



Measuring Consumer Attitudes Around the Growing Prevalence of Body-Worn Cameras

A Look at the Private Sector Opportunity



Going "viral" on social media can either be a person's long-awaited breakout moment or their worst nightmare. Whether it's a shopper snapping at a checkout assistant or a passenger aiming their frustrations at a flight attendant, the rapid dissemination of these videos has sparked an ongoing conversation around what digital privacy means.

The line between public and private behaviour has blurred, and this type of footage makes for compelling dialogue around when body-worn cameras (BWCs) are appropriate for use or when they cross the line. There's also a significant opportunity to gather information around how the presence of these devices impacts consumer behaviours and perceptions of safety.

These points were the basis of new research around public opinions of BWCs and their use more broadly, as well as how these perceptions influence the way that people act.



Research Overview

YouGov and HALOS joined forces in summer 2025 to understand public sentiment around body-worn cameras being used more commonly beyond traditional law enforcement. The poll sought to answer:

- How does the public feel about being in front of the lens?
- Are people comfortable with body cameras becoming a fixture in more public spaces?
- How do body cameras affect behaviours?
- Are these cameras even noticed in public anymore?

The results show that BWCs are largely accepted, even welcomed, by the majority.

Taking responses from more than 2,200 adults from across the United Kingdom, researchers were able to glean important findings about the public opinion and awareness of body-worn cameras and whether or not they influence people's attitude, actions and sense of safety.

Overall, the results show that BWCs are largely accepted, even welcomed, by the majority. But breaking down the results based on region, generations, and perceived knowledge of online sharing creates a compelling narrative for discussions around public sentiment, where and how the technology is used, and how the presence of BWCs can impact interactions in a variety of settings.

Where BWC Usage Stands Today

Once considered solely the domain of law enforcement, military, and security personnel, BWCs have emerged as powerful tools with applications that extend far beyond their traditional use cases. The core functionality of BWCs provides an objective capturing of events from the wearer's perspective, creating a factual record of interactions that can help aid in investigations.

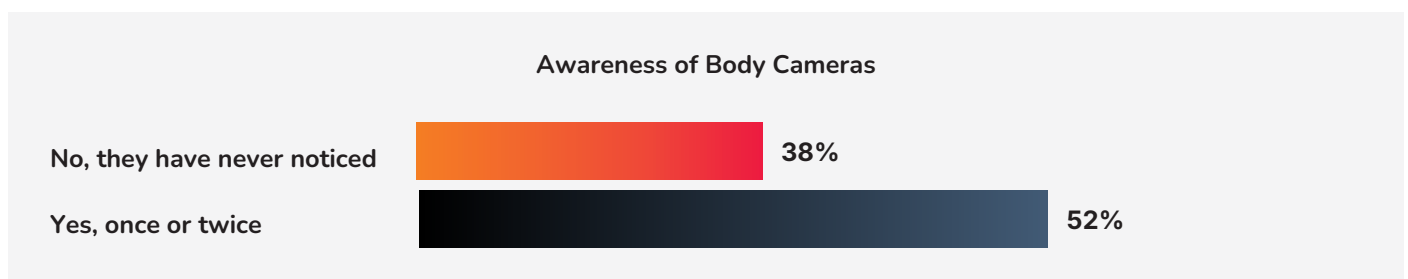
This technology is being increasingly adopted across the globe as a way to not only protect the people involved in day-to-day interactions in places like stores, on mass transit and at venues, but also as a way to properly train employees, create documentation for regulatory requirements, and much more.

Some of the key drivers for increased adoption of body camera technology include:

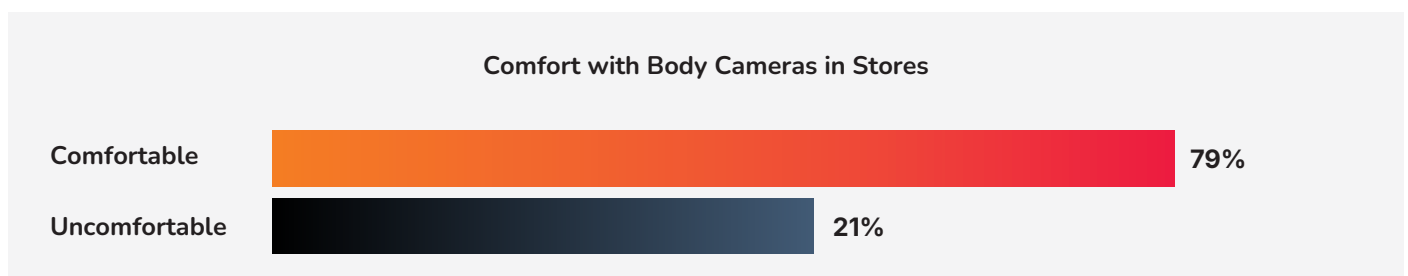
- **Increased demand** for accountability and transparency in public and private sector security applications
- **Technological advancements** shifting how businesses and municipalities approach security and safety
- **Expanded applications** beyond law enforcement into retail, transportation, healthcare, and service-related industries
- **Increased need to document interactions** and protect frontline workers who bear the brunt of customer incivility

