



## Projekt MehrWertNRW

Ergebnisse der Omnibusumfrage „Umweltfreundlicher Versand im Onlinehandel“, September 2018

Gefördert durch:



EUROPÄISCHE UNION  
Investition in unsere Zukunft  
Europäischer Fonds  
für regionale Entwicklung

Ministerium für Umwelt, Landwirtschaft,  
Natur- und Verbraucherschutz  
des Landes Nordrhein-Westfalen



2014

EFRE.NRW  
Investitionen in Wachstum  
und Beschäftigung

**Ergebnisse der Omnibusbefragung "Umweltfreundlicher Versand im Online-Handel"**

Auftraggeber: Verbraucherzentrale NRW

Durchführung der Befragung: imug Beratungsgesellschaft mbH

Feldzeit: 03.08. - 08.08.2018

Fallzahl: n=1.000

Signifikanz:  $p < 0,05$

**Impressum**

Verbraucherzentrale Nordrhein-Westfalen e.V.

Mintropstraße 27

40215 Düsseldorf

Telefon: (0211) 3809 0

Ansprechpartner: Dr. Jonas Grauel









	Top 2 (1-2)	54.4%	55.4%	51.6%	61.1%	D	54.4%	55.5%	55.4%	56.8%	53.2%	49.7%	59.5%	57.2%	54.8%	57.5%	50.0%	57.3%	54.4%	53.0%	58.6%	P, Q	51.1%	55.3%	56.9%	56.5%	55.2%	
	Bottom 2 (3-4)	19.9%	8.4%	12.2%	9.1%		16.9%	15.4%	12.4%	16.8%	12.6%	17.3%	11.4%	11.0%	12.9%	14.6%	13.5%	14.1%	13.7%	11.0%	13.7%		16.3%	12.0%	13.4%	13.7%	16.0%	
Umweltfreundlichkeit des Versands bei verschiedenen Online-Shops im Vergleich																												
Basise (n)	1.000	83	155	198	564		501	499	208	175	207	237	173	210	356	200	234	314	343	343		98	199	253	198	252		
sehr groß (1)	28.7%	21.7%	21.3%	28.8%	26.4%		28.3%	26.9%	28.1%	25.7%	23.2%	28.3%	23.7%	27.6%	26.1%	22.6%	26.1%	28.1%	26.1%	28.1%		28.1%	28.1%	28.1%	28.1%	28.1%	28.1%	28.1%
eher groß (2)	34.1%	34.9%	27.1%	39.4%	34.0%		31.3%	36.0%	32.7%	35.4%	30.0%	34.6%	38.7%	30.5%	38.2%	32.5%	33.8%	32.9%	35.8%		35.8%	31.7%	28.6%	31.7%	38.6%	33.3%	36.1%	
weder noch (3)	26.2%	30.1%	38.1%	29.7%	23.8%		28.1%	24.2%	26.5%	24.6%	29.5%	24.7%	26.7%	26.4%	22.6%	24.6%	29.5%	27.1%	27.6%		27.6%	27.6%	27.6%	27.6%	26.3%	26.3%	26.6%	
eher gering (4)	7.4%	7.2%	6.6%	6.1%	6.5%		6.2%	6.2%	9.1%	8.2%	8.2%	4.2%	6.9%	8.1%	7.3%	6.5%	7.7%	4.8%	9.6%		9.6%	7.0%	5.5%	7.0%	9.6%	7.1%	9.6%	
sehr gering (5)	4.9%	1.2%	5.2%	3.0%	6.0%		5.2%	4.6%	4.3%	2.9%	7.2%	4.6%	5.2%	3.8%	5.1%	4.0%	6.4%	4.5%	5.5%		5.5%	6.1%	4.5%	4.0%	4.0%	6.3%		
keine Angabe	1.7%	4.8%	3.9%	0.0%	1.2%		1.4%	2.0%	1.4%	1.9%	1.9%	2.3%	0.0%	0.5%	0.8%	4.0%	2.1%	2.2%	2.6%		2.6%	3.1%	1.5%	3.2%	1.0%	0.4%		
Summe	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%
