



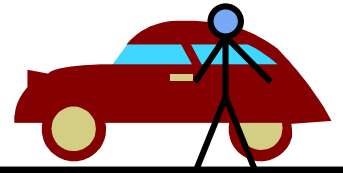
Effects of variable signs on the recall of fixed signs

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Aim of the study

- To investigate recall of signs on highways,
 - especially recall of fixed danger warning signs on a highway with a variable speed limit system.

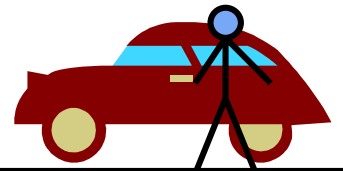
Design



TEST 50150m

1km

600 vehicles./h



CONTROL

1km



Displacement of other warning signs (5km)

Lowered speed limit (50 kph) at the interviewing site

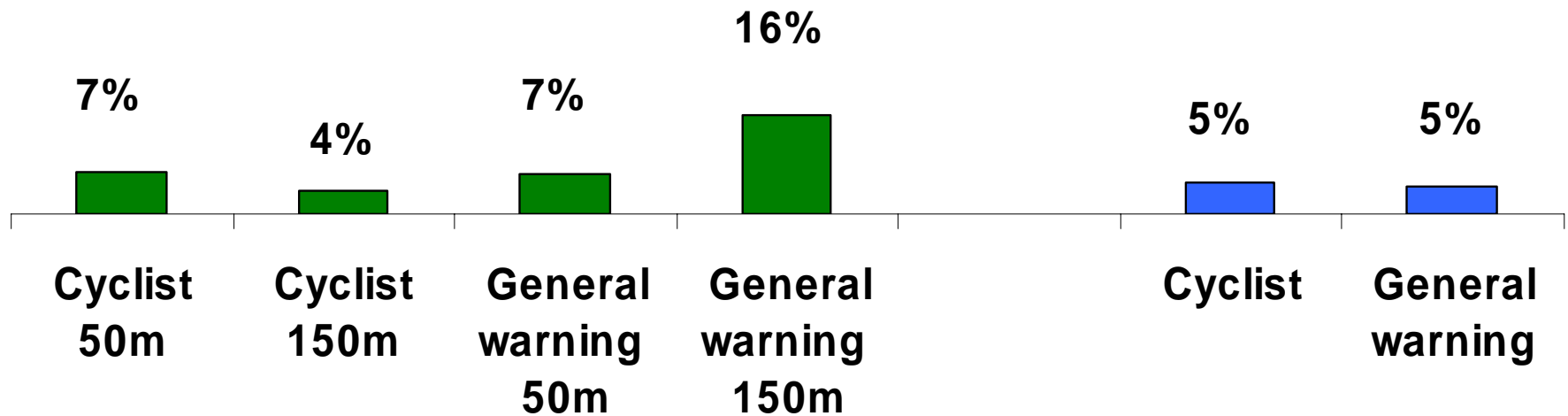


Interviewed drivers

- 1050 drivers (\cong 150 / design)
 - men 74%
 - age 18 - 85

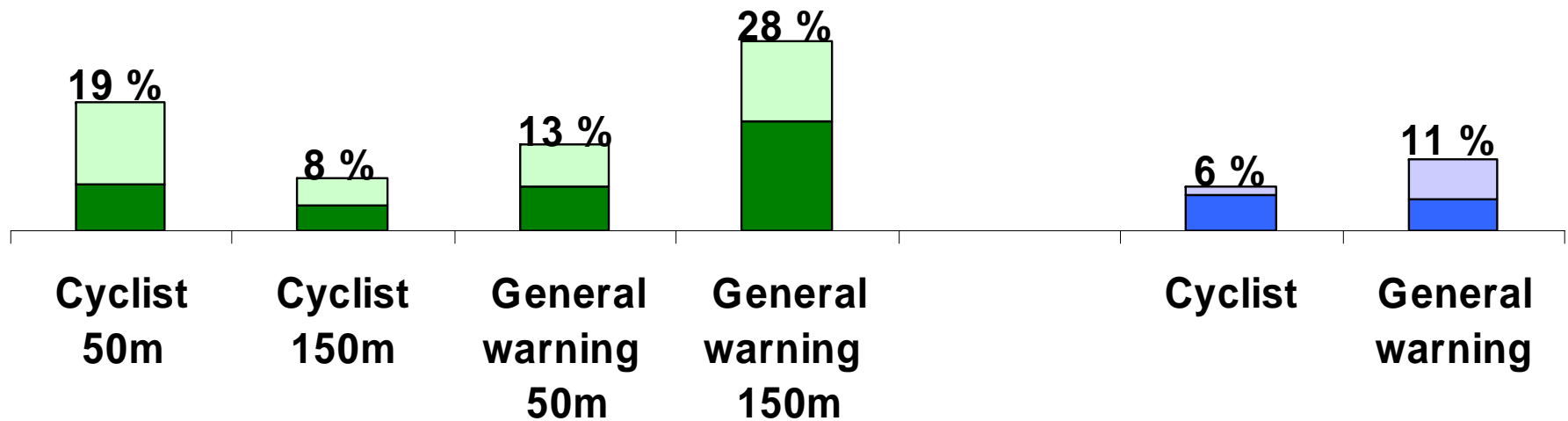
Recall of the signs

What was the last sign you saw?

