Comparative Test of Public Symbols
http://www.formassembly.com/forms/20856
Test Results
These charts are based on 161 responses, received between August 2006 and April 2007.

Used Public Symbol Systems, (Designers and Consultants):

ADCA: Australian Department of Civil Aviation. Kinneir, Calvert, and Associates.
ADV: German Airport Authority. M. Krampen and H.W. Kapitzki.
ICAO: International Civil Aviation Organization.
LVA: Las Vegas Airport. Richard Graef and John Follis.
NRR: Netherlands Railroad.
O’64: Tokyo Olympic Games, 1964. Masaru Katzumie, Yoshiro Yamashita
Port: Port Authority of New York and New Jersey. Design Staff of the Aviation Dept. Owen Scott
SP: Swedish Standard Recreation Symbols. Kelvin Ekeland, Marie-Louise Halminen, Sven Lundström

References:
TA: Tokyo Airport. Aisaku Murakoshi
UIC: International Union of Railways.
X’70: Osaka Expo 70. Eknan Kenji, GK Industrial Design Institute, Isozaki Arata, Fukuda Shigeo.
Phone

A (O'64)
- Male: 20
- Female: 13

B (ADCA)
- Male: 1
- Female: 1

C (DOT'74)
- Male: 35
- Female: 29

D (Port)
- Male: 46
- Female: 16

Comparative Test of Public Symbols
http://www.formassembly.com/forms/20856
Comparative Test of Public Symbols
http://www.formassembly.com/forms/20856
Information

A (DOT'74)

B (KFAI)

C (ADV)

D (O'64)

Male  Female

15  17

38

80

2

3

Comparative Test of Public Symbols
http://www.formassembly.com/forms/20856
Restaurant

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>A (BAA)</td>
<td>6</td>
<td>13</td>
</tr>
<tr>
<td>B (DOT'74)</td>
<td>67</td>
<td>35</td>
</tr>
<tr>
<td>C (X'67)</td>
<td>13</td>
<td>20</td>
</tr>
<tr>
<td>D (LVA)</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

Comparative Test of Public Symbols
http://www.formassembly.com/forms/20856
No Entry

Comparative Test of Public Symbols
http://www.formassembly.com/forms/20856
No Smoking

Comparative Test of Public Symbols
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Comparative Test of Public Symbols

http://www.formassembly.com/forms/20856
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Comparative Test of Public Symbols
http://www.formassembly.com/forms/20856
Rail Transport

Comparative Test of Public Symbols
http://www.formassembly.com/forms/20856
Comparative Test of Public Symbols
http://www.formassembly.com/forms/20856
Responses by Continent

Europe and North America
Comparative Test of Public Symbols
http://www.formassembly.com/forms/20856
Toilet
Responses by Continent

Europe  North America

Comparative Test of Public Symbols
http://www.formassembly.com/forms/20856
Information
Responses by Continent

Europe  North America

Comparative Test of Public Symbols
http://www.formassembly.com/forms/20856
Currency Exchange
Responses by Continent

- **Europe**
- **North America**

<table>
<thead>
<tr>
<th>Continent</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>A (DOT'74)</td>
<td>22 (Europe)</td>
</tr>
<tr>
<td>B (Pg)</td>
<td>6 (Europe)</td>
</tr>
<tr>
<td>C (ATA)</td>
<td>14 (Europe)</td>
</tr>
<tr>
<td>D (NRR)</td>
<td>62 (Europe)</td>
</tr>
</tbody>
</table>

Comparative Test of Public Symbols
http://www.formassembly.com/forms/20856
Restaurant
Responses by Continent

Europe  North America

A (BAA)  3
15

B (DOT'74)  27
65

C (X'67)  10
20

D (LVA)  2
4

Comparative Test of Public Symbols
http://www.formassembly.com/forms/20856
No Entry
Responses by Continent

- A (TA)
  - Europe: 78
  - North America: 32
- B (D/FW)
  - Europe: 13
  - North America: 4
- C (WO'72)
  - Europe: 9
  - North America: 7
- D (NRR)
  - Europe: 6
  - North America: 6

Comparative Test of Public Symbols
http://www.formassembly.com/forms/20856
No Smoking
Responses by Continent

Europe    North America

A (DOT’74)  B (X’70)  C (UIC)  D (O’72)

Europe:
- A (DOT’74): 89
- B (X’70): 41
- C (UIC): 14

North America:
- D (O’72): 0

Comparative Test of Public Symbols
http://www.formassembly.com/forms/20856
Elevator
Responses by Continent

Europe       North America

A (ADCA)     B (DOT’74)     C (D/FW)     D (O’72)

Comparative Test of Public Symbols
http://www.formassembly.com/forms/20856
Ticket
Responses by Continent

- Europe
- North America

A (ICAO)

B (NRR)

C (DOT’74)

D (O’72)

Comparative Test of Public Symbols
http://www.formassembly.com/forms/20856
Taxi
Responses by Continent

Europe  North America

A (UIC)  B (D/ FW)  C (BAA)  D (DOT'74)

57  2  12  35
21  2  3  16

Comparative Test of Public Symbols
http://www.formassembly.com/forms/20856
Bus
Responses by Continent

Europe | North America

A (X’70) | [37:9]
B (O’68) | [1:1]
C (SP)   | [13:5]
D (DOT’74)| [53:28]

Comparative Test of Public Symbols
http://www.formassembly.com/forms/20856
Rail Transport
Responses by Continent

Europe  North America

A (X'70)  B (DOT'74)  C (Pg)  D (SP)

Comparative Test of Public Symbols
http://www.formassembly.com/forms/20856
Air Transport
Responses by Continent

Europe  North America

A (DOT)
B (DOT'74)
C (LVA)
D (ADV)

Comparative Test of Public Symbols
http://www.formassembly.com/forms/20856
Water Transport
Responses by Continent

- Europe
- North America

Comparative Test of Public Symbols
http://www.formassembly.com/forms/20856
Responses by Age and Gender

Comparative Test of Public Symbols
http://www.formassembly.com/forms/20856
Responses by Country

Comparative Test of Public Symbols
http://www.formassembly.com/forms/20856