Top 2 (1-2)	68.8%	56.6%	48.4%	68.2%	60.4%		56.6%	63.0%	59.6%	61.1%	53.2%	62.9%	62.4%	58.1%	64.3%	55.0%	58.6%	61.8%		58.0%	61.8%	P	54.1%	54.8%	64.9%	59.1%	61.5%	
Bottom 2 (3-4)	14.3%	8.4%	11.7%	8.1%	14.6%		13.8%	10.8%	13.4%	12.0%	15.4%	12.0%	12.1%	11.9%	12.4%	10.5%	14.1%	9.3%		12.3%	11.0%	P	15.3%	14.8%	9.9%	13.6%	13.4%	
Umweltfreundlichkeit des Versands bei verschiedenen Paketdienstleistern im Vergleich																												
Basise (n)	1.000	83	155	198	564		501	499	208	175	207	237	173	210	356	200	234	314	343	343		98	199	253	198	252		
sehr groß (1)	26.6%	22.0%	25.2%	33.8%	30.3%		32.6%	30.8%	30.7%	25.6%	20.7%	33.8%	27.2%	29.5%	30.1%	26.5%	29.0%	30.3%	27.6%		27.6%	28.1%	27.6%	28.1%	28.6%	28.2%		
eher groß (2)	32.5%	34.9%	32.0%	32.8%	31.9%		34.1%	31.7%	32.6%	32.4%	31.7%	32.6%	32.4%	33.3%	34.0%	32.5%	32.5%	31.2%	33.2%		32.5%	30.2%	32.4%	37.4%	33.7%	33.7%		
weder noch (3)	24.2%	28.9%	28.6%	23.4%	22.3%		23.4%	23.1%	25.7%	27.1%	21.9%	21.9%	23.7%	23.3%	21.9%	29.0%	26.9%	23.9%	23.9%		23.9%	21.5%	21.5%	20.7%	23.4%	23.4%		
eher gering (4)	8.7%	6.0%	8.4%	9.5%	7.4%		6.0%	6.8%	7.4%	6.0%	6.7%	6.0%	8.1%	7.8%	6.0%	6.8%	5.7%	7.8%	7.9%		7.9%	11.2%	5.1%	7.1%	11.2%	7.5%		
sehr gering (5)	5.2%	1.2%	4.5%	3.0%	6.7%		4.0%	6.3%	4.0%	2.9%	6.3%	4.9%	5.8%	3.8%	5.9%	4.0%	6.4%	4.5%	5.5%		5.5%	5.1%	4.5%	4.3%	5.1%	6.7%		
keine Angabe	1.6%	6.0%	3.2%	0.5%	1.2%		1.0%	2.0%	1.6%	2.3%	1.6%	1.9%	0.0%	1.4%	0.8%	4.0%	1.7%	2.3%	0.3%		0.3%	1.0%	3.2%	1.0%	0.4%	1.0%		
Summe	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	
Top 2 (1-2)	62.1%	57.8%	58.1%	66.6%	62.2%		57.6%	66.6%	62.5%	62.3%	58.0%	65.0%	62.5%	62.8%	64.1%	61.0%	59.4%	61.5%	63.2%		63.2%	P, Q	52.1%	58.3%	66.0%	66.2%	61.9%	
Bottom 2 (3-4)	11.9%	7.2%	12.6%	6.9%	14.1%		15.8%	8.0%	13.0%	9.8%	13.1%	10.1%	11.5%	13.8%	11.4%	10.2%	12.0%	11.9%	13.4%		13.4%	P, Q	16.3%	9.4%	12.2%	14.2%	14.2%	
Umweltfreundlichkeit von verschiedenen Versandoptionen im Vergleich																												
Basise (n)	1.000	83	155	198	564		501	499	208	175	207	237	173	210	356	200	234	314	343	343		98	199	253	198	252		
sehr groß (1)	34.0%	28.0%	24.5%	34.0%	28.0%		33.1%	33.7%	28.6%	28.0%	32.9%	32.4%	25.4%	29.0%	20.5%	31.0%	29.0%	31.2%	28.5%		28.5%	30.8%	33.2%	30.8%	28.2%	28.2%		
eher groß (2)	34.3%	28.9%	34.2%	33.6%	33.3%		33.3%	31.3%	34.9%	31.9%	34.9%	34.2%	40.5%	33.9%	30.5%	35.5%	32.2%	34.7%	35.9%		35.9%	32.2%	34.0%	36.4%	38.1%	38.1%		