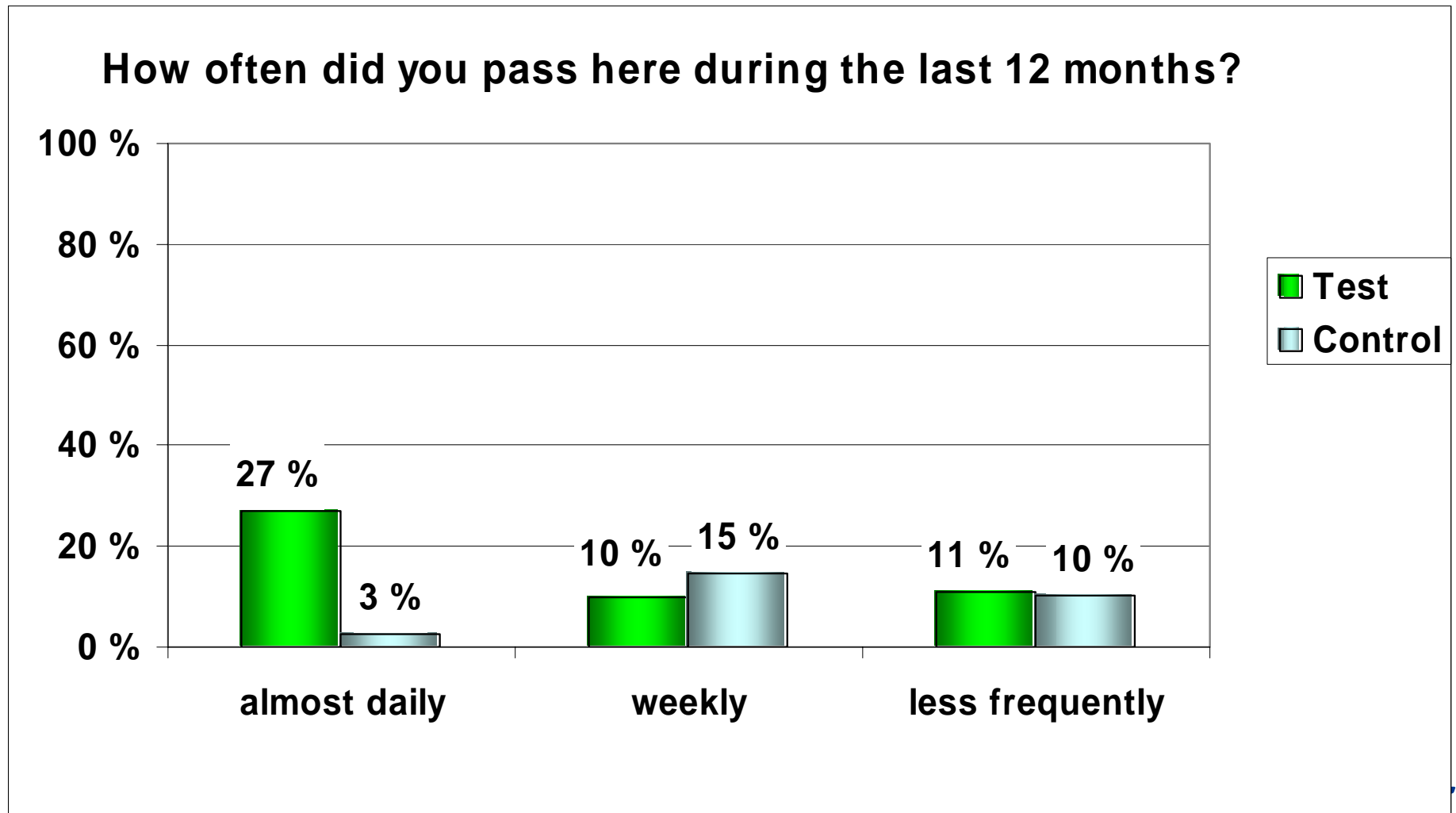


Recall of the signs

What was the last sign you saw? (with help)



