



EuroTest
QUALITY SAFETY MOBILITY

EuroTest Survey Traffic Signs



Road Signs Breakfast Briefing
European Parliament,
Brussels 19th April 2005



Traffic signs in Europe

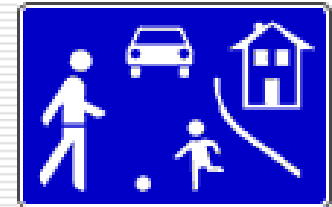
Legislation

- Vienna Convention on road signs and signals (1968)
- National rules and regulations e.g. StVO (Germany) or Highway Code (UK)



Problem

- Not all of the 232 Vienna Convention signs are used in all European countries
- Countries additionally use their own traffic signs (in Germany for example we have 648 traffic signs with the possibility of up to 1800 combinations!)
- Since countries do not use all of the Vienna Convention signs, some of them are unknown to drivers





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Reduction of traffic signs

Example Germany

- Removing of traffic signs through campaigns like “(K)ein Schild in Selm” in 1998 or “Kein Schilderwald in Dreieich” in 1999
- Supporting towns and cities carrying out such campaigns (some 150 German local governments have followed our example)
- Providing information brochures





Reasons

To identify

- Driver satisfaction with the signposting in their country
 - Do car drivers understand all traffic signs abroad
 - Do they feel well informed by traffic signs
 - Does signage often confuse instead of help
 - Can bad signage cause dangerous situations
 - Are signs misunderstandable or wrongly placed





Methodology

Telephone survey

- 2.250 CATI interviews
- 9 European countries
- 8 closed/multiple choice questions

Internet survey (visual supported questions)

- 12.931 answered questionnaires
- 14 European countries (club websites)
- 10 closed/multiple choice questions + identification of 28 Vienna Convention traffic signs





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Fields covered

- Quality of direction signposting
- Quality of danger warning signposting
- Quantity of traffic signs
- Danger due to bad signage
- What annoys drivers most
- How well-known are the Vienna Convention traffic signs
- Demand for European harmonisation of traffic signs





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Results

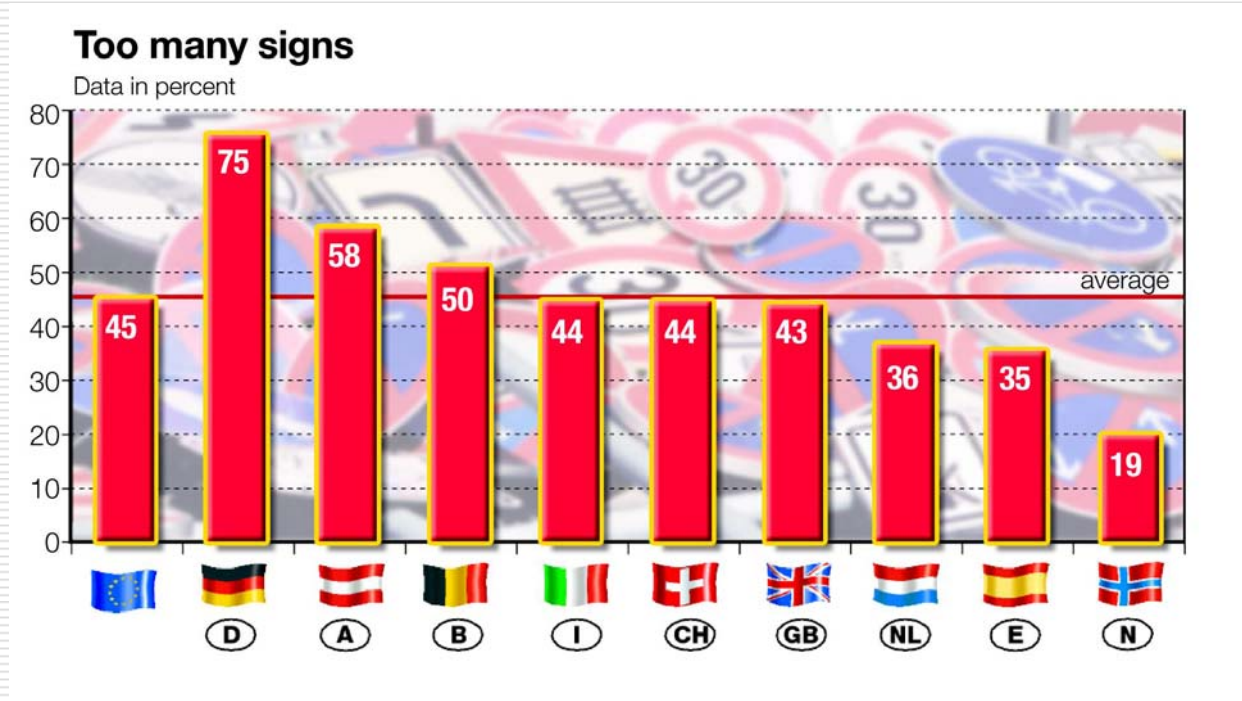
- In Germany drivers are mostly annoyed because of overabundance of traffic signs
- In Spain and Italy drivers mainly complain about unclear and wrongly placed signs
- Many signs of the Vienna Convention are not well-known in all European countries
- Drivers want standardized traffic signs in Europe and think that this would improve road safety





