



# Understanding Behavioral Patterns of High-Frequency Same-Day Delivery Users





**Only a few short years ago, same-day delivery felt like a luxury or novelty to consumers and businesses alike — something used only in emergencies. Today, it's a standard expectation for a core segment of online shoppers.**

Roadie, a UPS company, has found that for these frequent same-day buyers, speed alone is no longer enough to stand out. Instead, seasoned shoppers evaluate delivery performance through a more nuanced lens, weighing not only how quickly their order arrives but also how confident they are that it will arrive on the terms the seller promised.

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***New research involving more than 1,000 consumers who have used same-day delivery services in the past six months reveals a clear pivot in their behavior. While speed still matters, particularly for younger or urban shoppers, certainty has emerged as an equally powerful driver of brand loyalty. To win in this space, retailers and delivery providers must be both fast and predictable.***

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In this report, we'll establish a clear picture of today's same-day delivery user, how they assess value in the current delivery market, and what sellers need to do to meet those evolving expectations without sacrificing profitability.

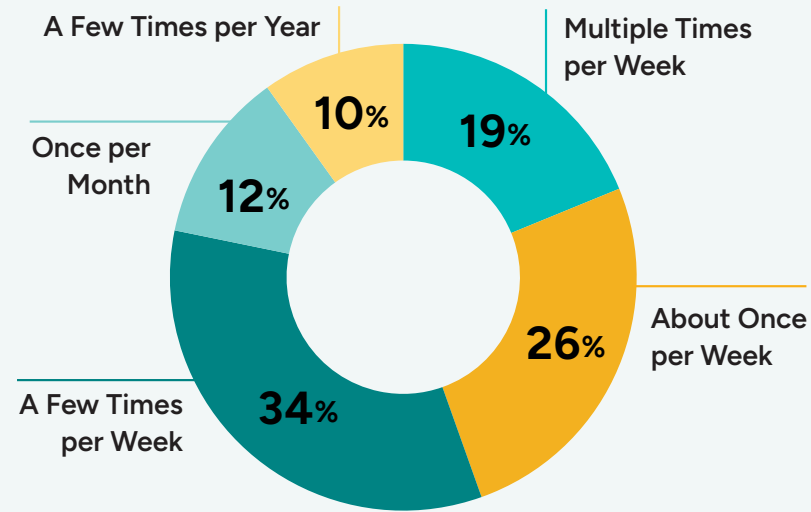


# What does a same-day delivery user look like?

Most surveys treat same-day delivery as a niche. This research focuses specifically on people who already have established habits and expectations shaped by frequent exposure to same-day and local next-day order fulfillment.

Of the 1,000 survey respondents, every single one had purchased an item online, excluding food or flowers, for delivery within 24 hours. Nearly eight in 10 (79%) report doing so at least a few times per month.

**FIGURE 1:**  
How frequently do you purchase goods online for delivery, excluding restaurant and grocery orders?



## SAME-DAY DELIVERY BY GENERATION

### % of Same-day Deliveries, Multiple Times per Week



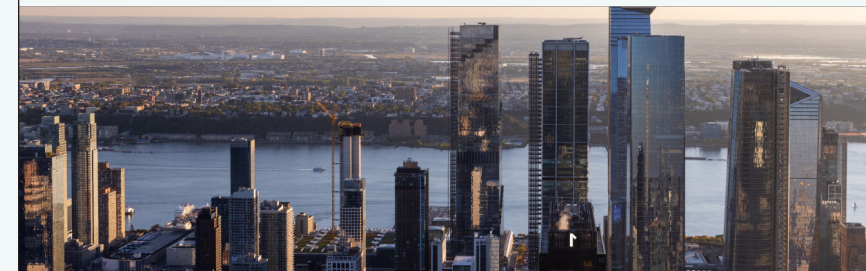
**29%**  
of Millennials

**11%**  
of Baby Boomers & the Silent Generation



## SAME-DAY DELIVERY BY GEOGRAPHIC LOCATION

### % of Same-day Deliveries, Multiple Times per Week



**26%**  
Urban Dwellers



**13%**  
Rural Shoppers



**16%**  
Suburban Residents

By generation, millennials are the most frequent users, with nearly a third (29%) ordering items for same-day delivery multiple times per week, compared with only 11% of Baby Boomer and Silent Generation respondents, respectively.