Recall of the signs



Recall of the speed limit

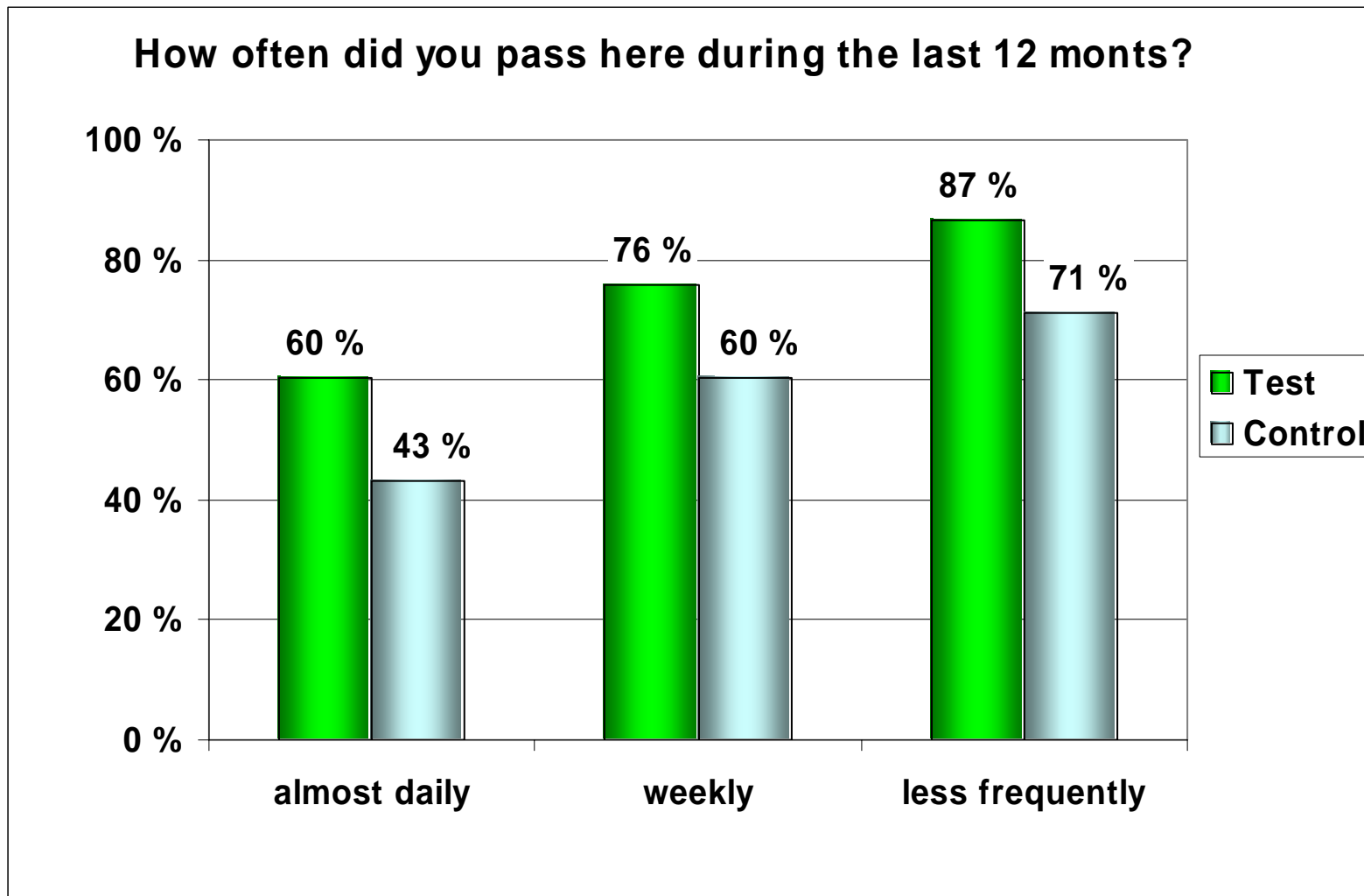


73 %



63 %

Recall of the speed limit



Discussion

- The variable speed limit sign did not affect the recall of the fixed warning sign.
- The distance between the variable sign and the fixed sign did not have an effect on the recall.
- A fixed speed limit sign was recalled substantially better than the warning signs.
- The recall of the fixed signs was clearly lower than 30 - 40 years ago.

Recommendations

- The usage of fixed warning signs should be considered carefully to improve the detection of signs and thereby improve the effects on driver behaviour.
- The current policy should be reconsidered and perhaps rewritten, that is the number of the warning signs would be limited.
- Other methods should be tested to study the recall of the signs.
- Drivers should be better informed on the control principles of the variable speed limits.

THANK YOU!

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