The Numbers

Noticing the presence of body cameras is step one, and in the U.K., only 38% of respondents said they have never noticed the technology, whereas over half (52%) said they had seen them often or at least "once or twice".



As well as being aware of their presence, there is also a general acceptance of their usage. In fact, 79% of U.K. respondents said they were comfortable or indifferent with staff wearing body cameras in a store versus 21% who said they were uncomfortable with the practice.



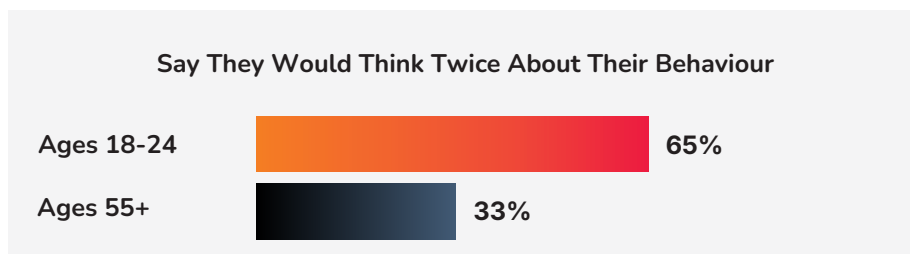
How Body Cams Influence Behaviour

A key objective of the research was to understand how the presence of BWCs influences behaviour, if at all.

Interestingly, more than two in five (44%) agree that they would think twice about the way they acted if they knew that staff were wearing BWCs. But when you drill down into attitudes toward BWCs by age group, you get a different view.

In the U.K., 65% of those aged 18-24 years said the presence of a body camera would make them think twice about their behaviour in a given situation. Clearly, this age group is more concerned with their privacy or the way they are perceived on video. And this is backed by research.

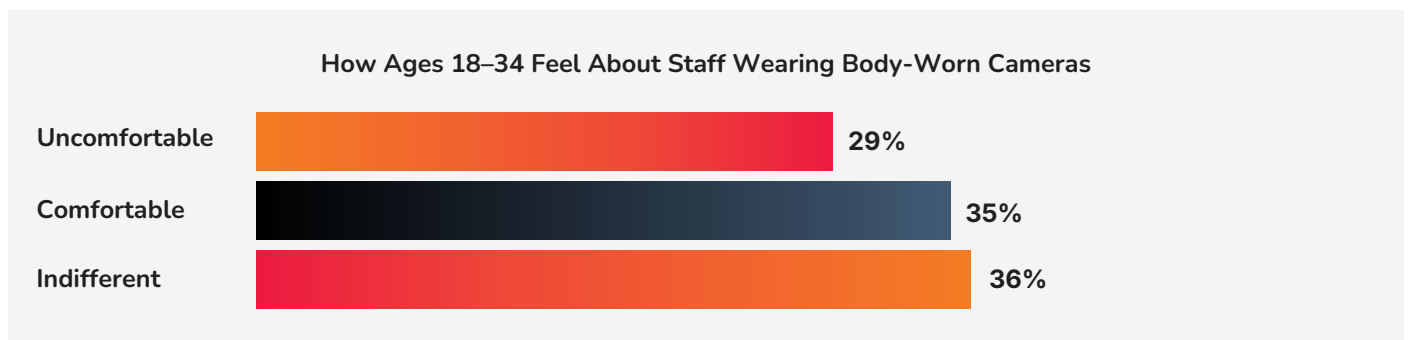
In contrast to the younger generations, for those over the age of 55, just 33% said they would adapt their behaviour in the presence of a BWC. Similarly, 64% of full-time students said they'd change how they behave when filmed, versus just 31% of retired respondents, making younger people more than twice as likely to adjust the way they behave in response to being recorded.



