REVEALED: The toilet is the go-to place for online shopping for 8% of Brits

- **20%** of British consumers like to do their online shopping from work.
- **4%** admit that being drunk was the reason for an online purchase made.
- **22%** would spend less than **15 minutes** shopping online.
- **43%** of consumers spend between **£20-50** a week online.

Figures from the [Office of National Statistics](#) (ONS) as per the report, *Retail sales, Great Britain: January 2018*, depicts a constant rise for online weekly sales from January 2015 to January 2018. With the process of shopping online incredibly convenient, considering you can have the items of your choice at the click of a button, it's of no surprise online retail figures have increased significantly over the last three years.

As a result, British Online Marketplace [OnBuy.com](#) sought to find out what online shopping habits are most prominent among UK consumers. The data was collected via a survey, in which 1,550 people were asked about their online shopping routines. Going through individual responses for all regions, OnBuy could identify what the most common habits for buying online goods for each region of the UK are.
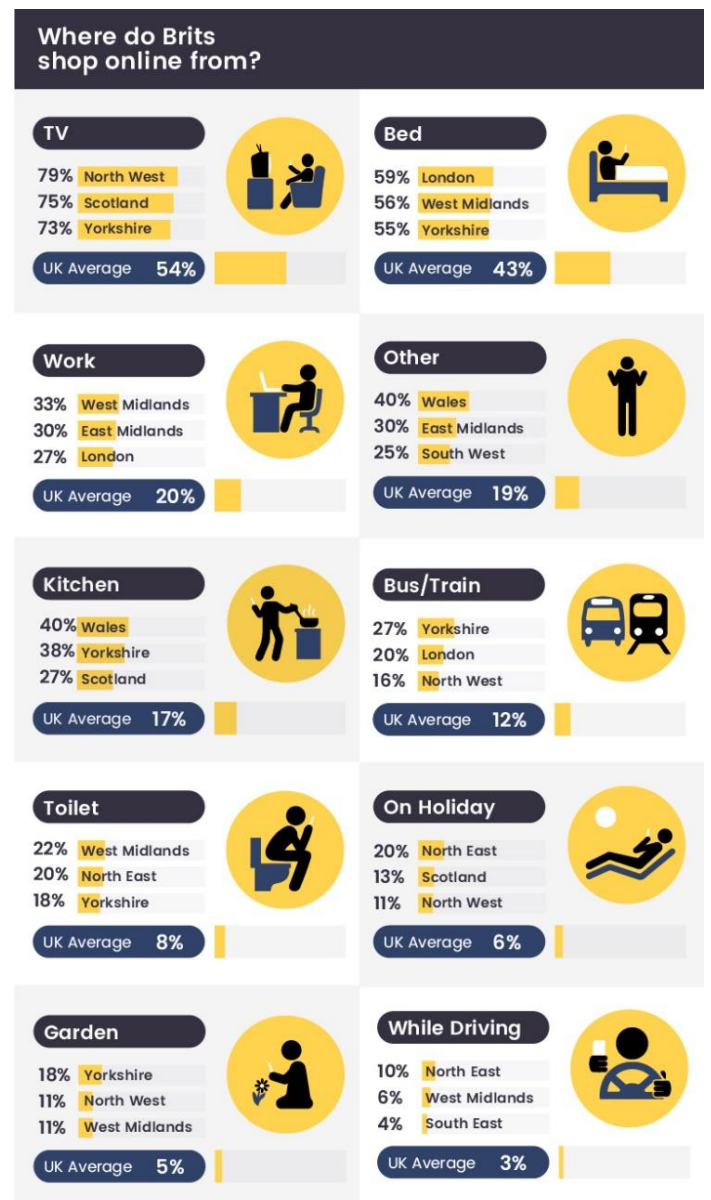
The respondents were asked two main questions, the first question was: **'Where do you usually shop online from?',** for which the respondents could have more than one response, and the overall results for the UK were as following:

While Watching TV (54%), **Bed** (43%), **Work** (20%), **Other** (19%), **Kitchen** (17%), **Train/Bus** (12), **Toilet** (8%), **On Holiday** (6%), **Garden** (5%), **While Driving** (3%).

The second question was: '**What is the reason behind your purchase?'**, for which they were again able to select more than one response. These were the most cited reasons:

I needed the items (77%), **Sale** (38%), **It was a gift** (15%), **Felt Depressed** (6%), **After a Breakup** (5%), **Other** (5%), **Was Drunk** (4%), **Too Much Money** (3%), **Lost/Gained Weight** (3%).

Shockingly, the data shows **shopping while driving** is a habit for some Brits, with the North East displaying the highest percentage of drivers engaging in this habit. The **toilet** is also one of the most common places to browse the internet for 8% of the population of UK. Residents from the West Midlands enjoy this habit the most at 22%. Another surprising statistic collected had shown that **4%** of Brits do their online shopping under

Where do Brits shop online from?

