



SPECIAL REPORT

**BLACK
FRIDAY
&
HOLIDAY
GUN
VIOLENCE**

HOLIDAY **2024**

Examining Gun Violence During America's Busiest Shopping Season

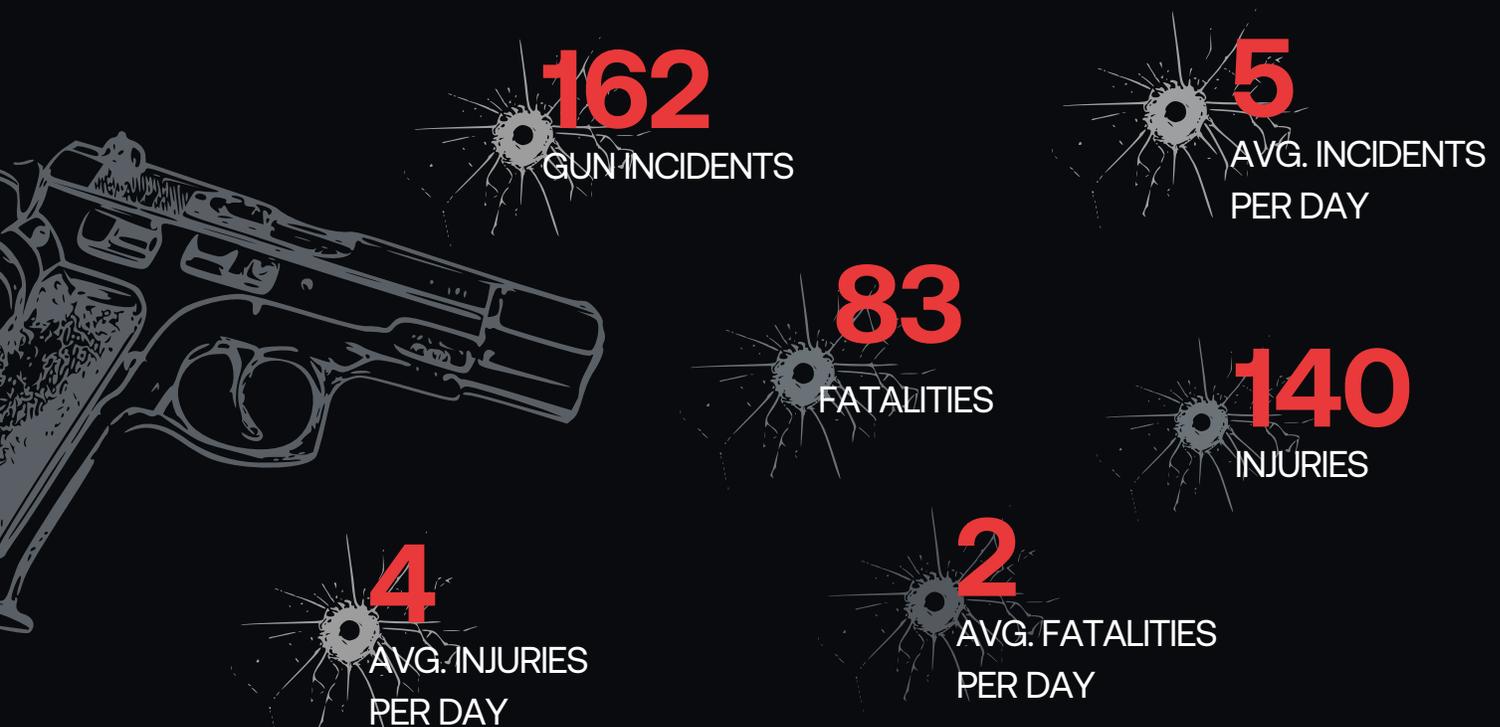
As we enter the 2024 holiday season, retail spending continues its upward trajectory.

The 2023 holiday shopping period shattered records, with consumers spending a staggering \$955.6 billion. Projections for 2024 are even more ambitious, with estimates ranging from \$980 billion to \$990 billion.

This spending spree extends beyond just gifts. During the holiday season, Americans open their wallets for:

- Festive feasts and gourmet treats
- Decorations and home embellishments
- Travel and vacations
- Home improvement projects

While this spending surge brings cheers to retailers and boosts the economy, it unfortunately coincides with a troubling trend: an increase in gun-related incidents in retail environments.



During the peak holiday shopping periods of 2022 and 2023—from Black Friday through December 31—we analyzed gun-related incidents across various retail environments. Our comprehensive study encompassed:

- Building Material and Garden Equipment and Supplies Retail Stores
- Clothing, Clothing Accessories, Shoe, and Jewelry Retail Stores
- Convenience Stores
- Department Stores
- Drug Stores
- Gas Stations
- General Merchandise Retail Stores
- Grocery Stores
- Health and Personal Care Retail Stores
- Liquor Stores
- Shopping Malls and Retail Centers
- Sporting Goods, Hobby, Musical Instrument, Book, and Miscellaneous Retail Stores
- Strip Malls
- Tobacco, Nicotine, and Cannabis Product Stores

