

**EasyWay**



Annual Forum 2010



**Shortcut to the future.**

Lisbon • November 16<sup>th</sup>-18<sup>th</sup>



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# VMS Harmonisation

Annette Zwiers



## Survey

From 1 July 2010 to 1 October 2010 a survey was live in

- 11 languages
- 11 countries



Italy



United Kingdom



Spain



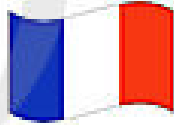
Portugal



Netherlands



Sweden



France



Greece



Denmark



Hungary





# Approach

Through an online survey road users were asked what they thought VMS messages meant.

The survey consisted of 3 parts:

- General information
- VMS recognition
- Evaluation survey



## Example

Explain in your own words what this messages means.



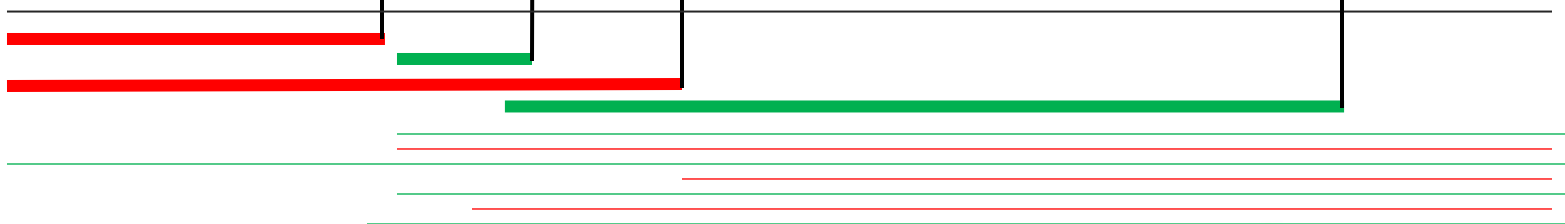
# Planning

- Q1 and Q2 2010  
collecting all pictures and texts for every language
- May-June 2010  
Test version of the survey
- 1 July 2010  
Survey ready for launch
- 1 October  
End of survey

