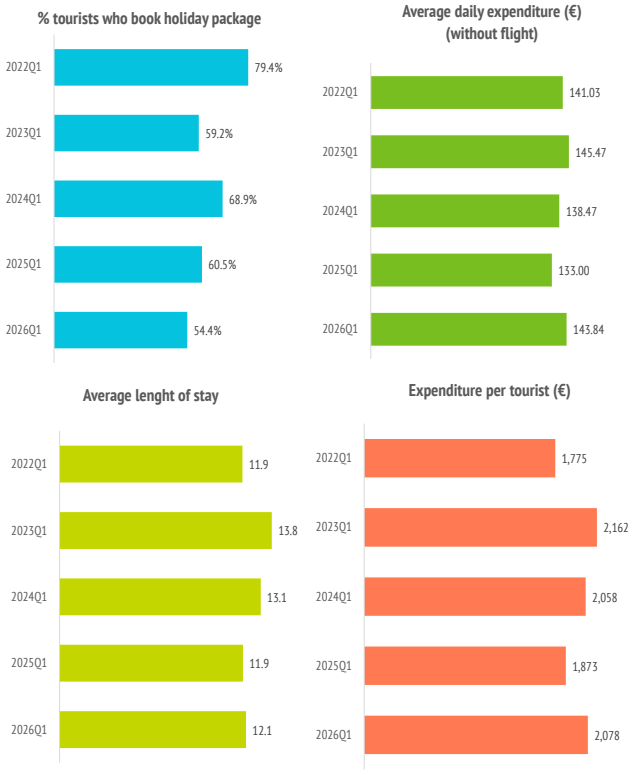
Tourist profile. Historical data (2022 - 2026)

FINLAND: First Quarter

How many are they and how much do they spend?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**65**	**98**	**93**	**99**	**95**
Tourist arrivals ≥ 16 years old (EGT) (*)	**54**	**84**	**77**	**80**	**79**
- book holiday package (*)	43	49	53	48	43
- do not book holiday package (*)	11	34	24	32	36
- % tourists who book holiday package	79.4%	59.2%	68.9%	60.5%	54.4%
Children < 16 years old (FRONTUR - EGT) (*)	11	14	16	19	15
Expenditure per tourist (€) (group spend / group size)	**1,478**	**1,779**	**1,853**	**1,590**	**1,752**
Expenditure per tourist (€) (group spend / +16)	**1,775**	**2,162**	**2,058**	**1,873**	**2,078**
- book holiday package	1,746	2,144	1,925	1,997	2,446
- holiday package	1,433	1,750	1,588	1,606	2,012
- others	314	395	337	392	434
- do not book holiday package	1,886	2,188	2,352	1,682	1,637
- flight	491	616	602	453	563
- accommodation	732	927	715	630	537
- others	662	645	1,035	599	538
Average lenght of stay	**11.9**	**13.8**	**13.1**	**11.9**	**12.1**
- Median	7.0	7.3	7.3	8.0	7.0
Average daily expenditure (€)	**201.20**	**214.12**	**204.80**	**190.54**	**211.48**
- Median	185.00	203.57	189.84	175.70	213.16
Average daily expenditure (without flight)	**141.03**	**145.47**	**138.47**	**133.00**	**143.84**
- Median	130.73	141.37	131.84	127.87	144.01
Average cost of the flight (€)	**506**	**640**	**611**	**522**	**680**
Total turnover (€m)	**96**	**181**	**159**	**150**	**165**
Turnover without flight (€m)	**69**	**127**	**112**	**108**	**111**