Analyzing Holiday Retail Incidents

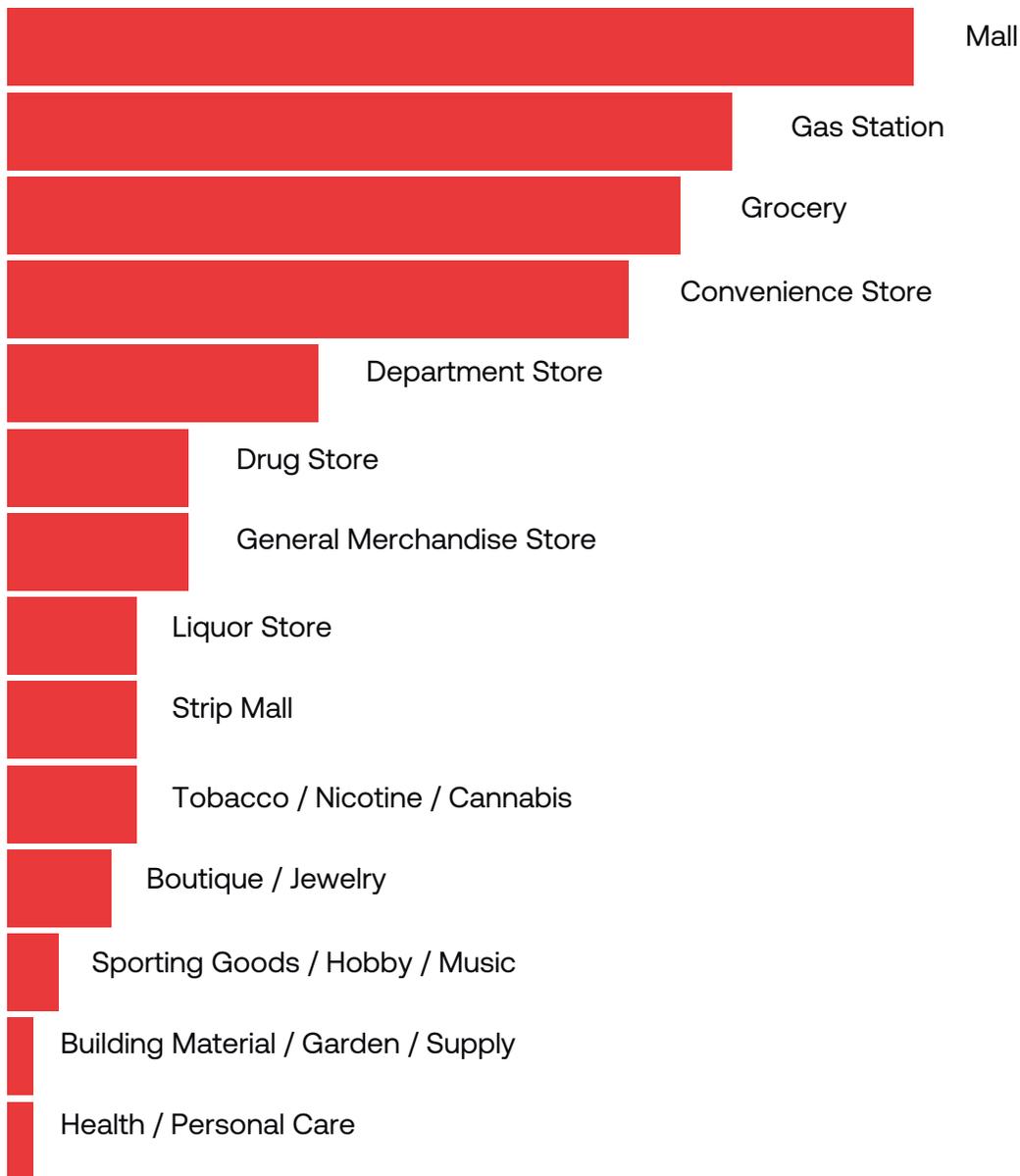
Key Insights From Holiday Seasons 2022 and 2023

As we delve into the data comparing retail incidents during the 2022 and 2023 holiday seasons, a complex picture emerges. While some areas show concerning increases, others offer glimmers of hope. This analysis provides crucial insights for retailers and security professionals looking to enhance safety measures during the busiest shopping period of the year.



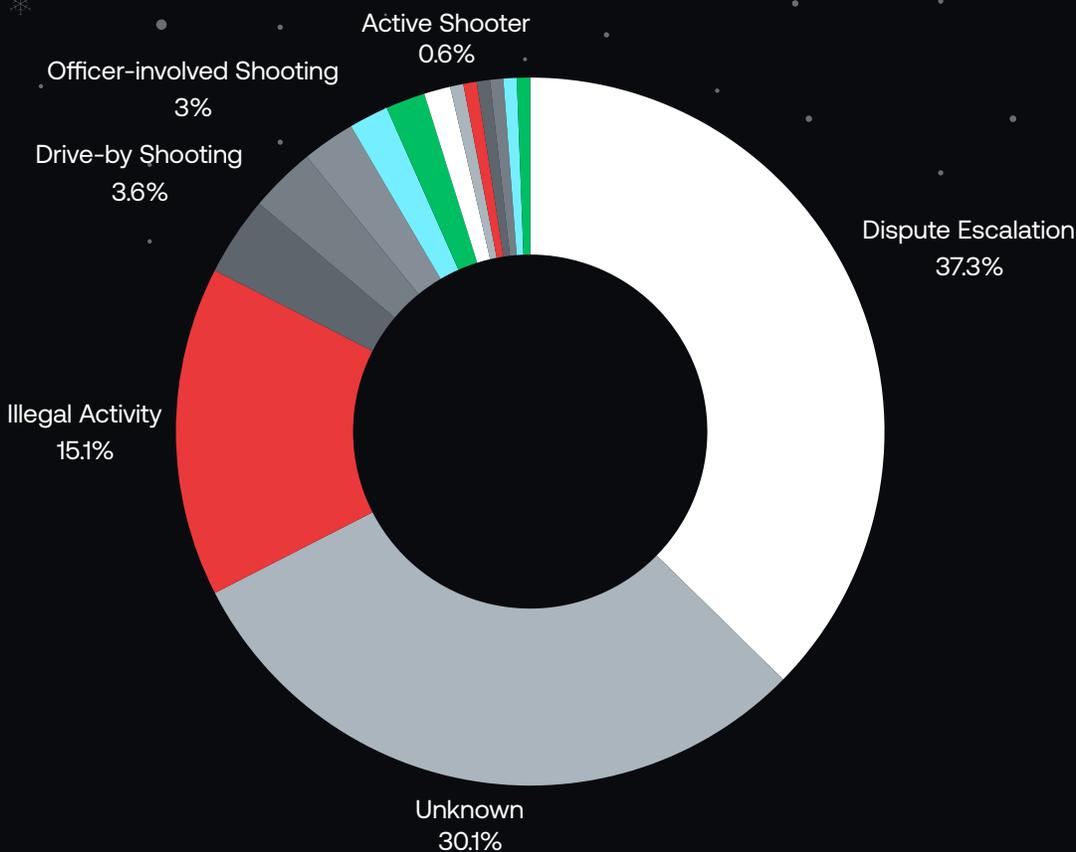
Gun Violence Distribution

Where Holiday Incidents Happen



Situation Typology

Why Did An Incident Occur?