Geographically speaking, urban consumers purchase items for same-day delivery more frequently than their suburban and rural counterparts: 26% of urban dwellers order multiple times each week, compared with 16% of suburban residents and 13% of rural shoppers. However, it is worth noting that this is likely, at least in part, due to the higher availability of faster delivery options in cities.

It is shoppers like these who have carried same-day delivery from a premium perk reserved for special occasions to its new place as part of the everyday shopping experience. As a familiar and expected option, it now influences where they shop, even when they ultimately do not select it at checkout. In fact, a strong majority (73%) of same-day users still believe that one- to two-day delivery is the average retailer's standard, indicating that respondents do not insist on same-day in every experience.

# What does “certainty” look like in a same-day delivery program?

The same-day delivery debate once centered on speed versus cost. Then, it evolved to encompass both. Now, a third factor — certainty — has become essential to same-day users, as well. If history tells us anything, it’s that consumers will not trade one of these factors for another. Instead, they expect the brands they support to provide a service that ticks all of these boxes equally.

Younger shoppers and urban-based consumers continue to push expectations forward, driving demand for speed and flexibility in the final mile. Meanwhile, older shoppers and suburban and rural dwellers balance that push with

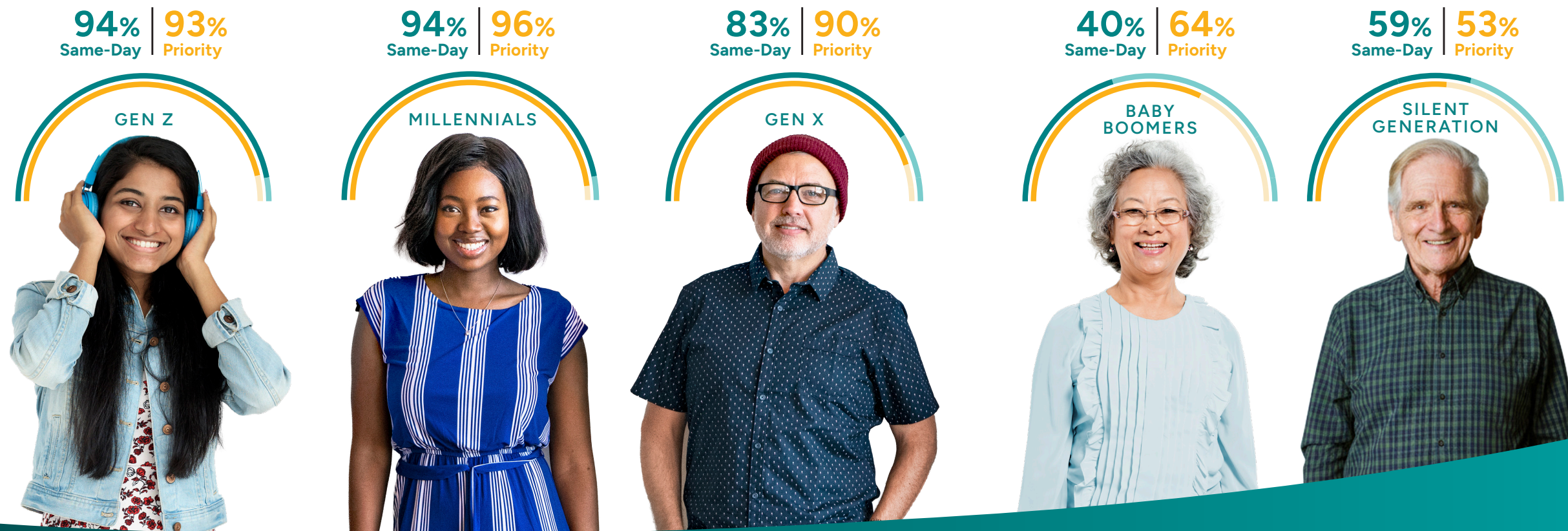
expectations for affordability and predictability. Across demographics, reliability can serve as a stabilizing force, enabling retailers to scale same-day delivery offerings more sustainably.

