

QUICK SERVICE RESTAURANTS

On the Front Lines of Workplace Violence



In the United States, you can find a quick service restaurant (QSR) or limited service restaurant (LSR) on almost every street corner.

In fact, the QSR market is valued at an estimated \$382 billion and in 2022, QSR sales reached more than \$442 billion.^{3,6}

The industry encompasses everything from burger joints and sandwich shops to cafes and pizza parlors. It employs more than 3.8 million people in the country and is divided into two business models—company-owned and franchised.⁷

With high value, volume, and number of employees it is no surprise that the industry is under attack. Criminals are targeting QSR locations with violent crimes, loitering, drug dealings, trafficking, and more at an ever-increasing

rate. According to the FBI, restaurants are the ninth highest location for violent crimes.²

SAFETY FIRST

The safety of employees and guests is the top priority for any business, including for QSR locations. But QSR employees and guests are assaulted, verbally abused, spat on, and more. In fact, in a survey of QSR workers 62% said they had to put up with emotional abuse and disrespect from customers.⁴ Another study conducted in California analyzed 911 calls made from QSRs during a four-year period. They found 77,200 incidents from the 643 locations were violent or threatening with more than one in eight involving assault.⁵

No one wants to work or eat at an unsafe location. In fact, it is estimated that the QSR industry has an employee turnover rate of 144% every month, up from 135% in 2019,



and a quitting rate of 5.7%.⁴ Replacing workers is expensive in both time and money. It takes time to hire and train new employees and it hurts productivity as they are learning, leading to a decrease in profits. Customers are still coming to eat, but if their food isn't ready, they will take their business elsewhere. That's why it is vital for QSR owners to retain their employees. But every crime and security incident increases the danger to employees and can contribute to a higher turnover rate.

Also, guests will go where they feel safe. One study found that an increase in property crimes resulted in about a 12% reduction in the average number of visits per venue.¹ Violent crime was less, but researchers believed it was because violent crimes happened in worse neighborhoods that consumers already avoided.

PARKING LOT INCIDENTS

Criminals use the heavy foot and vehicle traffic at QSRs to their advantage. They blend in with legitimate customers but use the parking lots to traffic stolen goods, deal drugs, commit vandalism, and more. Other crimes such as trespassing, vagrancy, public intoxication, and indecent exposure are also frequent at many QSR locations.

But why are QSRs so susceptible to the wide range and amount of crimes? The Restaurant Loss Prevention Security Association (RLPSA) claims that the long, late hours of QSRs combined with their broad range of types of customers, inexperienced staff, and large amounts of cash makes them easy targets. Also, because of the need for a drive thru, the buildings are surrounded with dark areas and/or alleys. "These factors add up to the perfect target for ill-willed criminals," said RLPSA.⁵

THE SOLUTION

Security from LiveView Technologies (LVT) is the solution for QSRs. We make safety and security proactive through an end-to-end solution. With a combination of proprietary software and hardware, LVT goes beyond traditional security systems to actively deter crimes. It is a completely mobile,

cloud-based security system that does not require external power or internet hookups, can be set up in minutes, and can be deployed anywhere in the world including at QSRs in their parking lots, near a drive thru, watching back alleys, or even by dumpsters.

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We have worked with multiple QSR locations and have proven results. We have helped them decrease violent crime, loitering, panhandling, vagrancy, vandalism, drug dealing, trafficking, and more. One QSR had an 8% increase in revenue once they deployed LVT Units to their locations. Other QSR locations saw:

56% decrease in all incidents

75% decrease in threat incidents

67% decrease in ambulance incidents

To learn more about the LVT solution and how it can help increase safety and security in the restaurant industry, visit [LVT.com](https://lvt.com).



SOURCES

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² Federal Bureau of Investigation. “Crime Data Explorer.” CDE, <https://cde.ucr.cjis.gov/LATEST/webapp/#/pages/explorer/crime/crime-trend>. Accessed 6 February 2024.

³ Ozburn, T. “U.S. quick service eating place sales 2022.” Statista, 8 August 2023, <https://www.statista.com/statistics/239427/us-limited-service-eating-place-sales/>. Accessed 6 February 2024.

⁴ Reuter, Dominick, and Madison Hoff. “9 Stats Show How Crazy It Is to Work in the Restaurant Industry.” *Business Insider*, 24 August 2021, <https://www.businessinsider.com/what-its-like-to-work-restaurant-industry-fast-food-statistics-2021-8>. Accessed 6 February 2024.

⁵ Riley, Kevin, et al. “Beaten, Stabbed, Silenced: Violence In California’s Fast-Food Industry And Workers’ Fight For A Voice.” *Fight for \$15*, December 2021, <https://fightfor15.org/wordpress/wp-content/uploads/2021/11/Beaten-stabbed-silenced-violence-in-California%E2%80%99s-fast-food-industry-and-workers-fight-for-a-voice.pdf>. Accessed 6 February 2024.

⁶ Statista. “Fast food restaurant sector market size US 2022.” Statista, 6 December 2023, <https://www.statista.com/statistics/1174417/fast-food-restaurants-industry-market-size-us/>. Accessed 6 February 2024.

⁷ Statista. “Franchise industry: QSR employment US 2022.” Statista, 8 May 2023, <https://www.statista.com/statistics/252290/estimated-employment-of-the-us-quick-service-restaurant-industry/>. Accessed 6 February 2024.