



# Speeding or Aggressive Driving

Final Report

Submitted to: Traffic Safety Commission of Puerto Rico



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# TABLE OF CONTENT

<b>INTRODUCTION</b> .....	<b>3</b>
<b>METHODOLOGY</b> .....	<b>3</b>
<b>FINDINGS</b> .....	<b>4</b>
DEMOGRAPHIC PROFILE .....	4
GENERAL QUESTIONS ABOUT DISTRACTION.....	7
GENERAL DRIVING HABITS.....	8
SPEEDING OR AGGRESSIVE DRIVING.....	11

## INTRODUCTION

In May of 2017, the Traffic Safety Commission of Puerto Rico (CST for its Spanish acronym) hired the firm Estudios Técnicos, Inc., to design and conduct a survey to assess the impact of the seatbelt use campaign, utilizing a research methodology in compliance with the with National Highway Traffic Safety Administration (NHTSA) requirements. This report presents the results of the survey, which was conducted between August 22 and September 16, 2017.

## METHODOLOGY

A telephone survey was made to residents in Puerto Rico 16 years or older with an active driver's license. The survey used a stratified probabilistic sample. It uses geographic strata according to the number of active licenses by region. Telephone numbers were randomly chosen among a list of residential and mobile phone numbers generated randomly from a sample based on a "Random Digit Dialing" (RDD). Based on the selected sample type, the estimated sample error is  $\pm 4.4\%$  with a confidence level at 95%.

The research instrument for data collection consisted of a telephone interview using a Computer Assisted Telephone Interviewing System (CATI), by the Estudios Técnicos, Inc. staff.

## FINDINGS

### DEMOGRAPHIC PROFILE

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A general demographics profile follows:

The gender distribution of the sample consisted of 222 males (44.4%) and 278 females (55.6%). The median age of the sample was 44 years, the average 46 years, the youngest participant 17 years and the oldest was 89 years.

#### Gender of the interviewee

	Freq.	%
Male	222	44.4%
Female	278	55.6%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

#### Age

	Freq.	%
16 to 24 years	52	10.4%
25 to 34 years	109	21.8%
35 to 44 years	98	19.6%
45 to 59 years	121	24.2%
60 or older years	120	24.0%
<b>Total</b>	<b>500</b>	<b>100%</b>
<b>Mean</b>	<b>46</b>	
<b>Median</b>	<b>44</b>	
<b>Minimum</b>	<b>17</b>	
<b>Maximum</b>	<b>89</b>	

N=500.

The average and median household size was 3 persons, including the participants.

**How many people live in your household, including yourself?**

<b>Mean</b>	<b>3</b>
<b>Median</b>	<b>3</b>
<b>Minimum</b>	<b>1</b>
<b>Maximum</b>	<b>9</b>

N=497. Three did not respond.

Two out of ten participants (19.6%) had a high school diploma, while one out of three (29.2%) has a bachelor's degree. The median academic degree of the sample was between "some years of college" and "associate's degree". More than 70% of the sample has some college education.

**Could you please tell me the last academic degree you completed?**

	<b>Freq.</b>	<b>%</b>
High School or less	36	7.2%
High School Diploma	98	19.6%
Associate Degree or some years of college	118	23.6%
Bachelor's Degree	146	29.2%
Master's Degree	74	14.8%
Doctorate Degree	21	4.2%
Does not say	7	1.4%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

Almost half (43.0%) of the participants are currently “working full time”, while one out of ten (10.4%) are working “part time”. Also, one out of four (23.2%) are “retired / pensioner”.

**What is your current occupational status?**

	Freq.	%
Working full time	215	43.0%
Retired / Pensioner	116	23.2%
Working part time	52	10.4%
Homemaker	45	9.0%
Working and studying	40	8.0%
Only studying	12	2.4%
Unemployed	12	2.4%
Other	7	1.4%
Does not say	1	0.2%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

Half (48.4%) of our participants are married and one out of three (32.8%) are single.

**Civil status**

	Freq.	%
Married	242	48.4%
Single	164	32.8%
Divorced	36	7.2%
Cohabiting	31	6.2%
Widowed	25	5.0%
Does not say	2	0.4%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

The median household income was between \$15,001 to \$25,000 per year.