Looking at the difference between the attitudes of the two age groups, older people might have typically developed more fixed patterns in the way they act and may be less inclined to consciously alter them in the face of such technology.

Interestingly, the survey showed that 29% of those aged 18-34 years were uncomfortable with staff wearing BWCs in a store versus 35% who were comfortable with the presence of the technology in this age group.

A four-year study from the Swiss National Science Foundation found that this subset of younger technology-savvy users “proved to be even more concerned about protecting their privacy than digital immigrants and tended to be more aware of the potential that breaches of privacy and security might entail.”

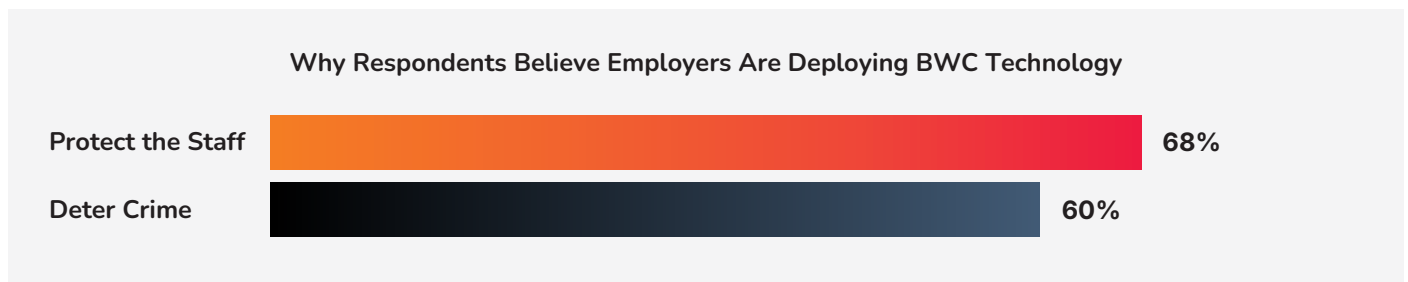


Interestingly, younger consumers show less acceptance of body-worn cameras than the general population. The survey showed that 71% of 18-34 year olds said they were comfortable or indifferent to staff wearing BWCs in stores, compared to 79% across all age groups. While a majority of younger people do not oppose the technology, these gaps suggest a measurable hesitancy among the youngest cohort.

The UK's media landscape may also play a role in shaping these attitudes. From BBC investigations into Ring doorbell privacy concerns to widespread coverage of police body camera controversies, British media has consistently highlighted the potential for surveillance technology misuse. This coverage has created a generation that understands both the benefits and risks of recording technology in ways their parents' generation may not.

Opportunities and Reasons for Adoption

When it comes to why respondents believe employers are deploying BWC technology, UK respondents are most likely to think it's to protect the staff from physical or verbal abuse (68%), followed by the technology being used as a way to deter crime (60%).