Retailers must invest in delivery programs that prioritize not only speed but also reliability, accurate delivery estimates and clear communication. Delivery platforms and providers are tasked with developing and sourcing technologies that can validate drivers, verify addresses and provide real-time visibility to consumers and senders. These solutions will ultimately reduce the types of exceptions that erode trust.

“The future of same-day delivery isn’t just about being fast. It’s about being right. Reliability and consistency are features that make a same-day delivery program more sustainable,” says Moon.

The Roadie platform model is designed with this balance in mind, enabling same-day delivery on a national scale while emphasizing transparency, predictable pricing and consistent service. By aligning speed with certainty, retailers can strategically leverage order urgency to build loyalty, thereby making delivery performance a long-lasting competitive advantage.

**FIGURE 2:**  
Percentage of consumers by generation willing, at least situationally, to pay extra for:



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COO AND HEAD OF OPERATIONS AT ROADIE

## How do shoppers define same-day delivery?

The survey clearly shows that regular users of same-day delivery have redefined their expectations for the service, with 80% of respondents expecting same-day deliveries to arrive by the end of the day or within 24 hours. Meanwhile, only 20% report expecting it within 4 hours.

Notably, this definition holds steady across generations, suggesting that public perceptions and expectations around same-day delivery have stabilized. Same-day no longer has to mean hyper-urgency. Instead, it merely represents a commitment that an order will arrive within a known and reasonable time frame.

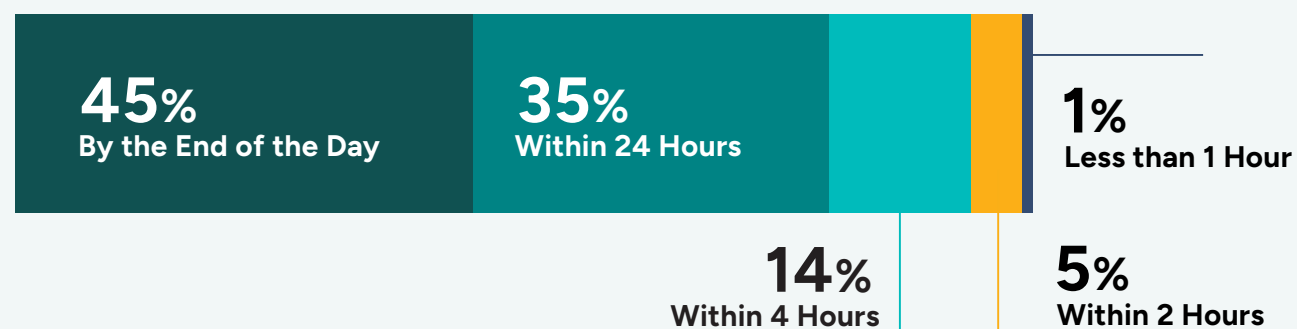
“There has been a notable shift from novelty to normalization in the last few years. What customers used to see as nice-to-have is now an expectation,” says Chris Grubb, head of marketing at Roadie. “What we’re seeing here now is that retailers can reap the benefits of same-day delivery — higher conversion rates, lower cart abandonment, more satisfied

customers — with end-of-day or 24-hour delivery commitments.”

While urban consumers show a little more variability in how they interpret same-day delivery than rural or suburban shoppers, at least 75% of all types of residents expect same-day delivery to arrive within 24 hours of the order being placed or by the end of the day.

Regardless of age or geography, shoppers are less interested in shaving minutes off delivery times as long as they can be confident that their order will arrive when they expect it to. This evolving definition of same-day delivery opens some doors for retailers, who don’t necessarily have to trade off sustainability or pay inflated costs to meet same-day demands. Instead, sellers that can implement consistent cutoff times, make fast yet realistic service promises to customers, and communicate delivery progress in near-real time will win the loyalty of experienced online shoppers.