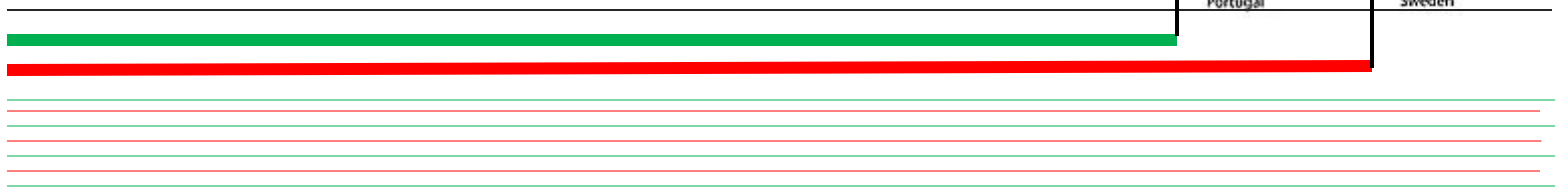


## Survey

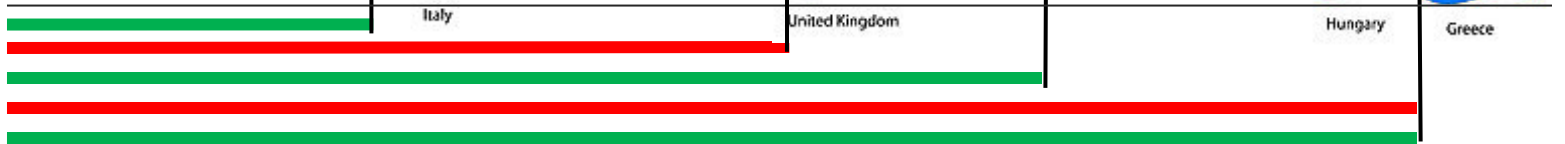
July