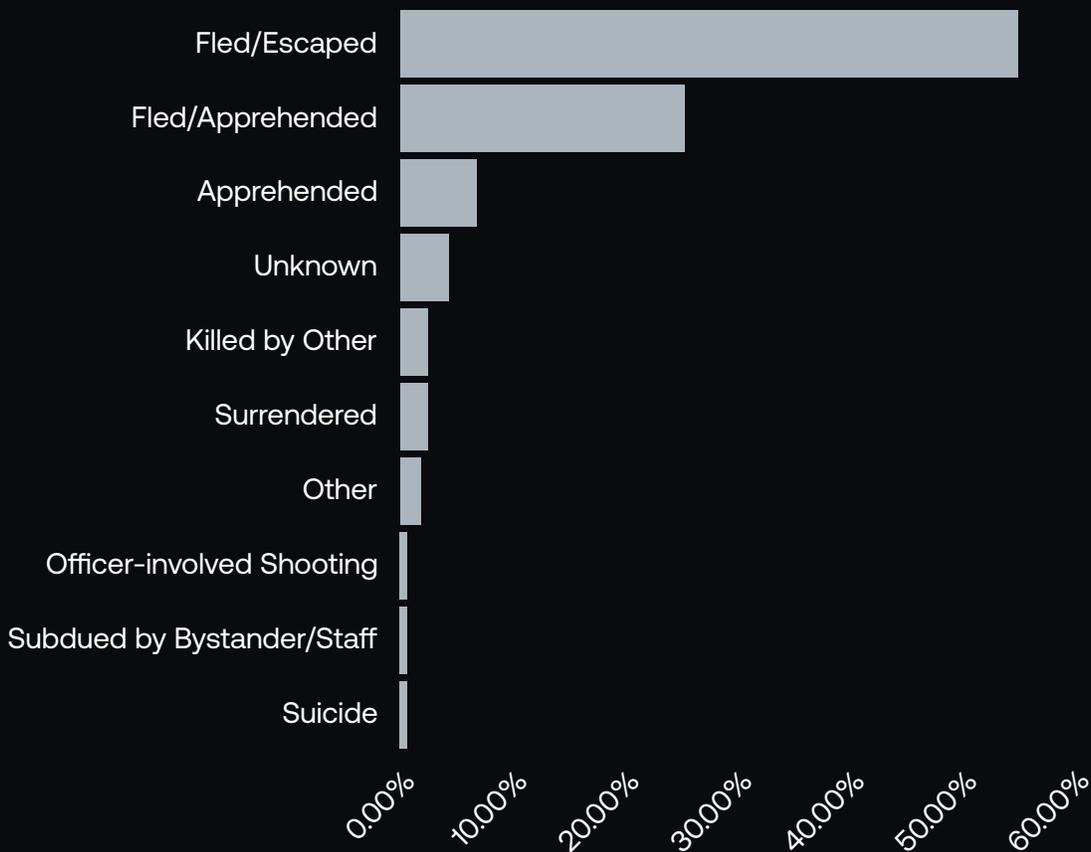


Understanding the circumstances surrounding gun-related incidents in retail environments is essential for developing effective prevention strategies. This chart categorizes the situations observed during the reporting period, providing insights into the most common triggers for gun-related violence.

These results highlight areas where targeted interventions can enhance safety for both employees and customers.

Shooter Outcome

What Was the Resolution?



The resolution of gun-related incidents is critical for understanding the effectiveness of response strategies and the overall impact on public safety.

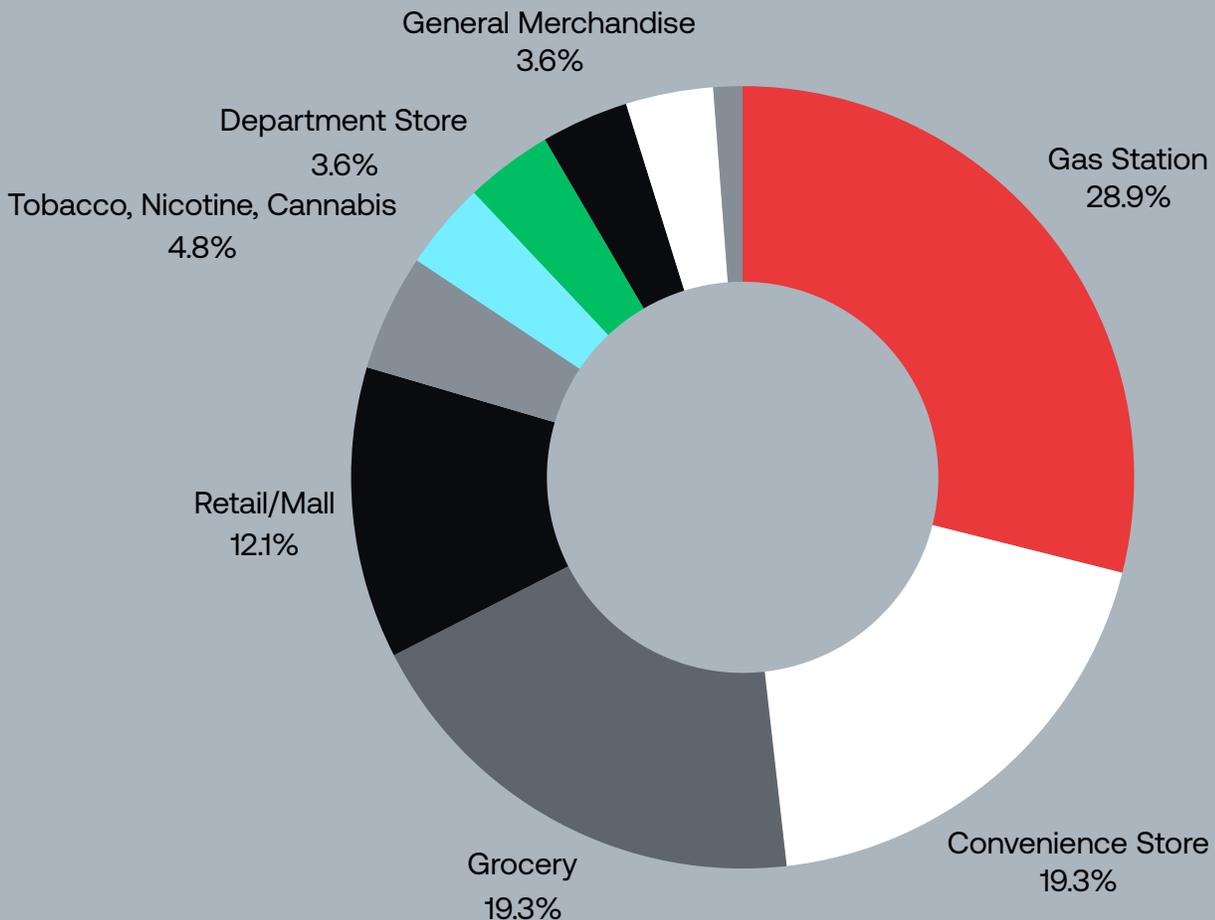
This chart outlines the various outcomes for shooters involved in the reported incidents, providing valuable insights into the effectiveness of law enforcement interventions and the challenges faced in apprehending perpetrators.

