

IS PARKING LOT
SAFETY AFFECTING

HOLIDAY
SHOPPING
HABITS?



SAFETY
CONCERNS IN
PARKING LOTS

While crowded stores and long check-out lines are common holiday gripes, parking lots present a unique set of safety challenges.

32%

Nearly one-third of women say that fears about parking lot safety influence their decision to shop in person

54%

Over half of people surveyed feel the least safe in parking areas compared to other retail spaces.

59%

women

feel the least safe in parking lots and garages

47%

men

compared to just

17%

all respondents

who feel unsafe inside retail stores.



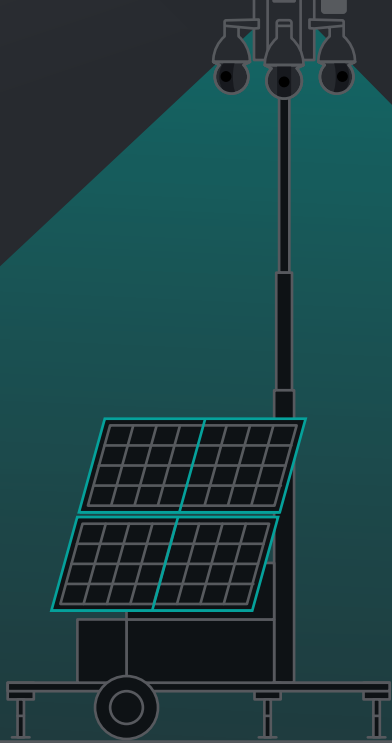
69%

women

identified poor lighting as the top parking lot safety concern, highlighting it as a critical issue for retail centers to address.

56%

men



TECHNOLOGY'S ROLE IN
BUILDING SHOPPER CONFIDENCE

The presence of visible security measures, such as cameras, has a significant impact on consumer perceptions.



ENHANCED
CONFIDENCE

66%

of respondents said visible security cameras in public spaces make them feel safer.



PARENTAL
PERSPECTIVES

78%

of parents with children under 18 are comfortable with security cameras in public areas



WOMEN'S
SUPPORT

77%

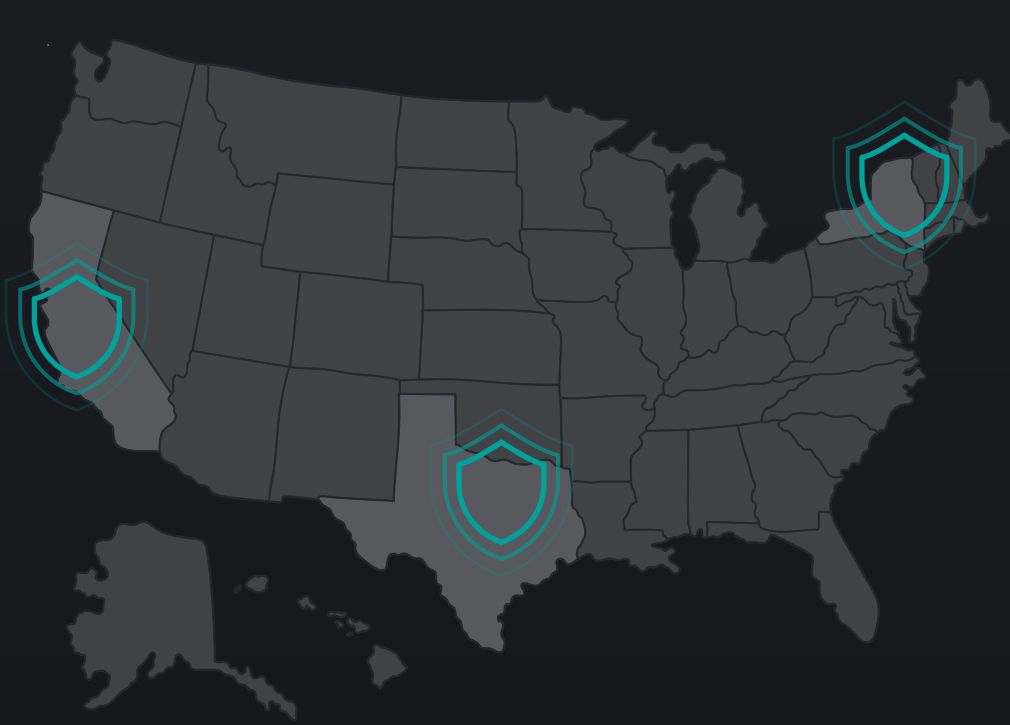
of women agree that cameras contribute to their sense of security, with many overwhelmingly favoring surveillance measures.

68%

believe that cameras effectively deter crime

REGIONAL
VARIATIONS
IN SAFETY
PERCEPTIONS

Safety concerns across regions reflect differences in local culture and attitudes toward public surveillance.



NEW YORKERS
LEAD IN SUPPORT

80%

support public surveillance measures

72%

feel that security cameras in public spaces help increase safety

TEXANS AND CALIFORNIANS
ARE DIVIDED

39%

favor armed security guards

VS

49%

of people across the rest of the United States

VS

47%

of Californians support government regulation of security cameras

45%

of Texans oppose it

ABOUT THE SURVEY

LVT conducted the survey across 2,000 U.S. consumers in November 2024. For the complete 2024 LVT Holiday Shopping findings, including additional insights on safety and consumer behavior, visit lvt.com/shopping-survey

LVT