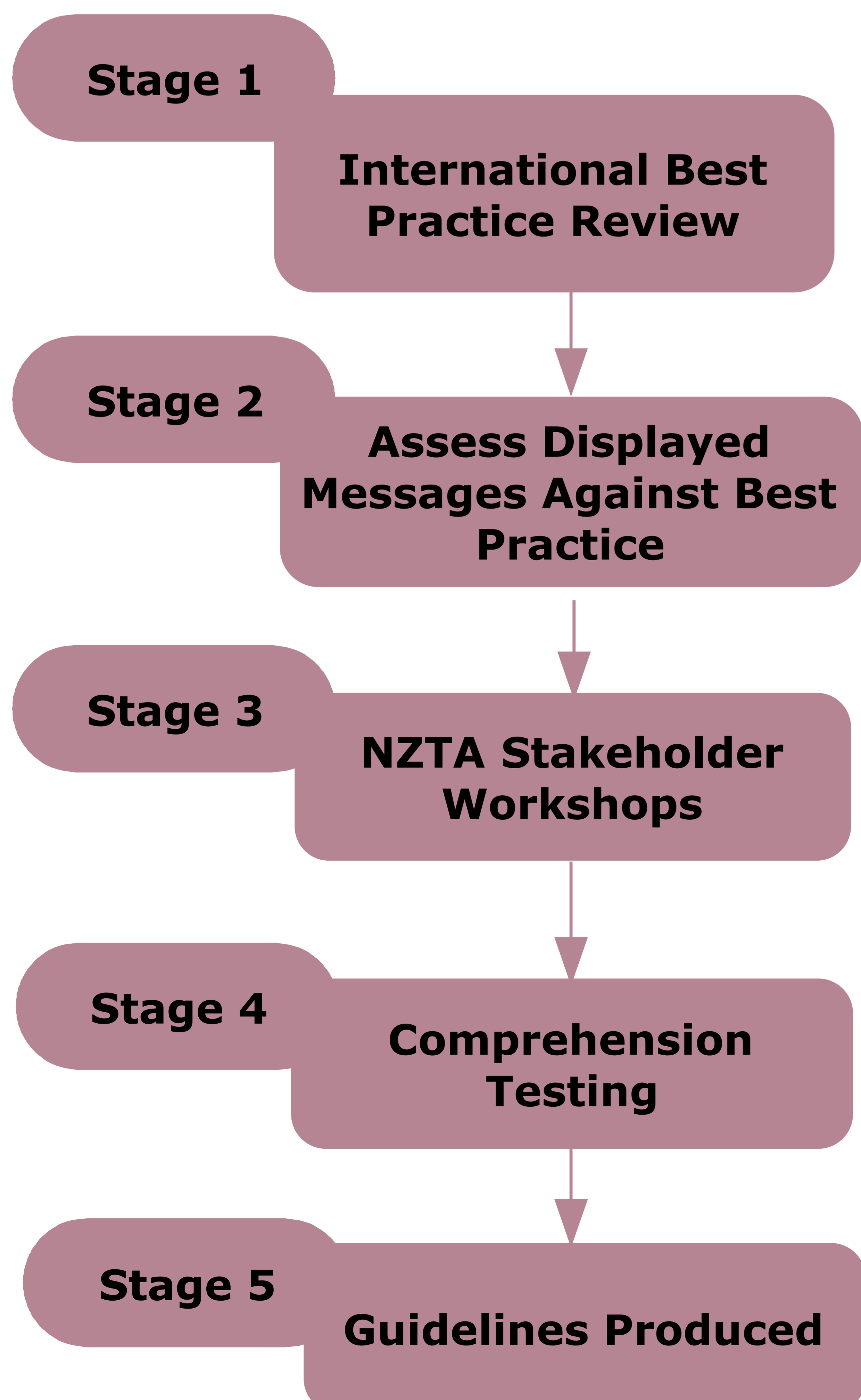


# How Well Do New Zealand Drivers Understand Variable Message Signs?

Jo Chang & Murray Russell



## Study Process



## Methodology for Comprehension Testing

Tested abbreviations and phrases with 80 members of the driving public (from Christchurch and Wellington)

## Results/Conclusion

Some previously used message elements have created confusion in the past, but the application of standard message terminology from this study will increase the level of understanding

Any new signage (VMS or otherwise) should be regularly tested with the general public to ensure that the intended message meaning is being conveyed