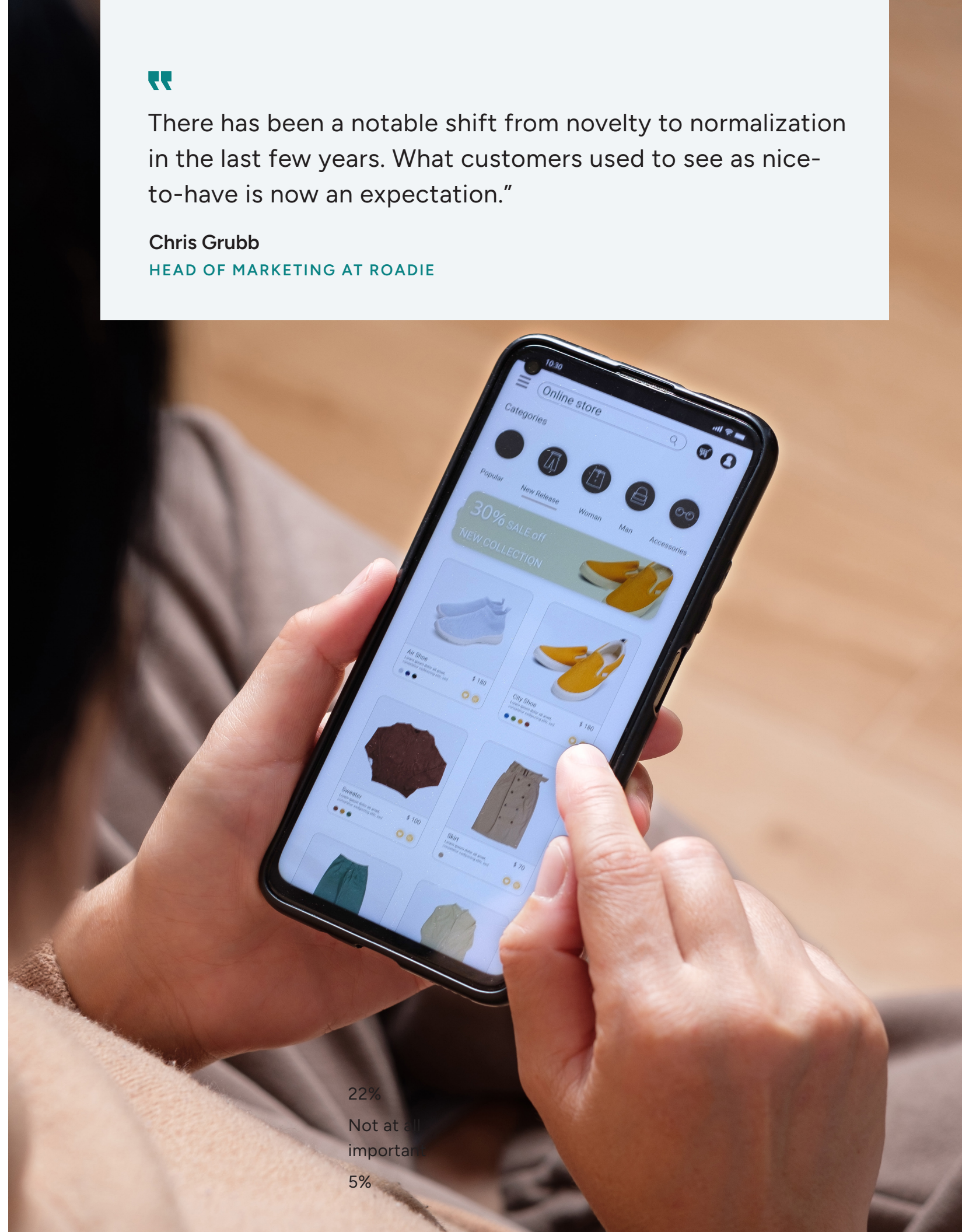
**FIGURE 3::**  
Q. When you hear the term “same-day delivery,” what time frame do you expect?



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**Chris Grubb**

HEAD OF MARKETING AT ROADIE



# Is speed still a competitive advantage?

Although same-day users increasingly seek consistency and reliability in deliveries, speed remains a powerful competitive signal for this type of shopper. Four in 10 consumers consider the availability of same-day delivery extremely or very important when shopping online, and one-third consider it somewhat important.