(*) Thousands of tourists



% Tourists whose spending has been greater than €0 in each item

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Accommodation:					
- Accommodation	93.0%	93.4%	94.8%	89.0%	86.2%
- Additional accommodation expenses	3.6%	3.6%	4.8%	4.7%	5.5%
Transport:					
- National/International Transport	99.0%	97.2%	98.0%	96.3%	95.7%
- Flights between islands	4.3%	2.8%	4.1%	4.2%	1.0%
- Taxi	73.4%	65.3%	61.4%	69.5%	66.2%
- Car rental	22.9%	32.8%	23.4%	27.3%	29.8%
- Public transport	16.8%	17.2%	20.4%	33.7%	31.6%
Food and drink:					
- Food purchases at supermarkets	68.7%	69.7%	71.0%	70.0%	80.5%
- Restaurants	68.7%	73.6%	71.7%	75.8%	81.2%
Leisure:					
- Organized excursions	17.8%	23.2%	21.3%	18.2%	20.2%
- Sport activities	5.7%	8.3%	7.3%	5.9%	9.4%
- Cultural activities	2.5%	2.2%	4.9%	4.8%	4.1%
- Museums	3.2%	8.1%	6.6%	8.8%	9.0%
- Theme Parks	6.9%	13.3%	8.7%	15.2%	18.9%
- Discos and pubs	8.5%	10.0%	4.3%	11.8%	9.3%
- Wellness	6.6%	6.1%	5.1%	7.4%	8.6%
Purchases of goods:					
- Souvenirs	41.8%	46.5%	48.5%	49.3%	56.8%
- Other expenses	1.1%	1.6%	0.6%	0.0%	0.6%
Other:					
- Medical or pharmaceutical expenses	5.8%	8.7%	6.3%	9.0%	9.0%
- Other expenses	10.4%	9.4%	6.8%	2.2%	3.9%

Average expenditure of tourists whose spending has been greater than €0 in each item

Expenditure per tourist and trip (€)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Accommodation:	**1,052**	**1,290**	**2,527**	**1,065**	**1,107**
- Accommodation	886	1,038	890	930	1,013
- Additional accommodation expenses	166	253	1,636	135	94
Transport:	**808**	**1,024**	**990**	**862**	**1,045**
- National/International Transport	511	658	623	542	710
- Flights between islands	53	56	78	72	102
- Taxi	94	138	101	94	95
- Car rental	131	148	166	126	120
- Public transport	19	25	22	28	18
Food and drink:	**359**	**360**	**412**	**398**	**352**
- Food purchases at supermarkets	133	138	193	140	136
- Restaurants	226	221	219	258	216
Leisure:	**463**	**613**	**797**	**520**	**473**
- Organized excursions	111	98	90	108	76
- Sport activities	139	110	173	105	81
- Cultural activities	45	43	45	42	66
- Museums	20	27	22	29	35
- Theme Parks	52	105	68	93	54
- Discos and pubs	58	76	322	71	61
- Wellness	37	154	77	72	99
Purchases of goods:	**116**	**184**	**136**	**99**	**165**
- Souvenirs	98	131	97	99	**120**
- Other expenses	18	53	38	0	**45**
Other:	**84**	**136**	**122**	**76**	**105**
- Medical or pharmaceutical expenses	30	51	58	36	**57**
- Other expenses	54	85	64	39	**47**

Source: Tourist Expenditure Survey (EGT, ISTAC). Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

Tourist profile. Historical data (2022 - 2026)

FINLAND: First Quarter

What is the main purpose of their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Holiday, leisure	96.7%	94.8%	95.2%	94.3%	91.7%
Visiting family or friends	2.0%	1.7%	1.9%	5.1%	5.2%
Business and work	0.0%	0.2%	0.0%	0.0%	0.5%
Education and training	0.0%	0.0%	0.0%	0.7%	0.0%
Sports training	1.3%	1.6%	1.8%	0.0%	1.4%
Health or medical care	0.0%	1.5%	0.0%	0.0%	1.2%
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.0%	0.2%	1.1%	0.0%	0.0%

What is the main motivation for their holidays?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Rest	66.5%	58.6%	68.6%	65.2%	52.5%
Enjoy family time	22.7%	28.0%	15.2%	19.6%	31.5%
Have fun	1.9%	1.5%	5.0%	1.6%	3.0%
Explore the destination	5.1%	6.6%	5.0%	10.1%	7.8%
Practice their hobbies	2.3%	3.8%	4.5%	1.1%	3.8%
Other reasons	1.5%	1.5%	1.7%	2.4%	1.4%