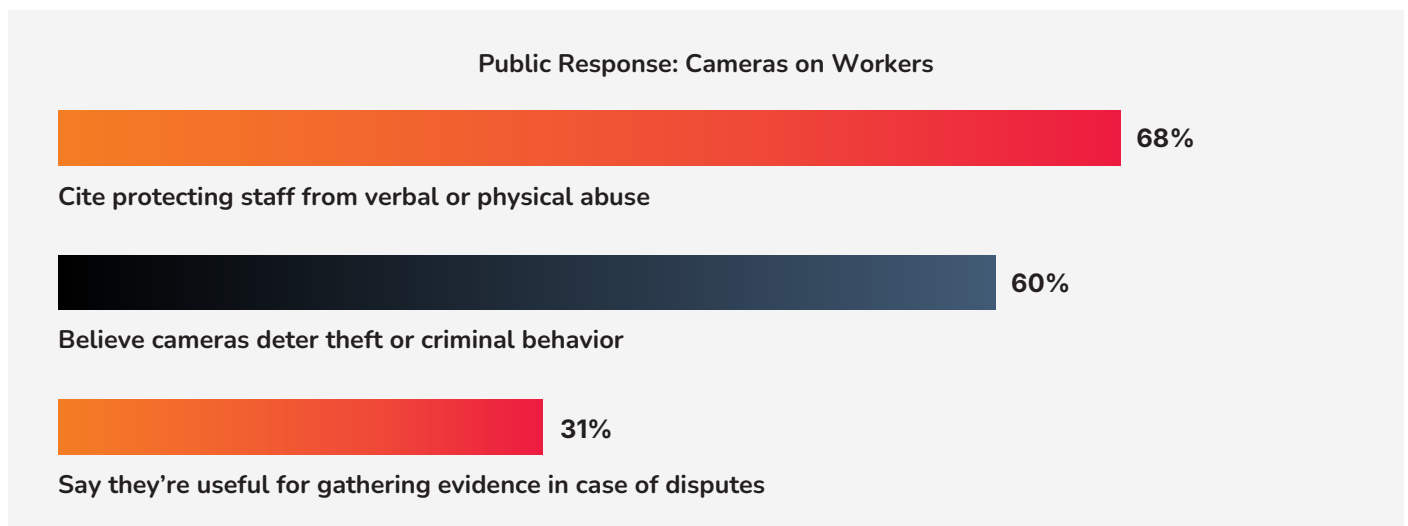


As for the specific settings in which respondents believe body cameras should be used, it was also a case of safety first. In almost every sector that was referenced in the survey – retail, hospitality, emergency workers, transportation, security, and law enforcement – respondents agreed that body cameras could or should be used to improve accountability and keep people safe.

Explaining the Positive Sentiment Around BWCs

When asked how they'd feel seeing a retail worker or security guard wearing a body camera, the majority of Brits (79%) were either *comfortable* or *indifferent*. That's a surprisingly high percentage for a tool that's largely been associated with policing to-date. But we now live in a culture where surveillance is assumed. Whether it's a smartphone, a Ring doorbell, or a store's video surveillance system, people expect to be recorded – and in many cases, they welcome it if they believe it adds to their safety.

The research also explored why respondents believe businesses are turning to body cameras. Far from concerns about employee monitoring, most pointed to *protective* reasons:



The findings of this study align with broader trends in workplace safety technology adoption, where protective measures that once seemed intrusive now appear routine. It's a shift that reflects both changing attitudes toward privacy and a growing recognition of the challenges facing frontline workers.

Real-world Examples

Adoption for BWCs has been underway in the UK for several years – particularly in high-pressure roles where staff often face unpredictable or aggressive conduct.

In one example, CrossCountry Trains, a leading Train Operating Company (TOC) in the U.K., faced an increase in verbal and physical assaults against rail staff. Staff assaults had become an increasing concern, jeopardising the physical and mental well-being of employees. The increasing number of these incidents not only undermined morale, but also created a sense of insecurity that impacted overall job satisfaction and productivity. Another key issue CrossCountry Trains faced was customer and employee confidence. Antisocial behaviour, delays, and incidents of poor service was actively eroding trust, highlighting the need for visible measures to rebuild assurance in the company's commitment to safety and service quality.

To address these challenges, CrossCountry Trains deployed HALOS Body Cameras to record incidents, deter aggressive behaviour, and ensure transparency. Managing the footage through the HALOS Vault allowed footage to be uploaded and accessed in real-time, facilitating swift action and collaboration with third parties, such as the British Transport Police.

The result was a safer work environment, enhanced confidence from both customers and employees, streamlined prosecutions, and more operational efficiency.

Customers felt seen and trust was slowly built as interactions became more civil, aggression from passengers waned, and staff assaults were reduced.

Aside from the transport sector, market research indicates that retail chains, healthcare facilities, and utility companies are increasingly exploring body-worn camera programmes as a proactive measure rather than a reactive one. The technology appeals particularly to sectors where employees work in isolated or high-risk situations without immediate backup.

Even if customers haven't noticed the cameras yet, they're already helping prevent problems before they start.





Bringing BWCs More Broadly into the Public Safety Sphere

Our research shows that there is broad public support for the growing use of body-worn cameras in the UK. Overall, people see them as protecting frontline workers and creating safer environments.

Understanding the positive sentiment members of the public have towards these devices also helps businesses understand how their presence impacts the way customers act and how they can curb disorderly conduct. In fact, the data shows that wider adoption is associated with more positive sentiment. In the UK, where uptake is already high and rising, we're seeing corresponding improvements in behaviour.

This sends a clear message to businesses considering body-worn cameras that the devices are not only a worthwhile investment, but one that is largely accepted by the masses.

At HALOS, we see these findings as validation of the role body-worn cameras can play beyond policing, helping organizations safeguard their people and build trust with the communities they serve. By aligning proven technology with growing public acceptance, HALOS supports businesses ready to take the next step in strengthening safety and accountability.

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