Aug

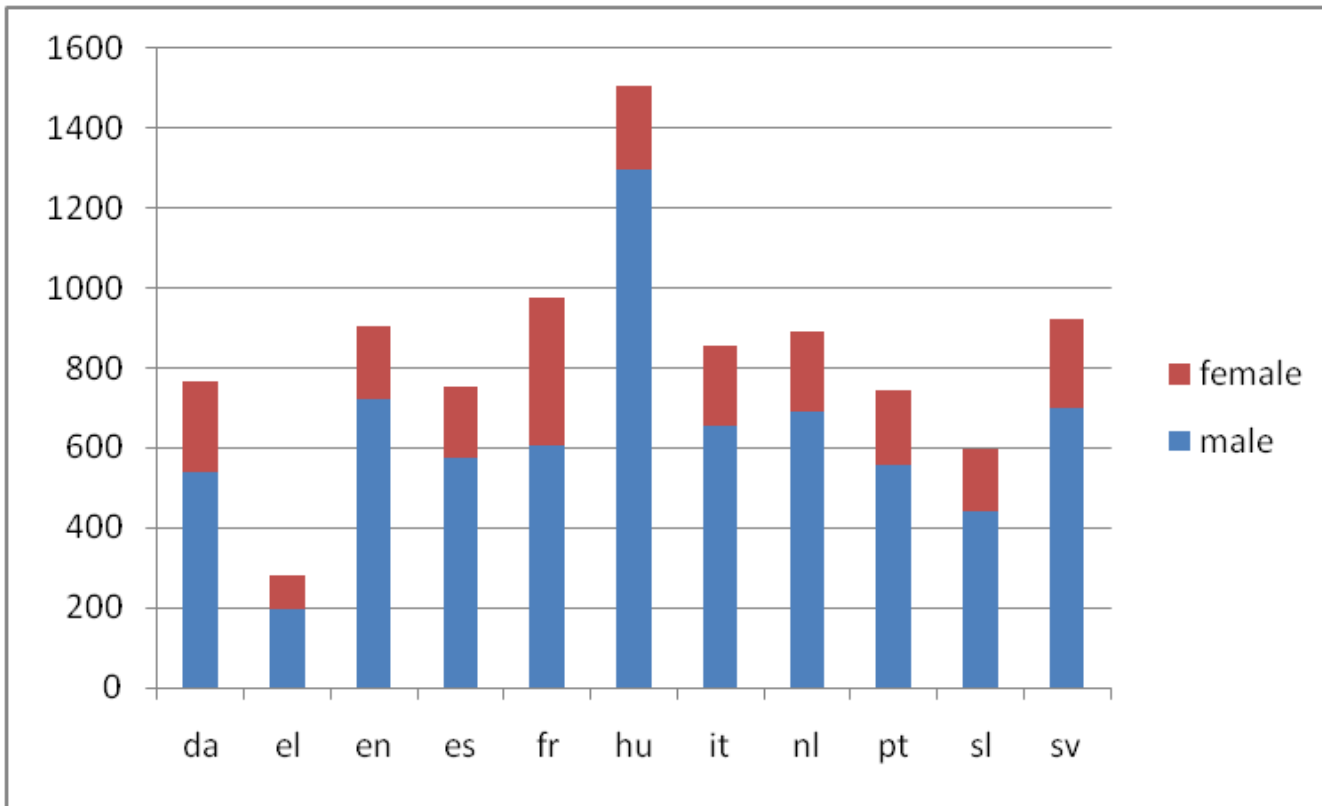


Sept



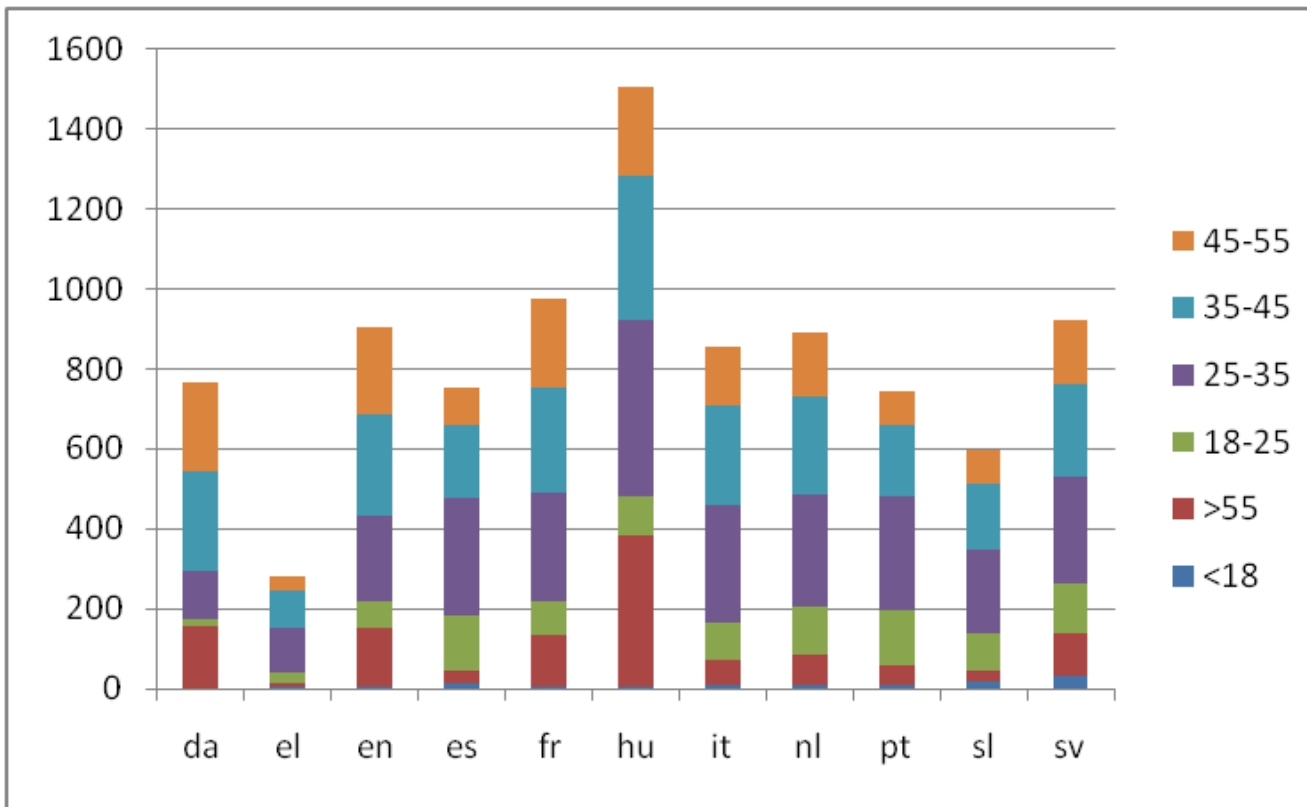


