

**RESEARCH 2024**

**MID-YEAR RETAIL SENTIMENT SURVEY**

**/ TECHNOLOGY  
INVESTMENT AND TRENDS  
ON DISPLAY AT  
MID-YEAR**

**/ 40% investing in new tech**

**/ Push to strengthen  
marketing and service**

**/ Solid YTD performance**

A woman with long dark hair, wearing a light blue denim jacket and a wide-brimmed straw hat, is seen in profile from the chest up. She is looking out of a large glass window, with her right hand resting on the window frame. The background outside the window is a blurred cityscape. The image is overlaid with a large blue diagonal graphic on the left side.

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A woman with long dark hair, wearing a light-colored top, is looking at a rack of clothes in a retail store. The background is slightly blurred, showing other clothing racks and store fixtures. A large blue diagonal graphic element is on the right side of the image.

## **/ UNDERSTANDING THE CONSUMER**

**Over half (55.3%) of respondents actively utilize technology to analyze customer/sales data for:**

**/ Merchandising and service/menu creation**

**/ Planning in-location events**

**/ Crafting individualized special offers**

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## / AI ADOPTION

**12%** / already using AI  
in some form

**21%** / exploring the  
potential benefits of AI



A man with glasses and a beard, wearing a green shirt and a white apron, is smiling while looking at his smartphone. He is pushing a shopping cart filled with groceries, including bananas, a water bottle, and tomatoes. The background shows a grocery store aisle with shelves of products. The image is overlaid with a blue geometric shape on the right side.

## / DIGITAL MARKETING SURVEY HIGHS

The three most-used tools all drew the highest use percentages in survey history.

**83.0% / Email Marketing**

(77.5% trailing 3-year avg.)

**80.3% / Social Media**

(73.9% trailing 3-year avg.)

**64.6% / Text Messaging**

(54.3% trailing 3-year avg.)

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## / SOCIAL MEDIA POWER

Most popular social platforms  
for marketing:

**89.7% / Facebook**

**76.5% / Instagram**

**32.4% / TikTok**

Companies can enhance their  
image, boost organic posts with  
affordable ads, and sell directly  
via social commerce.

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## **/ ACCOMMODATION IS KEY**

The omnichannel experience is well established. Consumers shop in various ways, and retailers are responding:

**69.3% / offer online purchasing, scheduling, or pickup options**

**56.2% / provide in-store online ordering with free shipping for out-of-stock items.**



## **/ IN-STORE CUSTOMER SERVICE**

Popular onsite technology  
for shopper incentives and  
convenience:

**63.7%** / use digital coupons,  
discounts and/or loyalty points

**49.3%** / provide free Wi-Fi

**43.8%** / offer electronic  
receipts

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## / TAKEAWAYS

Retailers are working to reach potential clients through diverse channels and meet consumers' wants and needs. They are finding – and embracing – technology's value on both fronts.



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## / REPEAT PERFORMANCE

2024 is shaping up to be another strong year for brick-and-mortar.

**66.9%** / say YTD sales are the same or higher YoY.

**69.5%** / report traffic at a similar or higher level.

**79.6%** / expect sales to maintain or increase pace through year-end.

# / ABOUT THE SURVEY

Levin Management Corporation's (LMC) Retail Sentiment Survey gauges the strength of the American economy from a street-level perspective.

Managers of retail stores regularly interact with the consumers who drive the industry. These managers are also responsible for meeting the sales goals set for their stores. This daily frontline experience gives them a unique outlook on the true state of retail.

LMC, which operates approximately 125 shopping centers across a broad range of markets in five key states, surveys the store managers of its 1,100+ tenants three times annually, gathering information on current sales and traffic numbers, and on manager sentiment.

The surveys also ask timely questions about hiring patterns, the evolving impact of ecommerce, key events and other socio-economic factors that may be influencing performance.

In addition to the Mid-Year poll, the surveys are traditionally conducted in October/November, gauging expectations and plans for the holiday season, and in January, exploring outlooks for the coming year.

## About Us

For more than 70 years, LMC has served as a trusted single-source commercial real estate services provider for institutional and private owners, maintaining a diversified portfolio in the Northeast and Mid-Atlantic states. All LMC clients, and each property in its portfolio, benefit from the firm's experience, relationships and fully integrated approach – from leasing, to development and renovations, to property operations, marketing and more. [Levinmgt.com](http://Levinmgt.com)

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