TV
79% North West
75% Scotland
73% Yorkshire
UK Average **54%**

Bed
59% London
56% West Midlands
55% Yorkshire
UK Average **43%**

Work
33% West Midlands
30% East Midlands
27% London
UK Average **20%**

Other
40% Wales
30% East Midlands
25% South West
UK Average **19%**

Kitchen
40% Wales
38% Yorkshire
27% Scotland
UK Average **17%**

Bus/Train
27% Yorkshire
20% London
16% North West
UK Average **12%**

Toilet
22% West Midlands
20% North East
18% Yorkshire
UK Average **8%**

On Holiday
20% North East
13% Scotland
11% North West
UK Average **6%**

Garden
18% Yorkshire
11% North West
11% West Midlands
UK Average **5%**

While Driving
10% North East
6% West Midlands
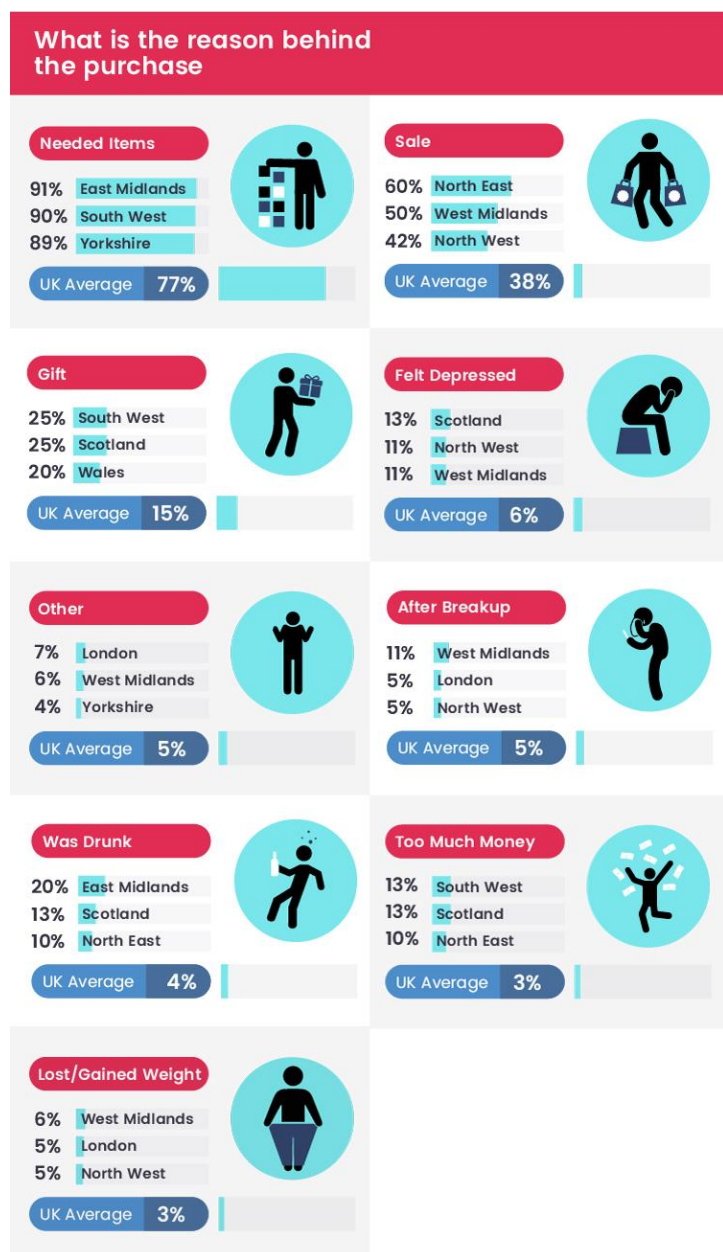4% South East
UK Average **3%**

the **influence of alcohol**, with the highest percentage (**20%**) found in the **East Midlands**.

How time consuming is online shopping?

Furthermore, OnBuy sought to find out how much time and money Brits spend shopping online. When asked what the average length of time they spend online in one session, **22% of people said less than 15 minutes**, while most people (**47%**) spend up to **30 minutes**. **27% would spend between 30 minutes and 60 minutes**, and only **7%** of the people questioned would spend **more than 60 minutes** shopping online.

When you consider how much is spent online in a week, the survey revealed some astonishing figures. **32% spend less than £20 per week**; significantly lower than anticipated. The majority (**43%**) of the respondents spend between **£20 to £50**, while **22% admitted to spending between £50-£100** on items in a single week. **5%** of Brits who took the survey spend between **£100 and £150 weekly**, while **1%** have admitted to spoiling themselves to the extent of spending more than **£150 online**.

What is the reason behind the purchase

Needed Items
91%	East Midlands
90%	South West
89%	Yorkshire

UK Average **77%**

Sale
60%	North East
50%	West Midlands
42%	North West

UK Average **38%**

Gift
25%	South West
25%	Scotland
20%	Wales

UK Average **15%**

Felt Depressed
13%	Scotland
11%	North West
11%	West Midlands

UK Average **6%**

Other
7%	London
6%	West Midlands
4%	Yorkshire

UK Average **5%**

After Breakup
11%	West Midlands
5%	London
5%	North West

UK Average **5%**

Was Drunk
20%	East Midlands
13%	Scotland
10%	North East

UK Average **4%**

Too Much Money
13%	South West
13%	Scotland
10%	North East

UK Average **3%**

Lost/Gained Weight
6%	West Midlands
5%	London
5%	North West

UK Average **3%**

Notes to editors: Please note if you do use this press release and or graphic, please credit https://www.onbuy.com/gb/ with a clickable link.

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