## Results - gender



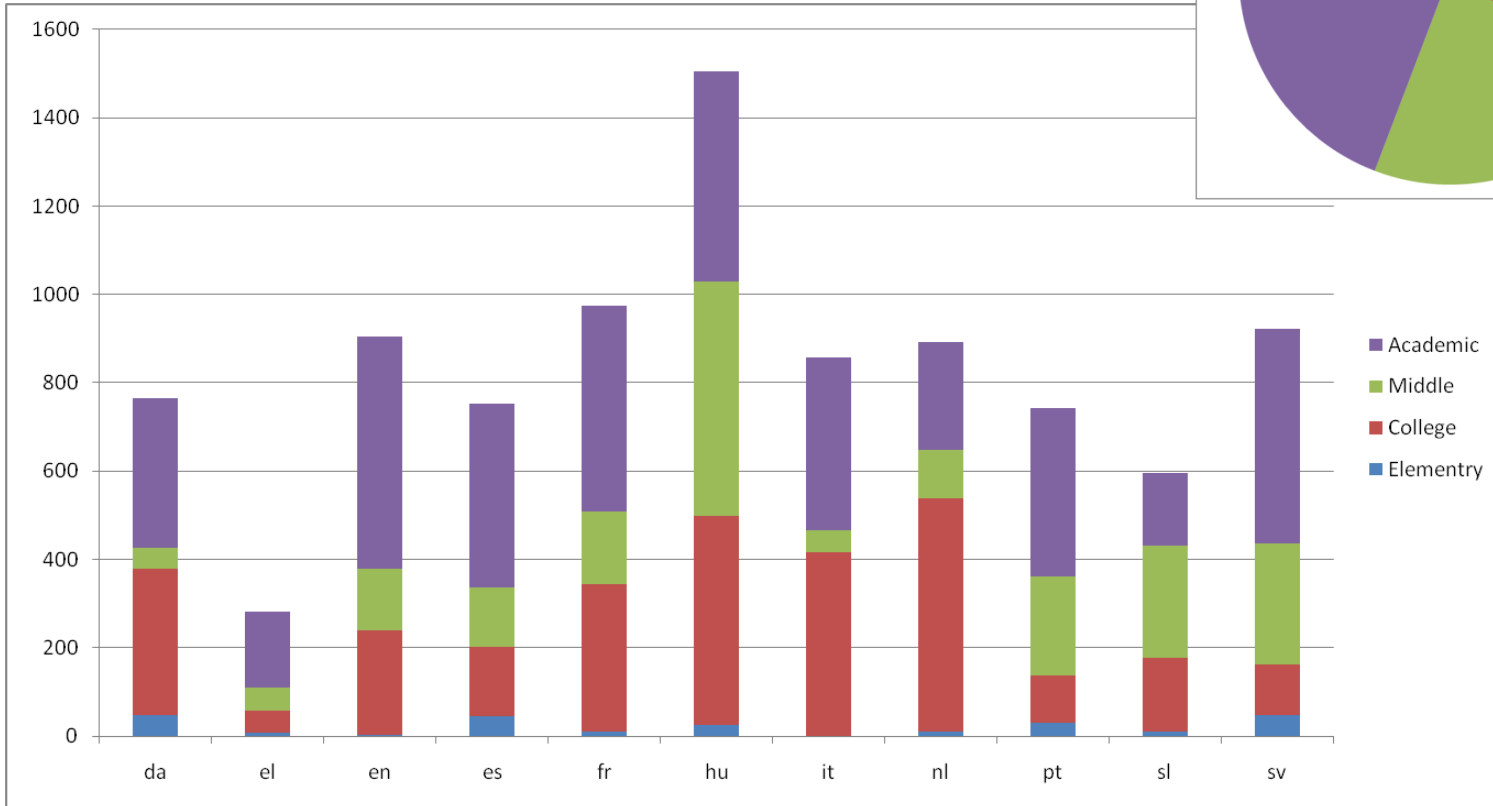
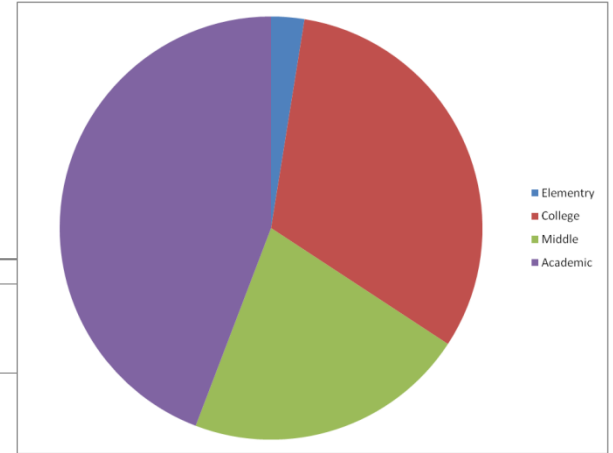