The desire for speed is much more prevalent among younger shoppers, with 59% of Millennials, 52% of Generation Z and 46% of Generation X saying a same-day option is extremely or very important. Meanwhile, only 24% of Baby Boomers and 14% of Silent Generation

respondents do so. Urban shoppers were much more likely (57%) than suburban dwellers (30%) or rural residents (35%) to see it as extremely or very important to their shopping decisions.

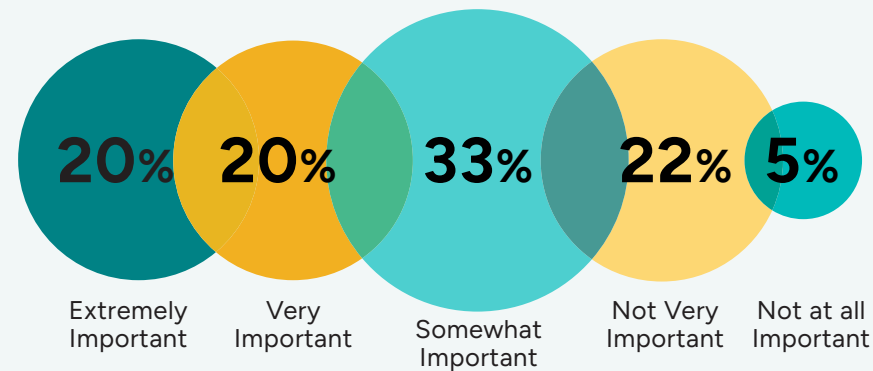
Importantly, most respondents still view one- to two-day delivery as the standard for retailers, implying that they do not necessarily expect same-day delivery for every order. Instead, the availability of same-day delivery functions as a trust signal for consumers who have used such options before, providing reassurance that the seller can meet urgent needs when they arise.

“Same-day delivery remains a competitive differentiator, even when shoppers don’t use it,” says Grubb. “Knowing it’s available changes how they measure a brand.”

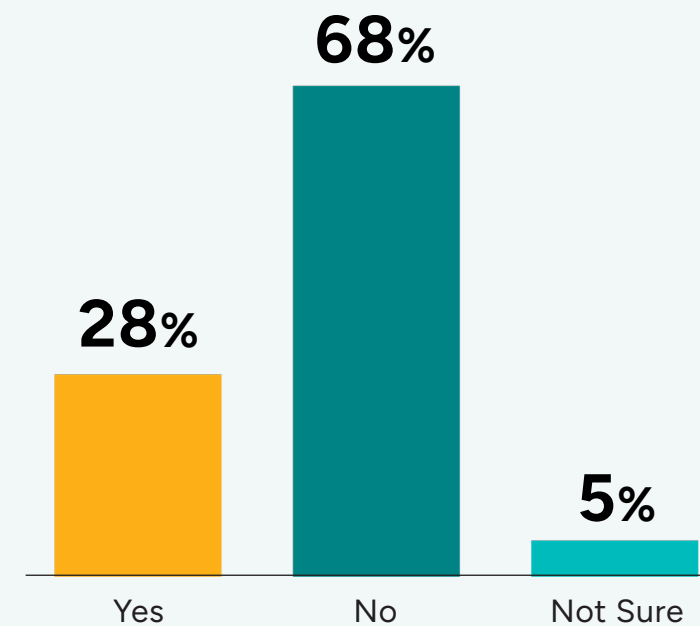
This dynamic may help to explain why more than a quarter of respondents report abandoning an online purchase because there was no same-day delivery option available at checkout. It also provides insight into why nearly three-quarters of same-day users sometimes switch retailers to get faster delivery of the same item. Even when same-day is used selectively, the lack of a same-day option can directly impact revenue.



