of Sunday shopping.
- The most active shopping evenings were Thursdays and Fridays.
- The largest proportion of Saturday shopping trips started between 11am-noon.
- Not surprisingly, full-time workers made a higher proportion of their shopping trips at the weekend (30% on a Saturday and 15% on a Sunday), compared with the average for all shoppers (22% and 10% respectively).

Shopping and income levels

- There was little difference in the number of shopping trips made between household income quintiles except that shoppers in the second lowest income band made 16% more shopping trips than those in the highest income band. However, the latter group travelled 58% further in total than those in the lowest income band for their shopping.
- Generally, the higher the income the greater the distance travelled for shopping purposes. The average length of a shopping trip steadily increased in relation to income (3.1 miles for the lowest income band and 5.0 miles for the highest).

The text and charts are available from the DfT website at www.transtat.dft.gov.uk/personal. Other NTS publications include 12 further factsheets on a number of topics; the main results of the NTS in "National Travel Survey: Update 1999/2001" and in "Focus on Personal Travel: 2001 Edition" (1998/2000 data) and the Technical Report. These are also all available from the website. For further information, copies of the factsheets, Bulletin and any queries please contact national.travelsurvey@dft.gov.uk or telephone on 020 7944 3097.