**What is your annual household income?**

	Freq.	%
Up to \$15,000	164	32.8%
\$15,001-\$25,000	97	19.4%
\$25,001-\$35,000	73	14.6%
\$35,001-\$50,000	53	10.6%
\$50,001-\$75,000	33	6.6%
\$75,001 or more	21	4.2%
Does not say	59	11.8%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

**GENERAL QUESTIONS ABOUT DISTRACTION**

When the participants are driving, they also engage primarily in “eating or drinking” (41.0%), “fixing or brushing your hair looking at the mirror” (15.0%) and “tending to children on the back seat” (10.8%).

Only one percent of the participants had an accident due to being distracted (all for different reasons).

**Typically, when you are driving, do you also engage in any of the following activities?**

	Freq.	%
Eating or drinking	205	41.0%
Fixing or brushing your hair looking at the mirror	75	15.0%
Tending to children on the back seat	54	10.8%
Putting on make up or shaving looking at the mirror	47	9.4%
Driving with a pet on your lap or next to you (unleashed or loose inside the car)	25	5.0%
Watching TV / Videos / Movies	11	2.2%
<b>Total</b>	<b>500</b>	<b>-</b>

N=500. Note: The sum of percentages may not add to 100% since this is a multiple answer question, therefore an independent count is performed for each of the answers mentioned.

**During the past 12 months, have you had a car accident due to being distracted?**

	Freq.	%
Yes	5	1.0%
No	494	98.8%
Does not know	1	0.2%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

**Which distraction caused that you had a car accident?**

	Freq.	%
Texting	1	20.0%
Looking at yourself in the mirror	1	20.0%
Falling asleep	1	20.0%
Looking at the road	1	20.0%
Looking the other way	1	20.0%
<b>Total</b>	<b>5</b>	<b>100.0%</b>

n=5. Note: n is equal to the number of respondents that indicated having a car accident due to being distracted.

**GENERAL DRIVING HABITS**

Most of the participants of the study (77%) drive their vehicles “every day”. While only two percent drive “once a week”.

**How often do you drive a motor vehicle?**

	Freq.	%	
Every day	385	77.0%	MEDIAN
Almost every day	48	9.6%	
Several times a week	57	11.4%	
Once a week	10	2.0%	
<b>Total</b>	<b>500</b>	<b>100.0%</b>	

N=500.



“Regular cars” is the most frequent vehicle used among participants (six out of 10), follow by “SUV” preferred by three of every 10. One out of 10 participants reports the use of “pick-up truck”, “truck”, “minivan”, “van” or “motorbike”.

**What type of vehicle do you drive most frequently?**

	Freq.	%
Regular car	299	59.8%
SUV	156	31.2%
Pick-up truck or truck	25	5.0%
Mini van	10	2.0%
Van	9	1.8%
Motorbike	1	0.2%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

In a typical weekday the median amount of time participants spend driving was two hours, with some respondents driving as much as 20 hours. In a typical weekend day almost two and a half hours is the median amount of time participants spend driving, with respondents driving as many as 20 hours. The minimum time reported on weekdays was 10 minutes while on weekends some participants don't spend any time driving.

**On average, during a typical day of the week, approximately how much time do you spend driving a vehicle?**

<b>Mean</b>	<b>2 hours 54 minutes</b>
<b>Median</b>	<b>2 hours</b>
<b>Minimum</b>	<b>10 minutes</b>
<b>Maximum</b>	<b>20 hours</b>

N=497. Note: Three did not respond.

**On average, during a typical day of the weekend, approximately how much time do you spend driving a vehicle?**

<b>Mean</b>	<b>2 hours 23 minutes</b>
<b>Median</b>	<b>2 hours</b>
<b>Minimum</b>	<b>Does not drive</b>
<b>Maximum</b>	<b>20 hours</b>

N=497. Note: Three did not respond.

On weekdays, more than six of every 10 participants (62.6%) drive to “work”, followed by “Shopping” 55.8% while four out of 10 go to “medical appointments”. On weekends, the most frequent driving activity is “visiting family and friends” (55.8%) while “work” drop to 17.6%. “Shopping” was done on weekends by half of the participants.