**FIGURE 4::**  
Q. How important is the availability of same-day delivery to you when you shop online?



**FIGURE 5:**  
Q. Have you ever abandoned an online purchase because same-day delivery was not available?



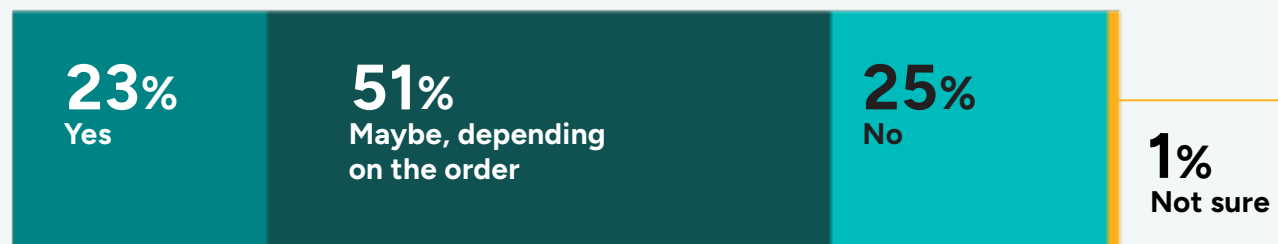
# When will same-day consumers pay for speed?

The research also revealed that while consumers are willing to pay extra for faster delivery services, there are guardrails around how much and when. Less than a quarter (23%) of the total respondent pool said they would pay an additional fee for same-day delivery in all situations, but just over half (51%) said they would pay extra depending on the order.

Notably, younger respondents are willing to pay extra for speed. When combining “yes” and “maybe” responses, most Gen Z (94%), Millennials (94%), and Generation X (83%) are willing to pay situationally to get their orders faster, compared to over half (59%) of Baby Boomers and less than half (42%) of Silent Generation shoppers.

FIGURE 6:

Q. Are you willing to pay extra fees for same-day delivery?



“Though more mature consumers might seem less willing to pay extra for speed, it’s also important to consider their buying habits,” says Dennis Moon, COO and head of operations. “Compared to the high-frequency habits of, say, millennials – who often shop multiple times weekly – Silent Generation respondents were more likely to order online only a few times a month. But some also likely have children or caretakers who order their prescriptions or groceries same-day. Even if they may be less willing to pay for speed on their direct purchases, that doesn’t mean they don’t benefit secondhand when other shoppers do.”

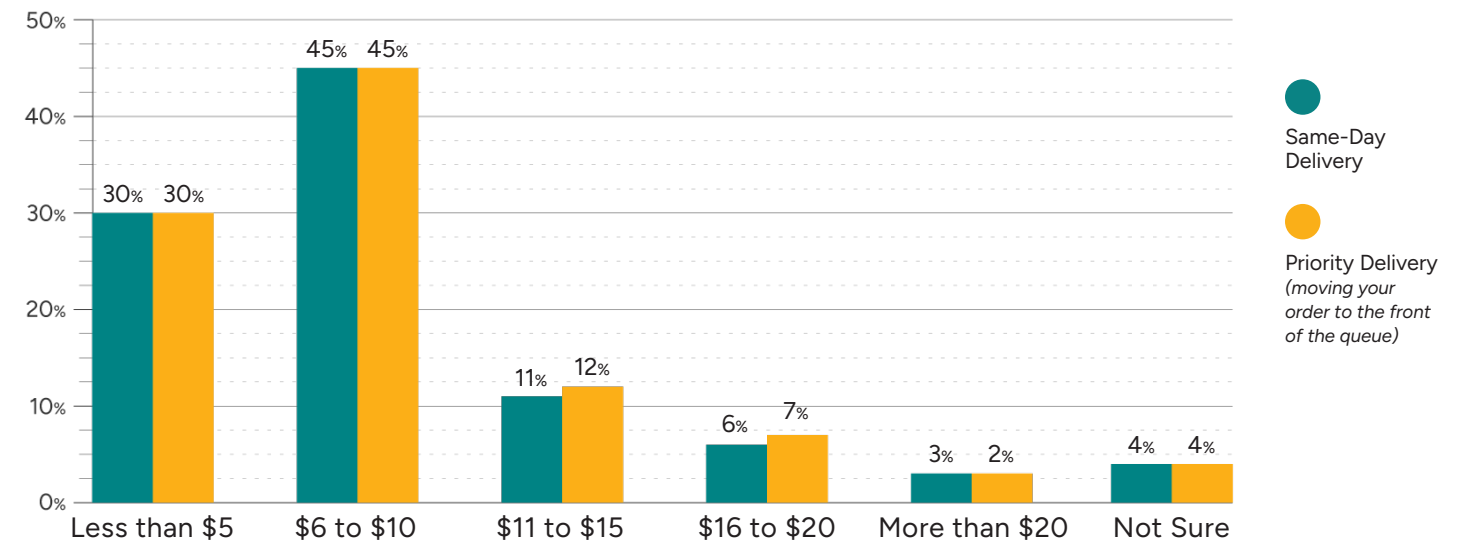
When it comes to actual payment amounts, demographic lines matter very little. Most same-day users believe acceptable pricing across order