Where did they spend their main holiday last year? *

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Didn't have holidays	62.4%	21.3%	16.1%	13.3%	13.7%
Canary Islands	14.1%	26.0%	29.7%	33.9%	34.1%
Other destination	23.5%	52.7%	54.2%	52.7%	52.2%
- Balearic Islands	0.5%	1.3%	0.9%	0.9%	0.6%
- Rest of Spain	5.7%	12.2%	9.1%	10.4%	9.8%
- Italy	0.9%	7.6%	6.3%	6.8%	9.9%
- France	0.6%	3.6%	4.4%	4.0%	2.1%
- Turkey	0.7%	0.9%	3.0%	1.9%	0.8%
- Greece	3.9%	9.5%	10.6%	10.3%	7.0%
- Portugal	1.4%	1.8%	2.0%	3.3%	2.9%
- Croatia	0.8%	2.5%	3.9%	2.0%	2.4%
- Egypt	0.0%	0.2%	0.0%	0.3%	0.2%
- Tunisia	0.0%	0.0%	0.0%	0.0%	0.2%
- Morocco	0.0%	0.0%	0.8%	0.0%	0.3%
- Others	9.0%	13.2%	13.2%	12.9%	16.0%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
None (I was clear about "this Canary Island")	31.0%	31.9%	24.4%	20.6%	21.4%
Canary Islands (other island)	19.8%	25.5%	20.7%	21.5%	27.0%
Other destination	49.2%	42.5%	54.9%	57.9%	51.6%
- Balearic Islands	1.3%	0.8%	1.0%	0.6%	0.9%
- Rest of Spain	10.0%	9.2%	10.8%	12.1%	11.0%
- Italy	7.0%	4.5%	6.4%	6.8%	6.1%
- France	4.0%	2.1%	4.1%	2.8%	2.1%
- Turkey	1.8%	0.7%	3.9%	4.0%	2.7%
- Greece	5.9%	6.7%	9.6%	9.6%	9.3%
- Portugal	5.1%	7.9%	5.6%	10.1%	7.9%
- Croatia	4.7%	2.7%	5.0%	2.6%	3.8%
- Egypt	2.8%	3.0%	2.4%	2.1%	3.5%
- Others	6.7%	5.0%	6.1%	7.2%	4.3%

** Percentage of valid answers*

Importance of each factor in the destination choice

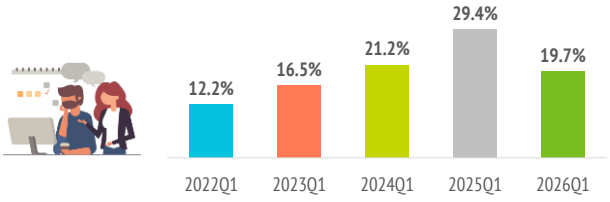
	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Climate	89.9%	85.9%	84.5%	87.8%	79.6%
Sea	61.4%	50.2%	58.9%	54.1%	50.0%
Safety	44.8%	46.5%	41.0%	52.4%	43.8%
Landscapes	36.0%	40.4%	41.5%	43.4%	40.5%
Accommodation supply	33.8%	34.4%	40.0%	37.7%	33.5%
Tranquility	31.1%	28.1%	36.9%	34.1%	31.5%
European belonging	43.2%	33.0%	34.7%	42.0%	31.0%
Environment	30.2%	34.7%	31.7%	36.6%	29.6%
Beaches	38.1%	29.0%	35.4%	33.1%	28.7%
Price	24.0%	21.1%	22.1%	35.1%	24.9%
Hiking trail network	22.0%	24.8%	25.4%	23.1%	16.6%
Gastronomy	18.6%	19.7%	17.8%	24.0%	14.9%
Exoticism	9.6%	5.3%	9.2%	12.6%	9.6%
Effortless trip	12.1%	9.4%	13.3%	19.7%	8.8%
Authenticity	9.0%	7.4%	9.7%	16.6%	7.8%
Fun possibilities	11.5%	12.8%	8.2%	13.6%	6.7%
Shopping	6.3%	10.1%	5.5%	9.2%	5.2%
Historical heritage	6.4%	7.3%	8.5%	11.1%	4.8%
Culture	7.3%	5.8%	5.4%	9.9%	1.9%
Nightlife	5.3%	2.5%	4.4%	5.4%	1.8%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")
% of tourists who indicate that the factor is "very important" in their choice.