**During a typical day of the week, to where do you drive or which places do you visit?**

	Freq.	%
Work	313	62.6%
Shopping (grocery store, etc.)	279	55.8%
Medical appointments	206	41.2%
Visiting family and friends	192	38.4%
School / College	150	30.0%
Entertainment (movie theater, the beach, the park, etc.)	119	23.8%
Traveling around different places and spending most of the time inside the vehicle	60	12.0%
Church	17	3.4%
Other	25	5.0%
<b>Total</b>	<b>500</b>	<b>-</b>

N=500. Note: The sum of percentages may not add to 100% since this is a multiple answer question, therefore an independent count is performed for each of the answers mentioned.

**During a typical day of the weekend, to where do you drive or which places do you visit?**

	Freq.	%
Visiting family and friends	279	55.8%
Shopping (grocery store, etc.)	253	50.6%
Entertainment (movie theater, the beach, the park, etc.)	238	47.6%
Traveling around different places and spending most of the time inside the vehicle	163	32.6%
Work	88	17.6%
Church	47	9.4%
Medical appointments	37	7.4%
School / College	13	2.6%
Other	19	3.8%
<b>Total</b>	<b>500</b>	<b>-</b>

N=500. Note: The sum of percentages may not add to 100% since this is a multiple answer question, therefore an independent count is performed for each of the answers mentioned.

In a scale from one to 10, in which 10 was defined as very good, 22% of the participants' rate driving in Puerto Rico as "five". The most frequent score selected by one out of four participants was "very bad", and only 1.2% rated driving in Puerto Rico as "very good".

**On a scale from 1 to 10, in which 10 means "very good" and 1 means "very bad", according to your experience, how would you rate driving in Puerto Rico?**

	Freq.	%	
1 - Very bad	129	25.8%	
2	27	5.4%	
3	43	8.6%	
4	46	9.2%	
5	110	22.0%	MEDIAN
6	46	9.2%	
7	54	10.8%	
8	33	6.6%	
9	6	1.2%	
10 - Very good	6	1.2%	
<b>Total</b>	<b>500</b>	<b>100.0%</b>	

N=500.

**SPEEDING OR AGGRESSIVE DRIVING**

86.6% of the participants used the statements "I always drive at the correct speed limit" or "I always drive below the speed limit", to describe themselves when they are driving. However, 12.6% of the participants described themselves with the statement "I always drive above the speed limit."

**Which of the following statements regarding the speed limit describes you best when you are driving?**

	Freq.	%
I always drive at the correct speed limit	371	74.2%
I always drive above the speed limit	63	12.6%
I always drive below the speed limit	62	12.4%
Does not know / Does not say	4	0.8%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

As far as their reported behavior on rural municipal roads, in which the speed limit is 25 mph, 84% indicated that they “never” or “barely” drive above the maximum speed allowed. The other 15.6% reported that “half of the time” or “most of the time” they drive above the maximum speed allowed. No statistical difference was found by gender or type of vehicle, and the frequency participants' drive above the maximum speed allowed on rural municipal roads. A significant statistical difference was found by age and the frequency participants drive above the maximum speed allowed on rural municipal roads at a confidence level of 95%. As age increases the tendency of "always" and "almost always" for driving above the maximum speed allowed decreases.

**On a rural municipal road in which the speed limit is 25 miles per hour (mph), how often do you drive above the maximum speed allowed?**

	Freq.	%	
Most of the time	29	5.8%	
Half of the time	49	9.8%	
Barely	154	30.8%	
Never	266	53.2%	MEIDAN
Does not know / Does not say	2	0.4%	
<b>Total</b>	<b>500</b>	<b>100.0%</b>	

Similar responds were found when participants referred to driving on a highway or expressway, in which the speed limit is 65 mph. In this type of road, 84.4% of the participants indicated that they “never” or “barely” drive above the maximum speed allowed, while 14.6% reported that “half of the time” or “most of the time” they drive above the maximum speed allowed.