types should be around \$6 to \$10. There isn’t much appetite for fees larger than that, with only a small minority willing to pay anything above \$15. This pattern holds not only for same-day delivery, but also for priority delivery options, in which consumers can pay to have their order bumped to the front of the delivery queue.

Urban shoppers are more than twice as likely as suburban shoppers to say they are willing to pay extra for same-day delivery, underscoring the role of geographic location in shaping preferences and expectations in the last mile. However, willingness to pay is ultimately highly situational, even for the most enthusiastic cohorts. Speed is valued by same-day users only when the price is perceived as reasonable and justified.

FIGURE 7:

Q. How much are you willing to pay on an average order?



From a strategic perspective, it seems that the long-term value of same-day delivery may lie less in per-order fees and more in its impact on conversion, retention and customer lifetime value — particularly as younger generations continue to age into higher purchasing power. Rather than

trying to pinpoint an appropriate amount for same-day delivery by item or ZIP code, sellers are better off building same-day pricing into the total sale cost through tactics such as delivery minimums or membership perks.



## Same-day users want returns to be as effortless as delivery.

As fast delivery normalizes convenience for shoppers, the inconvenience of mailing a return or dropping it off in a store becomes more noticeable. The survey revealed that 50% of same-day users would use a service where a driver collects returns from their home. Another 41% say they might use such a service, depending on the order. Younger shoppers showed the most interest in doorstep returns pickup, but older generations were also on board, so long as it was low-cost or free.

This appetite for easier returns reflects a broader shift in ecommerce toward low-effort transactions. Many consumers choose online shopping to avoid store visits, so it stands to reason they don’t want to make a special trip to return something. As return volumes remain stubbornly high, doorstep pickup is emerging as a powerful lever for customer loyalty and satisfaction.

# What makes consumers trust a brand that offers same-day delivery?

Consumers have [demanded last-mile choices](#) for years, and now that they have them, they are especially sensitive to how the costs of those options are structured and communicated. Nearly six in 10 (59%) of same-day users either strongly or somewhat agree that tipping expectations for delivery services have become excessive — a sentiment shared consistently across generations.

Even so, shoppers are generally still willing to tip delivery drivers for same-day orders. Interestingly, younger consumers are the most likely to tip, even as they express frustration with the broader tipping culture. This tension suggests that same-day users are not outright rejecting the concept of tipping, but they are definitely growing tired of layered, unclear costs.

This theory is supported by responses to a question on surge pricing, in which a strong majority of respondents across all demographic groups rejected the idea of paying more for same-day deliveries during peak periods. From the consumer's perspective, dynamic pricing introduces an additional layer of uncertainty when making a purchase, thereby undermining

