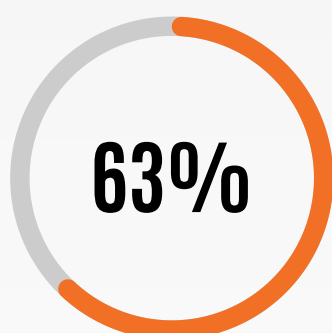


COVID SAFETY SIGNS IMPACT

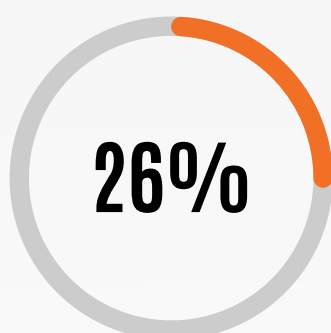
IN OUR EVERYDAY LIFE

How people feel when they don't see any COVID-19 health reminders?

(in a restaurant, store or other business)



Feels wary
or scared



Doesn't
affect



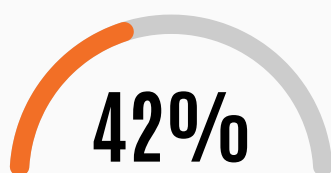
Negative
impression

What makes customers comply

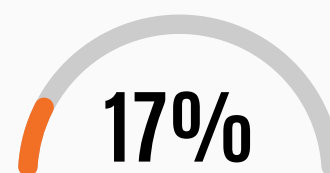
when they see a digital sign with safety guidelines



Text on
screen



Images



Videos

How aware are people of health and safety signs, including COVID-19 reminders?

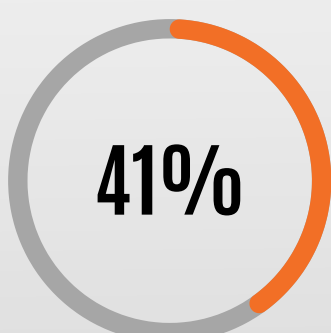
75% Extremely aware

20% Aware

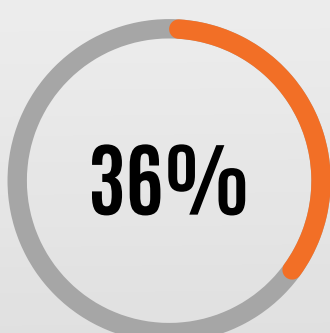
5% Don't notice them

Do people believe the use of COVID-19 safety signs still have the same effect?

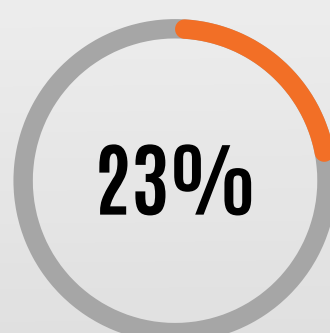
(compared to beginning of the pandemic)



Yes, it really
helps



Somewhat
effective



Less effective



yodeck