No significant statistical difference was found by age, or type of vehicle, and the frequency of driving above the maximum speed allowed on a highway or expressway. However, a significant statistical difference was found between ages and driving above the maximum speed allowed on a highway or expressway at a confidence level of 95%. As age increases the tendency to drive above the maximum speed allowed on a highway or expressway in which the speed limit is 65 mph decreases.

**On a highway or expressway in which the speed limit is 65 mph, how often do you drive above the maximum speed allowed?**

	Freq.	%	
Most of the time	33	6.6%	
Half of the time	40	8.0%	
Barely	131	26.2%	
Never	293	58.6%	MEDIAN
Does not know / Does not say	3	0.6%	
<b>Total</b>	<b>500</b>	<b>100.0%</b>	

N=500.

On a school zone, with speed limit at 15 mph, 92.4% of the participants indicated that they “rarely” or “sometimes” drive above the maximum speed allowed. However, 7.2% of them respond that “almost always” or “always” they drive above the maximum speed allowed on this zone.

**On a school zone in which the speed limit is 15 mph, how often do you drive above the maximum speed allowed?**

	Freq.	%	
Always	17	3.4%	
Almost always	19	3.8%	
Sometimes	55	11.0%	
Rarely	407	81.4%	MEDIAN
Does not know / Does not say	2	0.4%	
<b>Total</b>	<b>500</b>	<b>100.0%</b>	

N=500.

When describing themselves when they are driving, almost three quarters (73.4%) of the participants use the statement “I usually give way to other vehicles more than other vehicles give way to me”, while one out of five use both statements: “I usually give way to other vehicles more than other vehicles give way to me” and “I usually pass other vehicles faster than the speed they drive when they pass me.”

**Which statement describes you best when you are driving?**

	Freq.	%
I usually give way to other vehicles more than other vehicles give way to me	367	73.4%
Both	105	21.0%
I usually pass other vehicles faster than the speed they drive when they pass me	18	3.6%
Does not know / Does not say	10	2.0%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

Nearly half (52.4%) of the participants use both lanes when they drive, while almost one quarter (24.2%) use the fast lane and the other 22.8% use the slow lane.

**I usually drive...**

	Freq.	%
Both	262	52.4%
On the fast lane	121	24.2%
On the slow lane	114	22.8%
Does not know / Does not say	3	0.6%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

The majority of the participants (95%) have not received a traffic ticket for driving above the speed limit during the last 12 month previous to the study. For those who did receive a traffic ticket, the most frequent was one ticket during the last 12 months previous to the study, with two participants who received up to three tickets.

**During the last 12 months, have you received any traffic tickets for driving above the speed limit?**

	Freq.	%
Yes	25	5.0%
No	475	95.0%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

**During the last 12 months, how many traffic tickets have you received for speeding?**

	Freq.
1	17
2	5
3	2
Does not know / Does not say	1
<b>Total</b>	<b>25</b>
<b>Mean</b>	<b>1.3</b>
<b>Median</b>	<b>1</b>
<b>Minimum</b>	<b>1</b>
<b>Maximum</b>	<b>3</b>

n=25. Note: n is equal to the number of respondents that indicated they have gotten a traffic ticket for driving above the speed limit.

Almost all of the participants, 99%, indicated that they have not been involved in a car accident due to driving above the speed limit.

**During the last 12 months, have you been involved in any car accidents because you were driving above the speed limit?**

	Freq.	%
Yes	4	0.8%
No	495	99.0%
Does not know	1	0.2%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

A little more than eight out of 10 (82%) of the participants think that it is “very unlikely” or “unlikely” that they will have a ticket because of speeding. Meanwhile, 17.4% think it is “very likely” or “likely” that they will have a traffic ticket because of speeding. A significant statistical difference was found by gender, type of vehicle or age, and the likelihood of getting a traffic ticket because of speeding, at a confidence level of 95%. Males believe it is more likely that men get a traffic ticket because of speeding than women. The participants who have regular cars believe it is more likely to get a traffic ticket because of speeding, and as age decreases the tendency of likelihood to get a traffic ticket because of speeding increases.