## Results - age



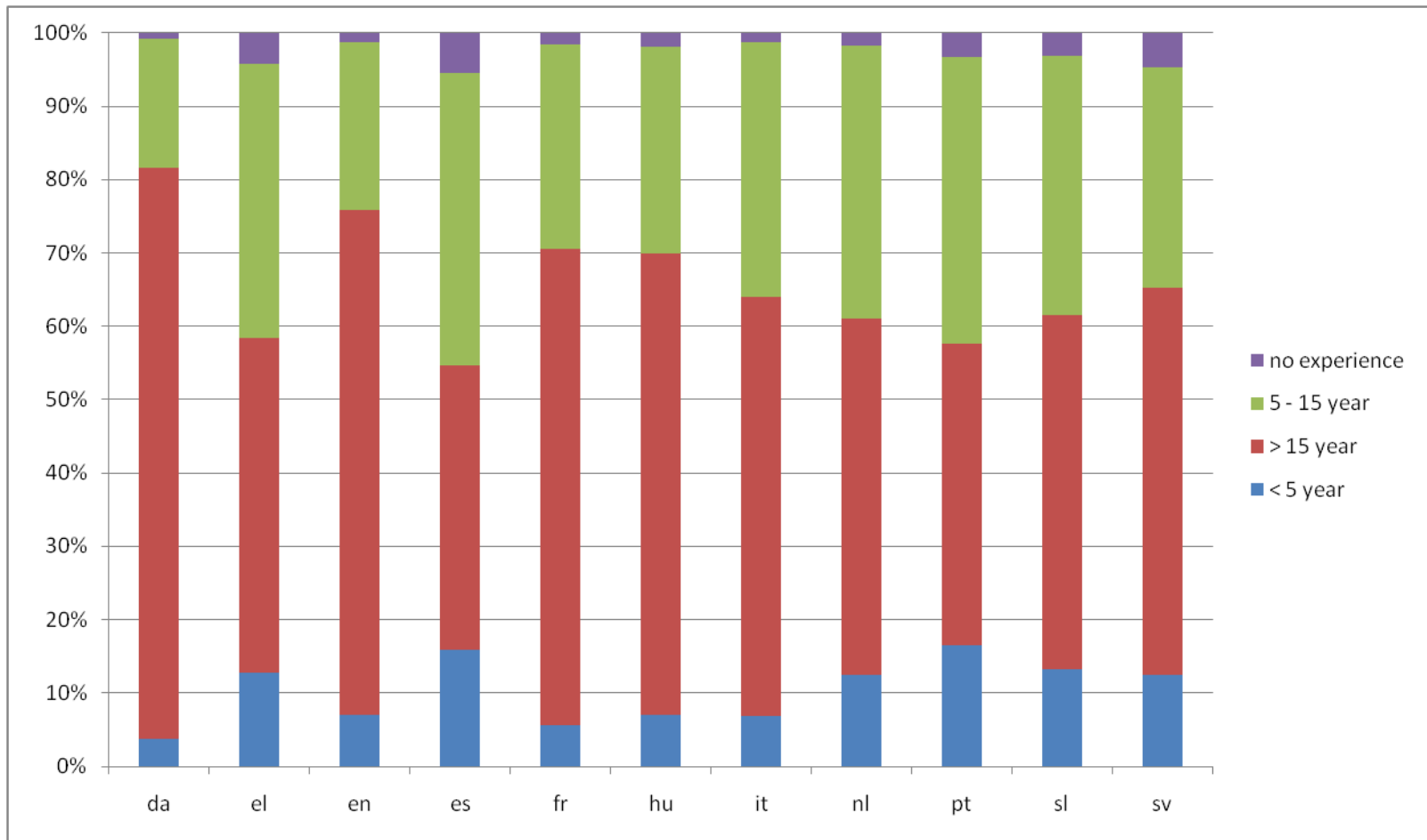


## Results - education



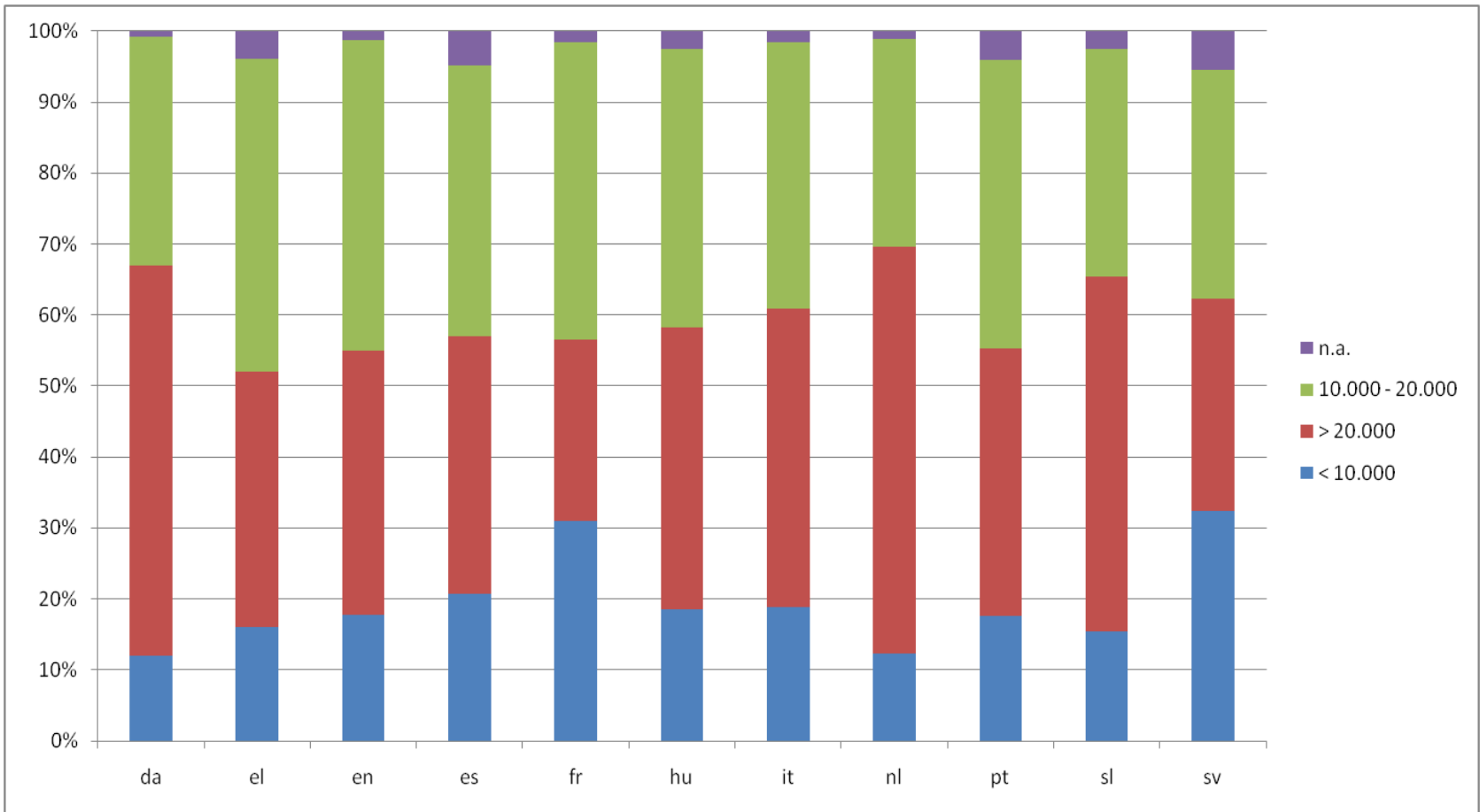


## Results – driving experience



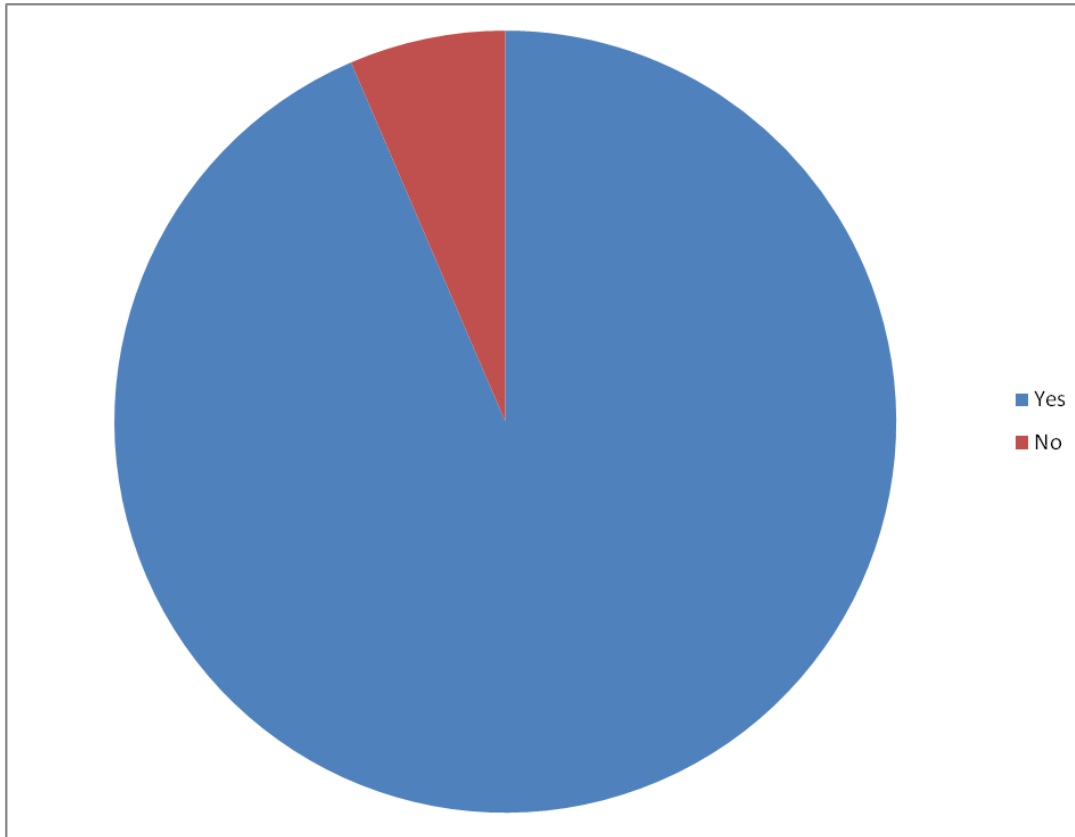


## Results – driving experience





# Results – Familiarity





## Next time

Put extra effort in to reach missing target groups:

- Women
- <25
- >55

Improve questions and options to answer

Reserve more time for the final test phase

And include more countries!

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**Questions**  
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