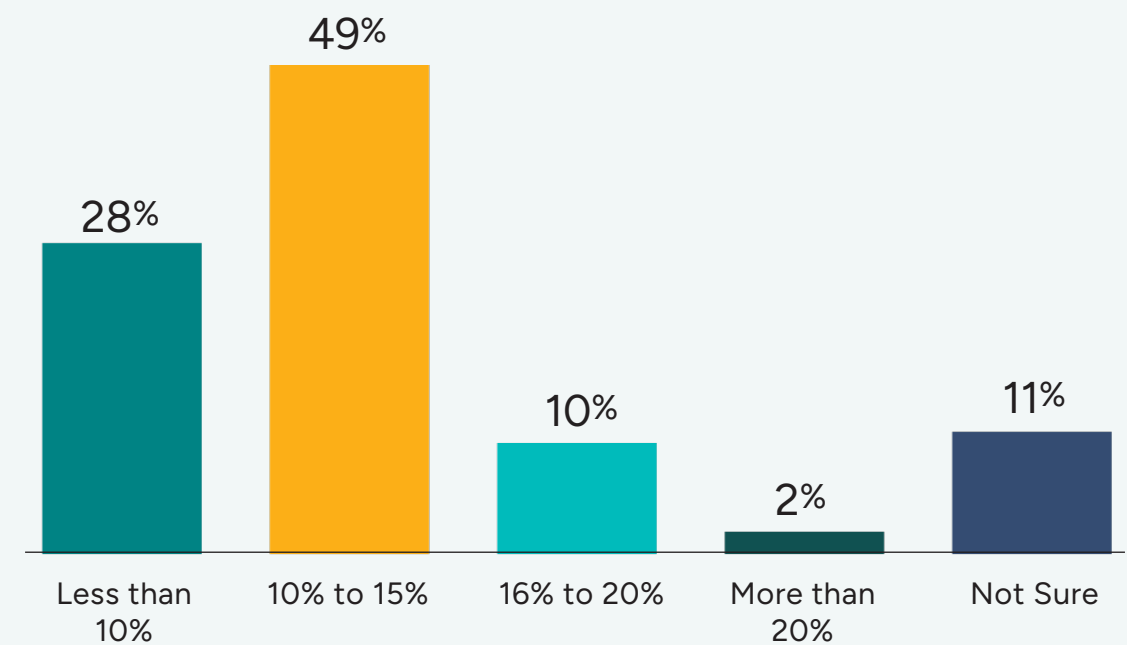
confidence, even among shoppers who otherwise seek speed.

These findings should highlight the importance of all-in pricing models for retailers and delivery providers, as relying heavily on gratuities for driver compensation or on unpredictable fees to manage costs will only erode customer trust.



FIGURE 8:

Q. How much would you tip for a typical same-day delivery order?



# Building same-day delivery with reliable certainty

As this research shows, speed is still in high demand, but certainty in delivery timing, pricing and accuracy sustains the customer relationship for regular same-day delivery users. Retailers that can provide same-day shoppers with the confidence that their orders will arrive as expected will benefit from lower cart abandonment, higher conversion rates and stronger customer relationships.

Expectations around same-day delivery will undoubtedly continue to evolve. But sellers who can recognize the important role that trust plays in the customer relationship will set themselves apart from other same-day offerings.

**To see how reliable same-day delivery can drive return on investment across your fulfillment network, check out the Roadie ROI calculator.**



## ROI of Same-Day Delivery

Making a decision about same-day delivery can be challenging without some idea of what to expect from your return on investment. Please answer the following questions to see what your ROI might look like after implementing same-day delivery.

**What is your current performance for this KPI? Enter your current value to see how same-day delivery could change it.**

[Select up to Five]

<input type="checkbox"/> Cart abandonment <input type="text" value="Enter your number"/>	<input type="checkbox"/> Conversion rates <input type="text" value="Enter your number"/>
<input type="checkbox"/> Cart values <input type="text" value="Enter your number"/>	<input type="checkbox"/> Revenue per order <input type="text" value="Enter your number"/>
<input type="checkbox"/> Inventory costs <input type="text" value="Enter your number"/>	<input type="checkbox"/> Net new sales <input type="text" value="Enter your number"/>
<input type="checkbox"/> Compound annual growth rate (CAGR) <input type="text" value="Enter your number"/>	<input type="checkbox"/> Internal rate of return (IRR) <input type="text" value="Enter your number"/>
<input type="checkbox"/> Repeat purchases <input type="text" value="Enter your number"/>	





Roadie, a UPS company, is a leading logistics and delivery platform that helps businesses tackle the complexities of modern retail with unmatched delivery coverage, flexibility and visibility. Reaching 98% of U.S. households across more than 32,000 zip codes — from urban hubs to rural communities — Roadie provides seamless, scalable solutions that meet a variety of delivery needs.

With a network of more than 500K independent drivers nationwide, Roadie offers flexible delivery solutions that make complex logistics challenges easy, including solutions for local same-day delivery, delivery of big and bulky items, ship-from-store and DC-to-door.

For more information, visit [www.roadie.com](http://www.roadie.com).