**How likely is it that you get a traffic ticket because of speeding?**

	Freq.	%	
Very likely	20	4.0%	
Likely	67	13.4%	
Unlikely	146	29.2%	
Very unlikely	264	52.8%	MEDIAN
Does not know / Does not say	3	0.6%	
<b>Total</b>	<b>500</b>	<b>100.0%</b>	

N=500.



Nearly half of the participants (45.6%) remember seeing, reading or hearing something about the Puerto Rico Police Department officers giving tickets to drivers who were speeding. However, three quarter of the participants did not remember seeing, reading or hearing any messages of a campaign regarding driving above the speed limit on the roads of Puerto Rico. No significant statistical difference was found by gender, type of vehicle, or age, and participants remembering seeing, reading, or hearing anything about the Puerto Rico Police Department officers giving tickets to drivers who were speeding.

**During the past 30 days, do you remember seeing, reading, or hearing anything about the Puerto Rico Police Department officers giving tickets to drivers who were speeding?**

	Freq.	%
Yes	228	45.6%
No	271	54.2%
Does not know	1	0.2%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

**During the past 30 days, do you remember seeing, reading, or hearing any messages of a campaign regarding driving above the speed limit on the roads of Puerto Rico?**

	Freq.	%
Yes	117	23.4%
No	379	75.8%
Does not know	4	0.8%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

Of those who did remember about the message on driving above the speed limit on the roads of Puerto Rico, six out of 10 identified “local TV” as the media where they heard the message. “Radio” was the other media where more participants remember getting notice of the message, with three out of 10 of them.

**Where did you read, see, or heard about the message on driving above the speed limit on the roads of Puerto Rico?**

	Freq.	%
Local TV	70	59.8%
Radio	34	29.1%
Cable TV and/or satellite	19	16.2%
Newspaper	17	14.5%
Social media	17	14.5%
Billboards or posters at bus stops or other public places	13	11.1%
Movie theater	5	4.3%
Other internet websites	1	0.9%
Other	3	2.6%
<b>Total</b>	<b>117</b>	<b>-</b>

n=117. Note: The sum of percentages may not add to 100% since this is a multiple answer question, therefore and independent count is performed for each of the answers mentioned. n is equal to the number of respondents that indicated remembering any messages related to a campaign regarding driving above the speed limit on the roads of Puerto Rico.

Nearly one out of six (16.2%) of the participants who did remember messages related to a campaign regarding driving above the speed limit, also remembered a slogan, theme or phrase. The message “speed excess, pay ticket” was remembered by two out of 10 of these participants, while the advertisement of a girl that serve her father’s sentence, and the slogans “if you drive drunk, pay”, and “if you drink and drive, you will be arrested” were remembered by one out of 10 participant for each advertisement.

**Do you remember any slogan, theme, or phrase that you saw, read, or heard regarding this campaign about speeding on the roads of Puerto Rico?**

	Freq.	%
Yes	19	16.2%
No	96	82.1%
Does not know	2	1.7%
<b>Total</b>	<b>117</b>	<b>100.0%</b>

n=117. Note: n is equal to the number of respondents that indicated remembering any messages related to a campaign regarding driving above the speed limit on the roads of Puerto Rico.

**Which themes, phrases or slogans do you remember seeing, reading, or hearing regarding this campaign about speeding on the roads of Puerto Rico?**

	Freq.	%
Exceso de velocidad, pagas multas	4	21.1%
Anuncio de una niña que paga la condena de su padre	2	10.5%
Si guías borracho, pagas	2	10.5%
Si guías y bebes, serás arrestado	2	10.5%
Conductores que no respetan las leyes de tránsito	1	5.3%
Reduce la velocidad	1	5.3%
Si guías en exceso de velocidad serás multado	1	5.3%
Si no lo haces por ti, hazlo por tus hijos	1	5.3%
Si no te amarras, pagas	1	5.3%
Tu familia te espera, respeta los límites	1	5.3%
No indica	3	15.8%
<b>Total</b>	<b>19</b>	<b>-</b>

n=19. Note: The sum of percentages may not add to 100% since this is a multiple answer question, therefore and independent count is performed for each of the answers mentioned. n is equal to the number of respondents that indicated remembering any slogans, themes or phrases related to a campaign regarding driving above the speed limit on the roads of Puerto Rico.