Fatality Counts

How Many Lives Were Lost?

By examining the verticals most impacted, this data highlights the environments where fatalities are most prevalent.

Analyzing these patterns is key to shaping effective safety protocols and bolstering preventive measures in high-risk environments.



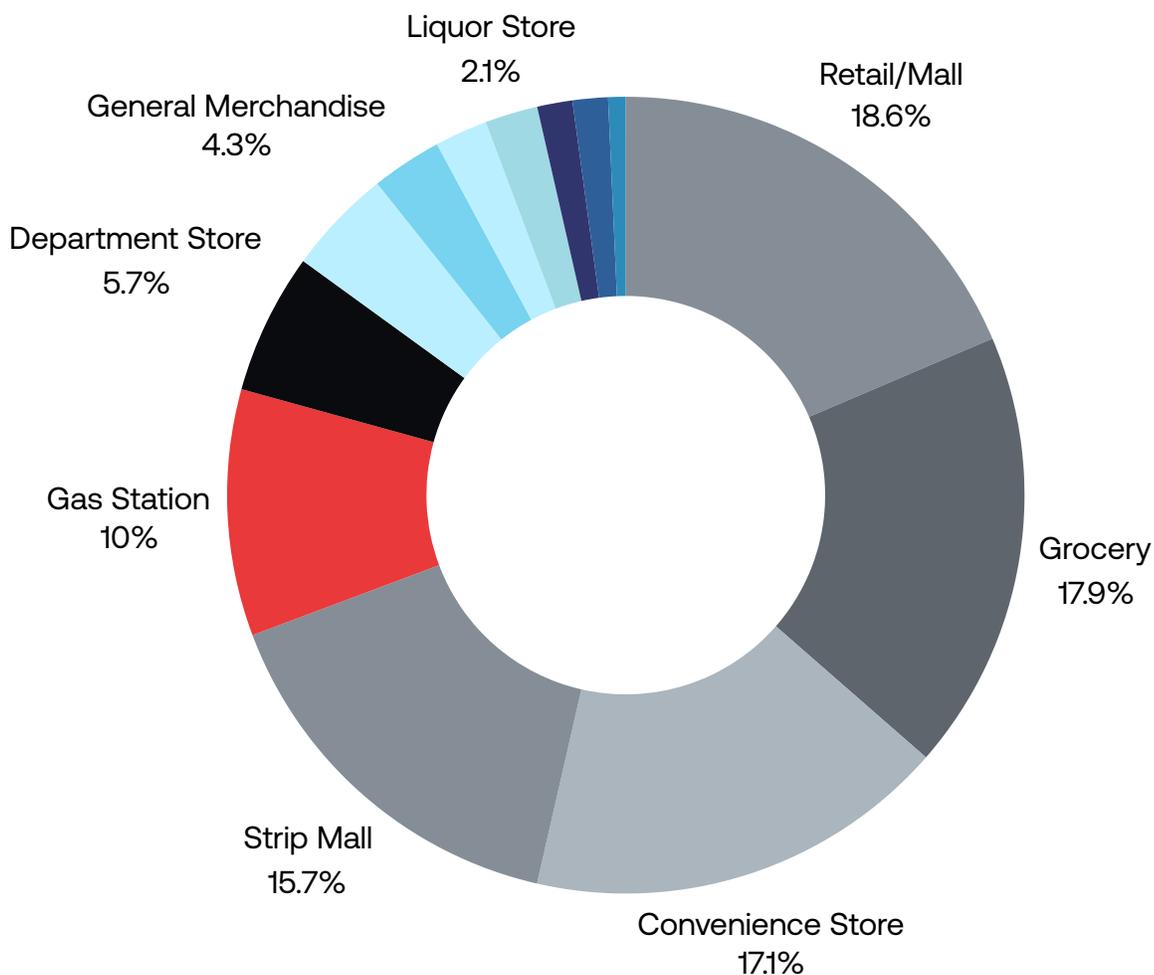


Injuries

How Many People Were Hurt?

Here, we outline the distribution of injuries resulting from gun-related incidents across various retail sectors.

Understanding patterns where injuries are most prevalent is essential for developing targeted safety measures and improving response strategies in spaces that pose a higher risk to both employees and customers.



Areas of Concern

Our analysis reveals several alarming increases in various types of incidents. These statistics underscore the growing challenges faced by retailers in maintaining a safe environment for both customers and staff during the holiday rush.



Here, the data paints a sobering picture of the evolving security landscape in retail environments. A significant rise in accidental shootings, domestic-related incidents, and illegal activities points to a need for more comprehensive security strategies and staff training. The increase in incidents occurring inside retail locations is particularly concerning, highlighting the importance of internal security measures.

Silver Linings

Positive Developments

Despite the disturbing trends, there are some encouraging signs in our year-over-year comparison. These decreases suggest that certain preventive measures and security strategies may be yielding positive results.



Injuries

Fatalities

Escalations of Dispute

The reduction in fatalities and injuries is particularly noteworthy, indicating that while the number of incidents has increased, their severity may be decreasing. This could be attributed to improved response times, better training of staff, or more effective security measures. The decrease in dispute escalations also suggests that de-escalation techniques and conflict resolution strategies could be making positive impacts.

These contrasting trends emphasize the complex nature of retail security during the holiday season. While there's clearly more work to be done to address the rising number of incidents, the decreases in certain critical areas provide valuable insights into effective strategies that can be further developed and implemented.