Results

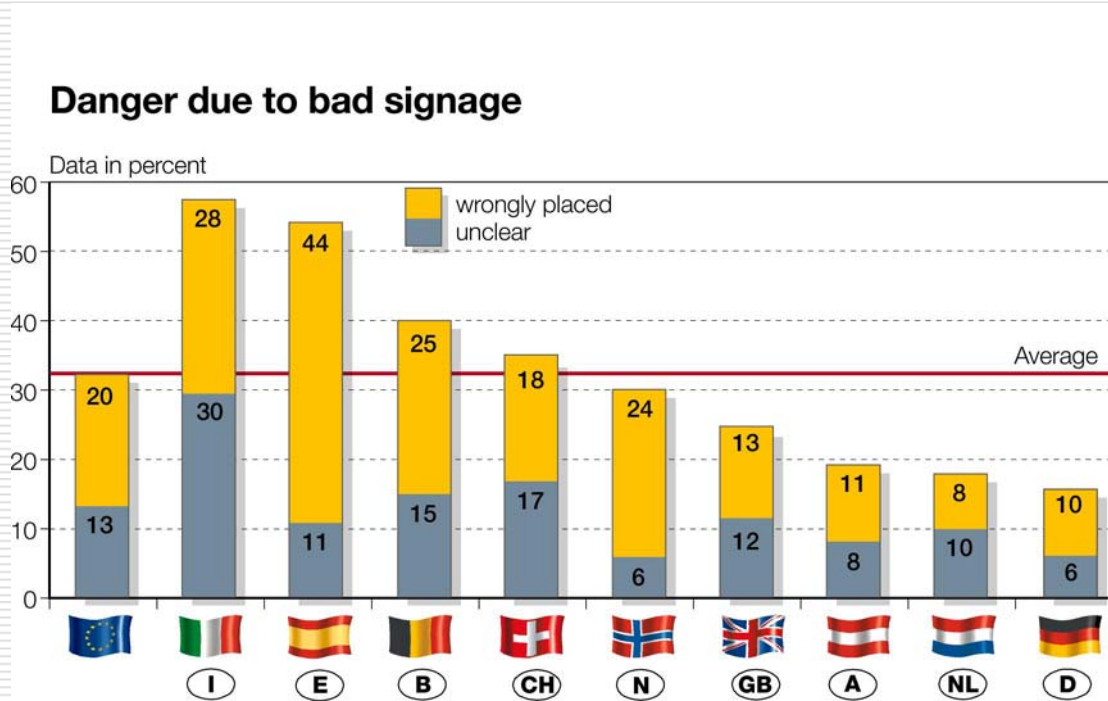
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Results

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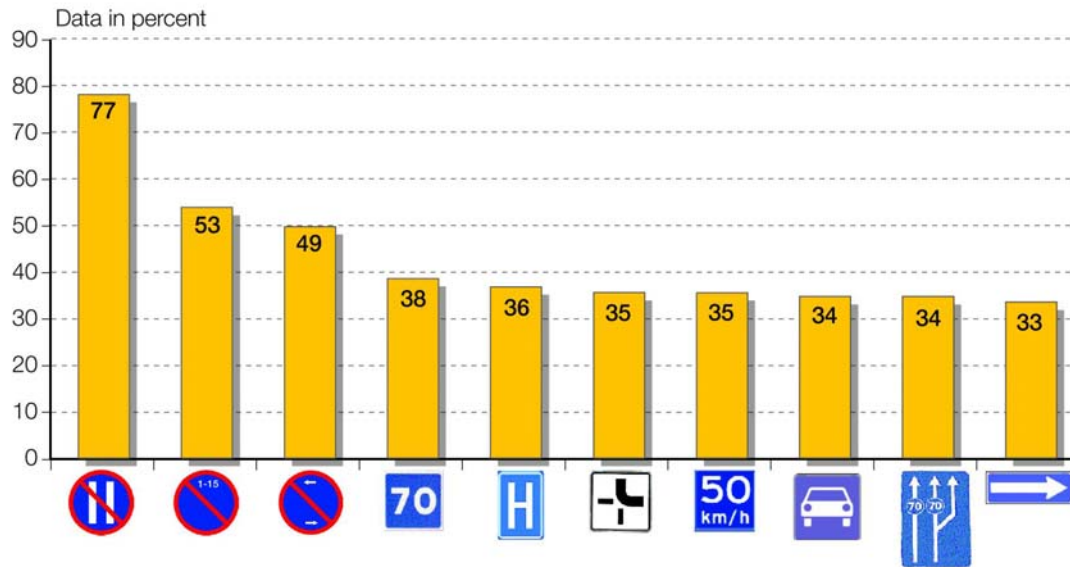




Results

Many signs of the Vienna Convention are not well-known in all European countries

European drivers respond: We don't understand these signs!





Results

Drivers want standardized traffic signs and think that this would improve road safety