weder noch (3)	23.2%	31.3%	26.5%	24.7%	20.6%		20.2%	21.6%	23.4%	24.7%	21.5%	21.1%	22.5%	25.2%	21.9%	25.0%	21.8%	24.8%	21.9%		21.9%	28.6%	20.2%	21.7%	21.0%	21.0%		
eher gering (4)	6.3%	4.8%	7.1%	3.5%	7.3%		4.4%	7.7%	7.4%	4.8%	7.7%	4.8%	7.5%	8.1%	5.9%	5.0%	5.9%	6.1%	5.5%		5.5%	9.2%	5.9%	6.8%	6.8%	7.5%		
sehr gering (5)	4.5%	1.2%	4.5%	3.0%	6.5%		4.0%	4.3%	4.0%	2.9%	6.3%	4.2%	4.0%	3.3%	4.8%	4.0%	4.2%	4.3%	4.3%		4.3%	5.0%	3.6%	3.5%	3.5%	5.2%		
keine Angabe	1.7%	4.8%	3.2%	0.5%	1.2%		1.4%	2.0%	1.4%	1.9%	1.9%	2.3%	0.0%	1.4%	0.8%	4.0%	1.7%	2.3%	0.3%		0.3%	4.1%	1.5%	3.2%	1.0%	0.4%		
Summe	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	
Top 2 (1-2)	64.3%	57.8%	68.7%	68.1%	62.4%		69.2%	69.4%	65.0%	63.6%	67.1%	65.9%	67.1%	65.9%	66.0%	63.6%	63.6%	62.1%	63.6%		63.6%	67.1%	67.2%	67.2%	67.2%	66.3%		
Bottom 2 (3-4)	10.8%	6.0%	11.6%	6.9%	12.8%		13.2%	8.4%	12.0%	10.3%	11.6%	8.8%	11.5%	11.4%	11.3%	10.0%	10.3%	10.6%	11.4%		11.4%	15.3%	8.5%	9.6%	10.1%	12.7%		
Möglichkeit, als Verbraucher zu einem umweltfreundlichen Versand beizutragen																												
Basise (n)	1.000	83	155	198	564		501	499	208	175	207	237	173	210	356	200	234	314	343	343		98	199	253	198	252		
sehr groß (1)	31.4%	30.1%	26.9%	37.4%	30.9%		28.3%	34.5%	30.3%	30.4%	30.0%	33.0%	30.1%	29.5%	31.6%	31.6%	30.9%	31.6%	31.6%		31.6%	28.6%	33.6%	33.6%	32.6%	31.5%		
eher groß (2)	35.6%	33.7%	35.5%	33.3%	33.7%		36.9%	36.9%	37.0%	36.3%	37.0%	36.7%	37.6%	37.6%	34.6%	36.5%	34.4%	37.0%	37.0%		37.0%	36.2%	34.6%	34.6%	36.9%	36.9%		
weder noch (3)	21.9%	24.1%	28.5%	21.2%	20.6%		20.8%	21.2%	21.3%	21.1%	17.3%	21.1%	22.5%	22.4%	22.5%	20.5%	21.8%	22.9%	23.6%		23.6%	19.2%	24.6%	20.9%	21.2%	20.6%		
eher gering (4)	5.5%	4.8%	5.2%	5.1%	5.9%		4.2%	5.3%	5.7%	4.2%	5.3%	5.3%	5.8%	5.9%	4.7%	5.9%	4.9%	4.7%	4.9%		4.9%	7.0%	5.5%	5.1%	5.6%			
sehr gering (5)	4.2%	2.4%	3.2%	3.0%	2.4%		3.2%	3.0%	3.2%	2.9%	3.0%	2.9%	3.0%	3.0%	2.9%	3.0%	3.0%	3.0%	3.5%		3.5%	4.7%	4.0%	3.2%	4.0%			
keine Angabe	1.4%	4.8%	3.2%	0.0%	0.9%		1.0%	1.8%	1.0%	1.7%	1.4%	2.5%	0.0%	0.5%	0.8%	3.0%	1.7%	1.0%	1.7%		1.7%	0.6%	3.1%	2.4%	1.0%	0.4%		
Summe	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%		
Top 2 (1-2)	67.0%	63.8%	62.0%	70.7%	63.8%		65.2%	68.6%	67.3%	68.6%	59.4%	67.7%	67.7%	66.9%	66.9%	64.0%	66.2%	66.2%	68.5%		68.5%	59.2%	66.8%	68.4%	67.6%	68.2%		
Bottom 2 (3-4)	9.7%	7.2%	8.4%	8.1%	11.0%		10.8%	8.6%	10.6%	8.6%	11.1%	8.5%	9.8%	10.0%	9.8%	8.5%	10.3%	9.0%	8.5%		8.5%	11.7%	14.3%	7.5%	8.3%	10.1%		