Retail Sector Analysis

A Closer Look at Specific Locations

Upon further data examination, it's apparent that the impact of gun-related incidents varies significantly across different types of retail establishments. This granular analysis provides crucial insights for tailoring security measures to specific retail environments.

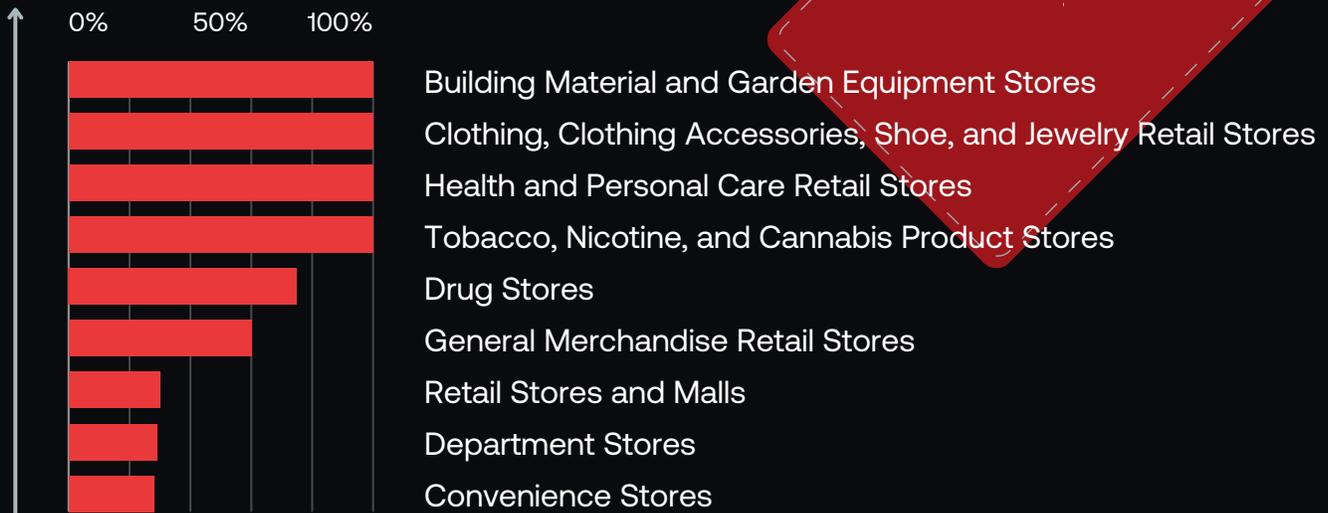
Incident Frequency: A Mixed Picture

The year-over-year comparison of gun-related incidents in retail settings reveals a concerning trend, with many categories experiencing significant increases. Notably, there were 100% surges in incidents at building material and garden equipment stores, clothing and accessories stores, and health and personal care stores, emphasizing the urgent need for enhanced security measures in these sectors.



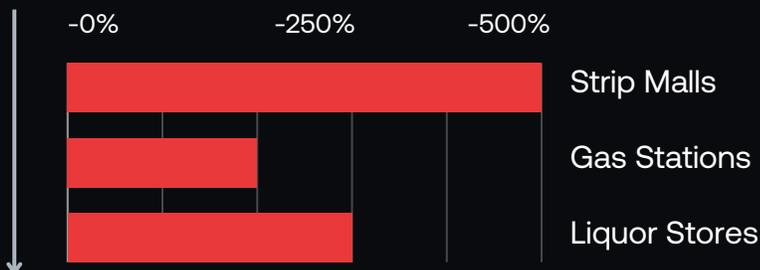
Increases in Recorded Incidents

The following retail categories reported increases in recorded incidents:



Decreases in Recorded Incidents

Conversely, some categories experienced notable decreases:



These reductions suggest potential areas of successful intervention or improved security measures that could be analyzed further. Understanding the factors contributing to these decreases may provide valuable insights for enhancing safety protocols across other retail sectors.

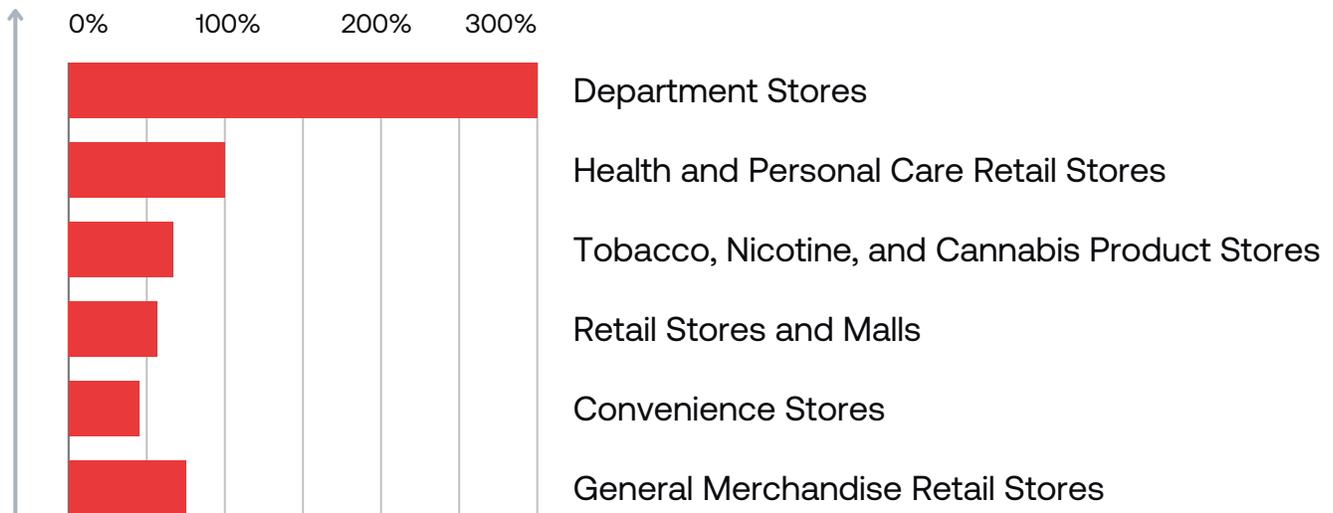
Fatalities & Injuries

The Human Cost

Gun violence has a profound impact that extends beyond statistics, deeply affecting individuals, families, and communities nationwide. The data on fatalities and injuries reveals a troubling human toll.