How far in advance do they book their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
The same day	0.0%	0.0%	0.8%	0.5%	0.6%
Between 1 and 30 days	33.3%	19.5%	18.6%	23.9%	15.7%
Between 1 and 2 months	28.9%	27.6%	24.7%	19.8%	25.4%
Between 3 and 6 months	25.5%	36.4%	34.7%	26.4%	38.6%
More than 6 months	12.2%	16.5%	21.2%	29.4%	19.7%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



What channels did they use to get information about the trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Previous visits to the Canary Islands	62.5%	63.7%	62.3%	58.9%	65.1%
Friends or relatives	30.0%	22.4%	25.0%	33.3%	27.8%
Internet or social media	62.1%	61.4%	68.6%	61.5%	54.7%
Mass Media	2.0%	1.4%	1.2%	1.6%	2.2%
Travel guides and magazines	4.2%	3.5%	3.0%	4.9%	4.3%
Travel Blogs or Forums	4.0%	9.1%	6.4%	7.7%	6.2%
Travel TV Channels	0.7%	0.0%	1.9%	0.4%	0.2%
Tour Operator or Travel Agency	33.8%	27.1%	21.4%	25.4%	22.1%
Public administrations or similar	0.6%	0.0%	0.5%	0.7%	0.0%
Others	0.5%	1.5%	0.9%	1.3%	0.8%

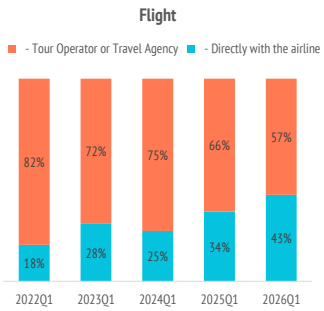
** Multi-choise question*

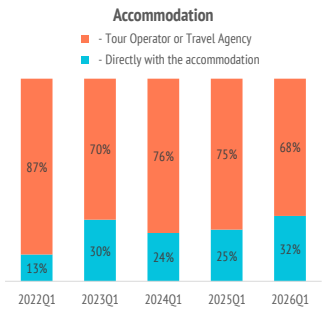
Tourist profile. Historical data (2022 - 2026)

FINLAND: First Quarter

With whom did they book their flight and accommodation?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Flight					
- Directly with the airline	18.0%	28.4%	24.8%	34.4%	42.7%
- Tour Operator or Travel Agency	82.0%	71.6%	75.2%	65.6%	57.3%
Accommodation					
- Directly with the accommodation	13.2%	30.4%	23.8%	25.5%	32.3%
- Tour Operator or Travel Agency	86.8%	69.6%	76.2%	74.5%	67.7%





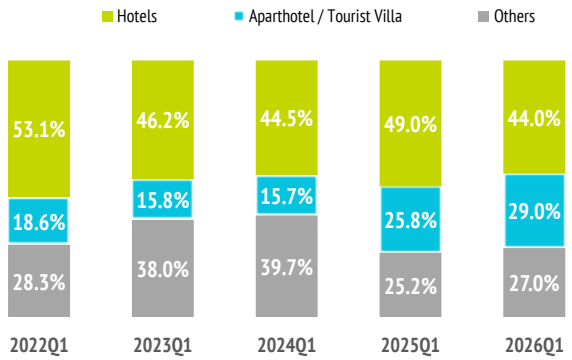
Where does the flight come from?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Finland	99.8%	94.0%	97.0%	95.1%	91.1%
Sweden	0.2%	2.1%	1.8%	1.2%	4.5%
Norway	0.0%	1.3%	0.0%	0.0%	1.6%
United Kingdom	0.0%	1.0%	0.0%	0.0%	1.6%
Denmark	0.0%	0.0%	0.0%	0.0%	0.6%
Italy	0.0%	0.0%	0.8%	0.0%	0.5%
Spanish Mainland	0.0%	0.0%	0.1%	1.2%	0.2%
Germany	0.0%	0.6%	0.0%	0.2%	0.0%
Estonia	0.0%	0.0%	0.0%	0.8%	0.0%
Others	0.0%	1.0%	0.4%	1.4%	0.0%

Where do they stay?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
1-2-3* Hotel	14.4%	10.6%	15.7%	10.0%	13.9%
4* Hotel	32.0%	27.6%	24.6%	32.6%	26.4%
5* Hotel / 5* Luxury Hotel	6.7%	8.0%	4.2%	6.4%	3.7%
Aparthotel / Tourist Villa	18.6%	15.8%	15.7%	25.8%	29.0%
House/room rented in a private dwelling	0.4%	4.1%	14.8%	16.6%	11.9%
Private accommodation (1)	6.6%	4.9%	3.2%	6.1%	7.9%
Others (Cottage, cruise, camping,..)	21.3%	29.0%	21.7%	2.4%	7.2%

(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.

