DRIVING ON URBAN ROADS
How do drivers describe and categorize the different roads they drive?

Methods
55 participants with a full drivers license completed the three part study.

1. TRG Simulator drive
   - Participants drove 32 roads represented the six "official" road categories.
   - Range of posted speed limits (30-80 km/h).

2. Picture sorting
   - Participants sorted photos of the roads into piles that were similar.
   - Then provided a brief description of each of their piles.

3. Road Rating
   - Participants rated the same 32 road photos for:
     - Comfort
     - Difficulty
     - Familiarity
   - They also rated:
     - What speed they would choose
     - The safe speed
     - The actual speed limit

55 participants with a full drivers licence.

Through experience drivers develop their own mental categories about different road types.

Categories are influenced by:
- Road Width
- Houses
- Footpaths
- Driveways

Drivers' road categories are NOT well aligned with the official category.

Mismatches between actual speed limits and drivers categories lead to:
- Speed limit being harder to remember
- Increased likelihood of speeding

Drivers' road categories align with what drivers thought the speed limits were (not always the official speed limit).

Conclusions
- New Zealand drivers distinguish different types of urban roads and use them to choose the speeds they drive.
- It is important to consider how drivers categorise roads when altering speed limits to help drivers choose the right (or safe) speed.

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