Increases in Recorded Fatalities

Recent data indicates significant increases in fatalities across various retail locations:



These alarming trends expose the escalating risks within these environments, particularly the dramatic rise in fatalities at department stores, which reveals an urgent need for enhanced security measures.

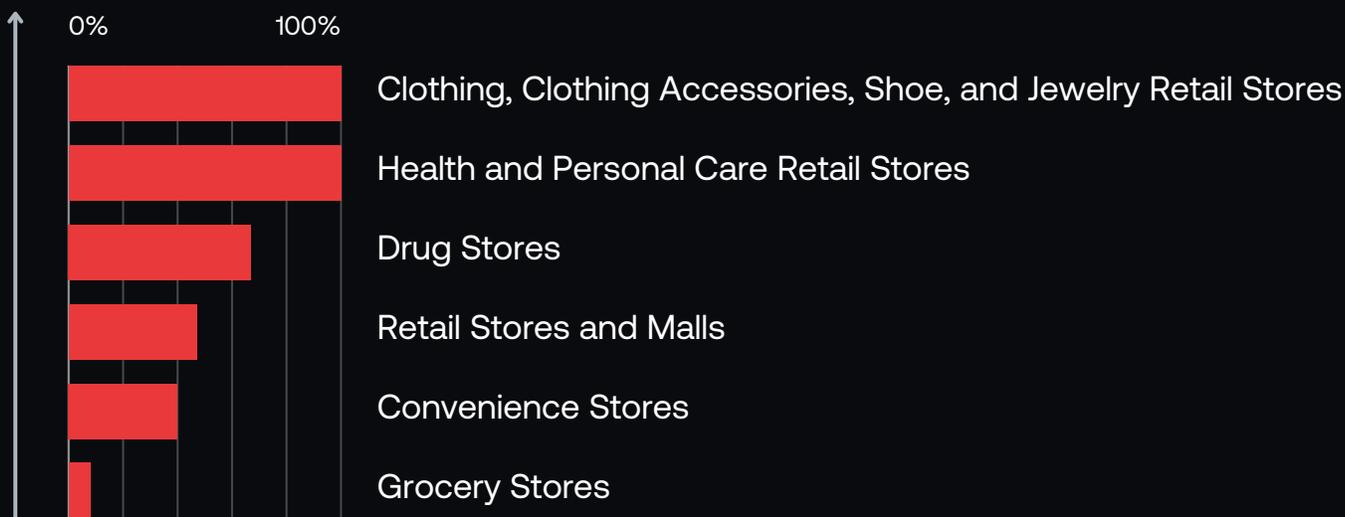


Recorded Injuries at Specific Locations

When it comes to gun-related injuries in retail settings, the data shows a pattern of disparities across different store types. Some retail sectors are experiencing spikes in injury rates, while others show more modest increases. These variations highlight the need for targeted safety measures tailored to each retail environment.

Increases in Injury Rates

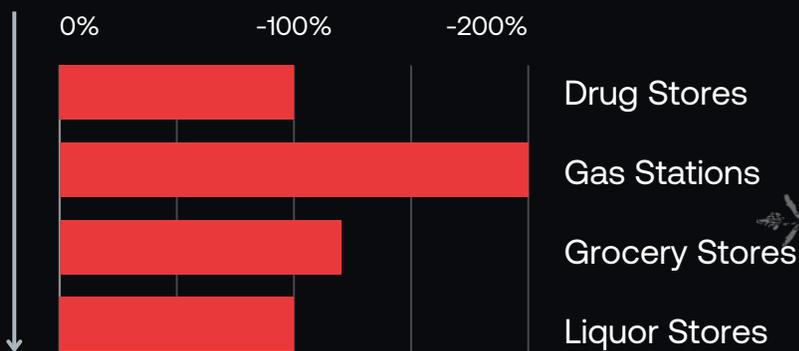
The following categories reported substantial spikes in injury rates:



The doubling of injury rates in the clothing and health/personal care sectors is particularly concerning, suggesting that existing safety measures may be insufficient. The significant increases observed in convenience and drug stores also indicate a pressing need for immediate intervention.

Decreases in Injury Rates

Conversely, certain locations have seen marked decreases in recorded injuries:



These promising reductions may reflect the effectiveness of specific safety strategies implemented in these environments. The notable decline in injuries at general merchandise retail stores suggests that successful preventive measures could be adapted for use in other sectors.

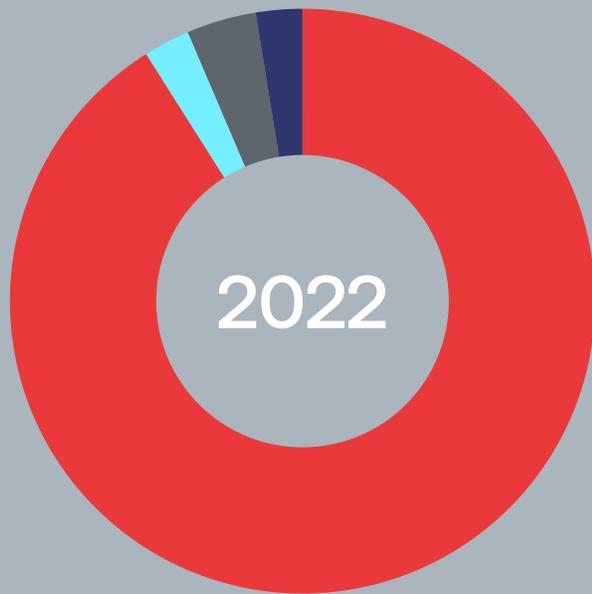
Considerations for Interpretation

It's essential to interpret these trends with caution. Changes in reporting practices, temporary store closures, or shifts in customer behavior may influence the statistics. Further investigation into the circumstances and strategies employed in both increasing and decreasing injury rates will provide valuable insights for enhancing safety across all retail environments.