Using a scale where five means “very effective” and one “not effective at all” on how effective they think the message they remember seeing, reading, or hearing about driving above the speed limit, 78.9% of the participants gave a score between five and four. The other 21.1% of them scored between two and three.

**On a scale of 1 to 5, in which 5 means “very effective” and 1 means “not effective at all”, how effective do you think is this message you remember seeing, reading, or hearing about driving above the speed limit?**

	Freq.	%
2	1	5.3%
3	3	15.8%
4	9	47.4%
5 - Very effective	6	31.6%
<b>Total</b>	<b>19</b>	<b>100.0%</b>

n=19. Note: n is equal to the number of respondents that indicated remembering any slogans, themes or phrases related to a campaign regarding driving above the speed limit on the roads of Puerto Rico. n=19.

“Road conditions” is the main issue of concern for safety on the roads of Puerto Rico identified by seven out of ten participants. However, 66.2% mentions “distracted drivers” as their secondary concern, while one out of three indicated “drunk driven” as another main concern.

**Which would you say are the three main issues of concern in terms of your safety on the roads of Puerto Rico? (Total)**

	Freq.	%
Road conditions	349	69.8%
Distracted drivers	331	66.2%
Speed	238	47.6%
Drunk drivers	163	32.6%
Lane cutters	124	24.8%
Drivers running red lights	81	16.2%
Riders on horsebacks	54	10.8%
Stray animals	42	8.4%
Cyclists on the road	37	7.4%
Pedestrians	29	5.8%
Motorbikes	20	4.0%
Other	31	6.2%
<b>Total</b>	<b>500</b>	<b>-</b>

N=500. Note: The sum of percentages may be different to 100% since this is a multiple answer question, therefore an independent count is performed for each of the answers mentioned.

**Which would you say are the three main issues of concern in terms of your safety on the roads of Puerto Rico? (First priority)**

	Freq.	%
Road conditions	201	40.2%
Distracted drivers	105	21.0%
Speed	78	15.6%
Drunk drivers	40	8.0%
Lane cutters	22	4.4%
Drivers running red lights	18	3.6%
Riders on horsebacks	13	2.6%
Cyclists on the road	11	2.2%
Stray animals	4	0.8%
Pedestrians	3	0.6%
Motorbikes	0	0.0%
Other	4	0.8%
<b>Total</b>	<b>500</b>	<b>-</b>

N=500. Note: The sum of percentages may not add to 100% since this is a multiple answer question, therefore and independent count is performed for each of the answers mentioned.

**Which would you say are the three main issues of concern in terms of your safety on the roads of Puerto Rico? (Second priority)**

	Freq.	%
Distracted drivers	132	26.4%
Speed	82	16.4%
Road conditions	77	15.4%
Drunk drivers	71	14.2%
Lane cutters	50	10.0%
Drivers running red lights	19	3.8%
Riders on horsebacks	14	2.8%
Stray animals	14	2.8%
Cyclists on the road	12	2.4%
Pedestrians	10	2.0%
Motorbikes	6	1.2%
Other	13	2.6%
<b>Total</b>	<b>500</b>	<b>-</b>

N=500. Note: The sum of percentages may be different to 100% since this is a multiple answer question, therefore and independent count is performed for each of the answers mentioned.

**Which would you say are the three main issues of concern in terms of your safety on the roads of Puerto Rico? (Third priority)**

	Freq.	%
Distracted drivers	94	18.8%
Speed	78	15.6%
Road conditions	71	14.2%
Drunk drivers	52	10.4%
Lane cutters	52	10.4%
Drivers running red lights	44	8.8%
Riders on horsebacks	27	5.4%
Stray animals	24	4.8%
Pedestrians	16	3.2%
Cyclists on the road	14	2.8%
Motorbikes	14	2.8%
Other	14	2.8%
<b>Total</b>	<b>500</b>	<b>-</b>

N=500. Note: The sum of percentages may be different to 100% since this is a multiple answer question, therefore an independent count is performed for each of the answers mentioned.