Reporting Types

Shifts in Incident Notification

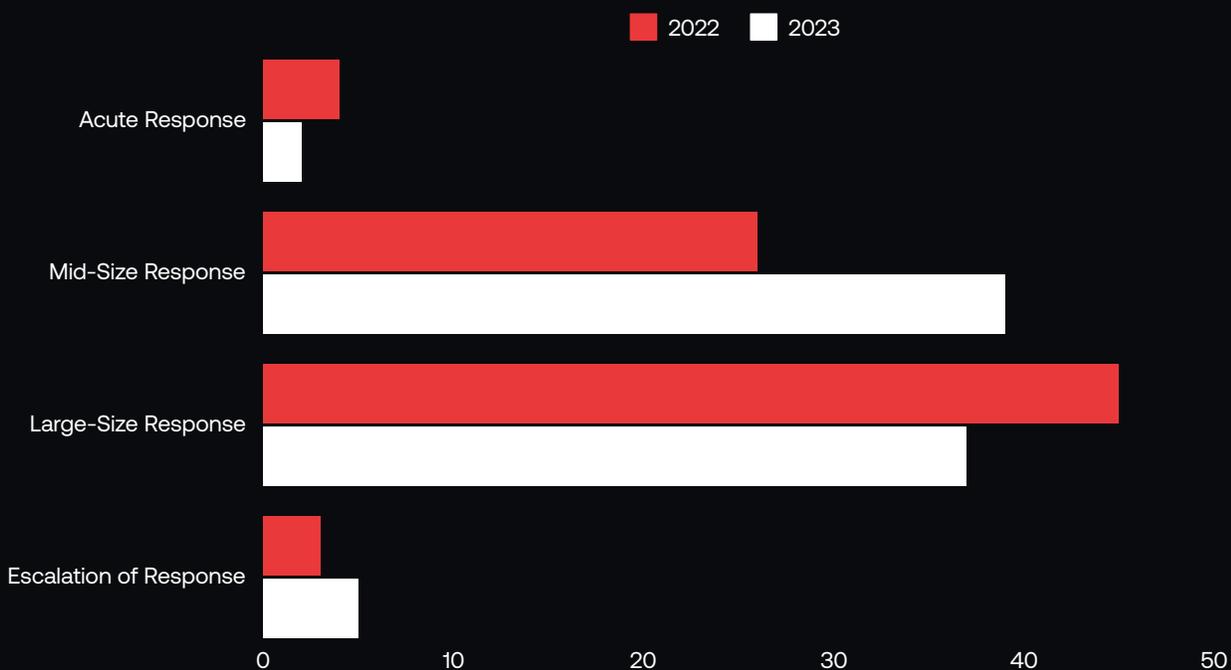
How incidents are reported can significantly impact response times and the effectiveness of interventions. Recent years have seen a shift toward more streamlined reporting methods.



Response Types

Evolving Strategies

The nature of law enforcement responses to incidents has evolved, reflecting changes in strategy and resource allocation.



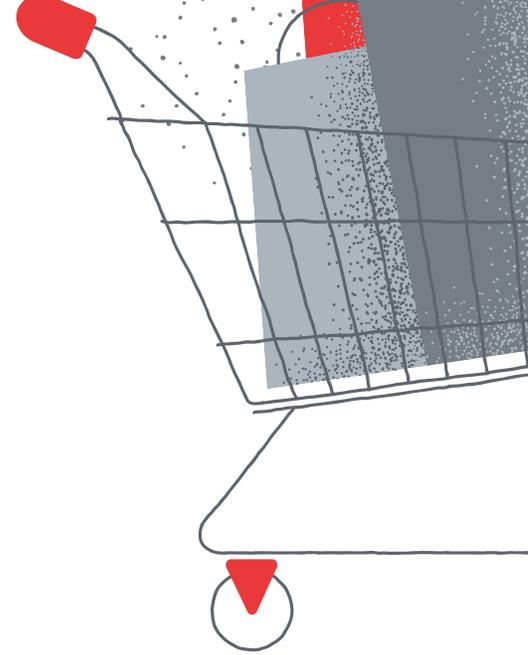
Mid-size responses increased by 13.67% from 2022 to 2023, suggesting that more incidents are being met with a moderate level of response—possibly due to better assessment and threat categorization.

Large-size responses dropped 13.1% from 2022 to 2023, which may reflect a more efficient use of resources, reserving large-scale responses for only the most critical situations.

From 2022 to 2023, escalations of responses increased by 2.16%, indicating that some situations require additional resources or intervention beyond the initial response, emphasizing the dynamic nature of incident management.

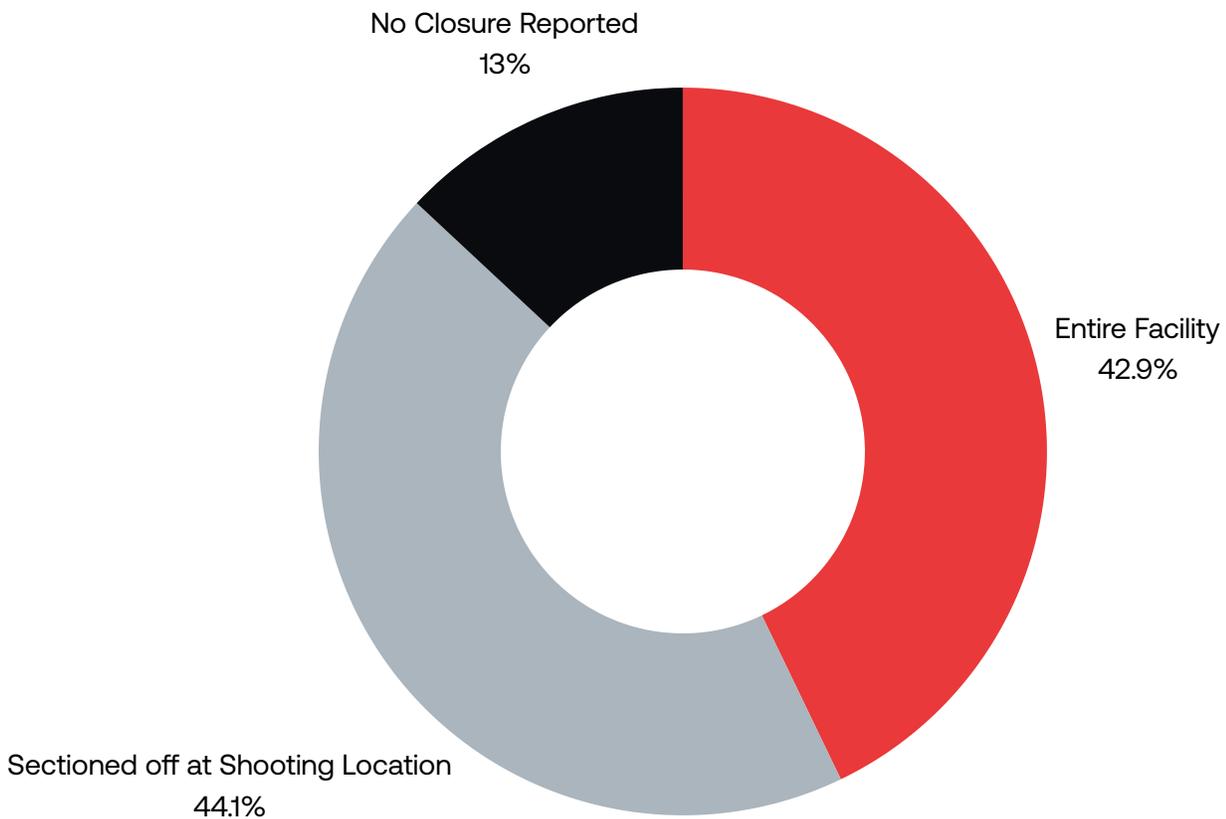
Closure Types

Impact on Retail Operations



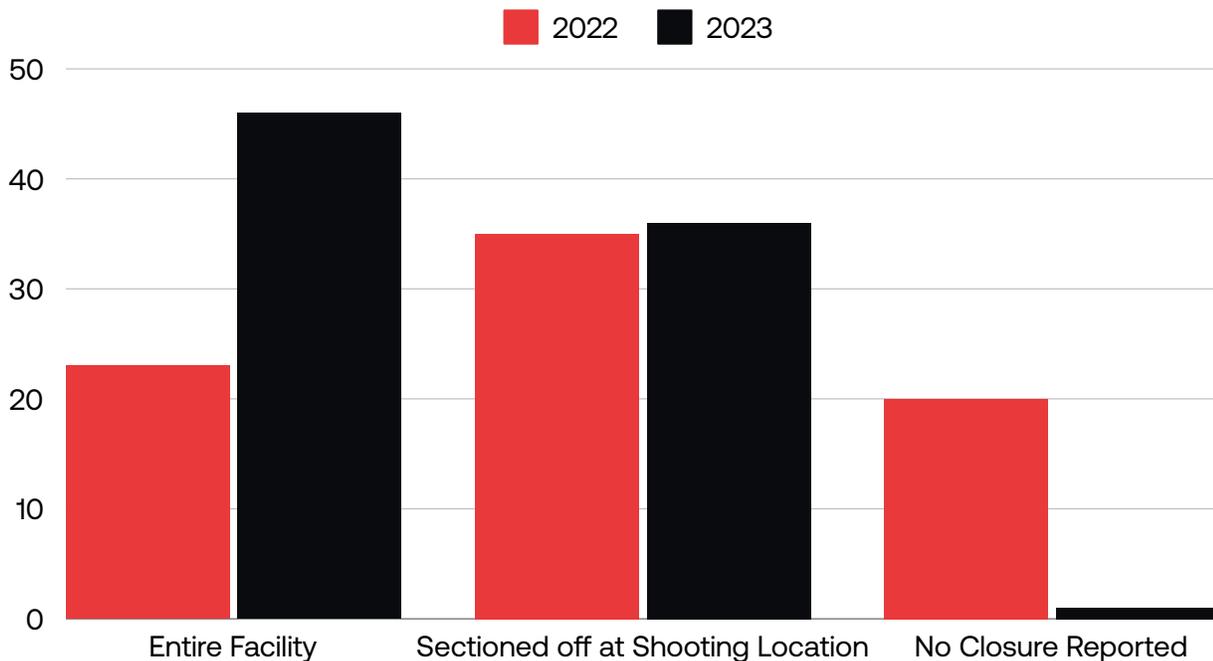
The aftermath of an incident often necessitates operational adjustments within retail environments.

These closures, whether full or partial, can have significant implications for businesses, employees, and customers alike. They not only disrupt normal operations but can also lead to financial losses and damage to a store's reputation.



Entire Facility Closures

Incidents resulting in entire facility closure increased from 2022 to 2023, suggesting that more incidents are severe enough to warrant full closures, impacting business continuity and customer access.



Trends in closure types following incidents reveal a concerning shift toward more severe situations requiring full facility closures.

While some improvements in partial closures indicate better containment strategies, the overall decrease in minor incidents suggests an increase in the severity of events.

These findings affirm the critical need for enhanced safety protocols and preparedness measures within retail environments to minimize disruptions and protect both employees and customers.



Holiday Retail Gun Incidents

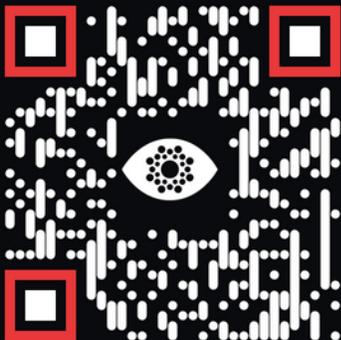
Final Words

As we conclude this critical examination of gun violence trends in retail environments during the holiday season, it's evident that the stakes have never been higher.

The data reveals alarming increases in incidents, particularly in sectors like building materials, clothing, health care, and more. These trends reveal the urgent need for enhanced security measures to protect employees, visitors, and customers during peak shopping periods.

At ZeroEyes, we understand the challenges retailers face in maintaining safety amid rising threats. Our AI-powered, human-verified gun detection technology works with existing security cameras and provides real-time alerts and actionable insights, empowering retailers to respond swiftly and effectively to potential dangers. By integrating our solutions, retailers can significantly enhance their security posture and create safer shopping environments.

As you prepare for the bustling holiday season, consider how ZeroEyes can help safeguard your retail space. We invite you to learn more about our innovative technology and how it can be a vital part of your security strategy. Together, we can work toward safer holiday shopping experiences for everyone.



Learn more about a gun detection and situational awareness solution that works with your existing security cameras.

<https://zeroeyes.com/request-a-demo/>

[See a live demonstration.](#)