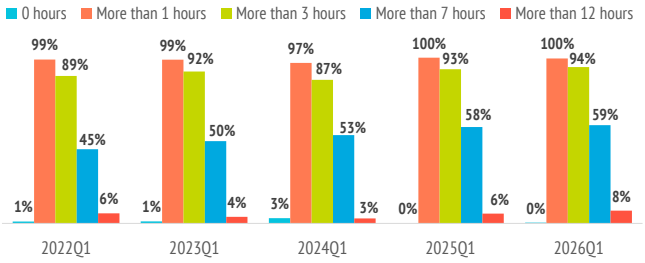


What do they book?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Room only	30.2%	31.7%	38.7%	41.6%	43.1%
Bed and Breakfast	25.8%	26.0%	23.8%	23.3%	26.7%
Half board	12.7%	15.3%	11.2%	12.4%	13.5%
Full board	9.1%	12.8%	7.4%	11.7%	6.0%
All inclusive	22.3%	14.2%	18.8%	11.0%	10.6%

Activities in the Canary Islands

Outdoor time per day	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
0 hours	1.1%	1.2%	3.2%	0.0%	0.5%
1 - 2 hours	9.9%	7.1%	10.2%	7.0%	5.2%
3 - 6 hours	44.2%	42.0%	33.3%	34.8%	35.1%
7 - 12 hours	38.7%	45.7%	50.4%	52.3%	51.6%
More than 12 hours	6.1%	4.0%	3.0%	5.9%	7.7%
Outdoor time per day	6.6	6.9	6.9	7.6	7.5



Activities in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Walk, wander	87.5%	81.7%	86.9%	88.7%	91.2%
Swimming pool, hotel facilities	79.0%	71.4%	66.3%	65.6%	69.4%
Beach	70.7%	62.3%	64.5%	71.2%	67.7%
Explore the island on their own	53.7%	56.4%	52.3%	60.2%	61.1%
Astronomical observation	22.2%	22.8%	23.2%	20.0%	23.7%
Hiking	15.2%	15.3%	17.5%	19.8%	20.7%
Taste Canarian gastronomy	20.2%	18.7%	25.0%	31.0%	20.5%
Theme parks	13.4%	19.8%	16.2%	18.4%	20.5%
Swim	35.4%	15.8%	16.8%	19.3%	19.3%
Organized excursions	14.8%	15.0%	13.7%	14.8%	18.9%
Nightlife / concerts / shows	16.0%	16.7%	13.0%	20.6%	18.1%
Wineries / markets / popular festivals	5.9%	9.3%	11.8%	20.1%	16.7%
Museums / exhibitions	10.0%	11.0%	14.0%	14.2%	14.7%
Other Nature Activities	5.7%	11.4%	10.5%	13.2%	10.9%
Running	10.0%	10.8%	8.6%	11.9%	10.4%
Sea excursions / whale watching	10.4%	10.8%	6.5%	7.7%	9.5%
Beauty and health treatments	6.9%	10.6%	9.1%	10.1%	9.2%
Practice other sports	8.4%	5.0%	6.8%	6.7%	6.2%
Golf	4.5%	5.0%	3.1%	0.6%	4.4%
Cycling / Mountain bike	4.4%	3.6%	5.6%	0.9%	4.1%
Scuba Diving	2.9%	0.9%	0.7%	1.8%	2.0%
Surf	1.5%	1.1%	1.0%	0.9%	1.5%
Windsurf / Kitesurf	--	0.9%	0.6%	0.8%	--

** Multi-choise question*

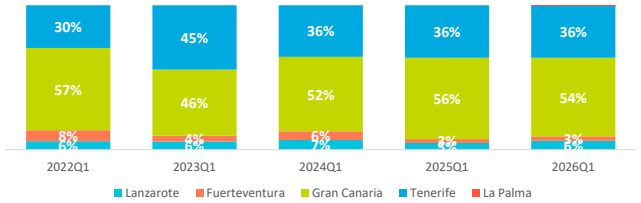
Tourist profile. Historical data (2022 - 2026)

FINLAND: First Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Lanzarote	3,132	4,739	5,198	3,743	4,889
Fuerteventura	4,121	3,334	4,615	2,103	2,383
Gran Canaria	30,499	38,315	39,726	44,989	43,140
Tenerife	15,808	37,219	27,540	28,994	28,516
La Palma	0	0	0	0	286

Share by islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Lanzarote	5.8%	5.7%	6.7%	4.7%	6.2%
Fuerteventura	7.7%	4.0%	6.0%	2.6%	3.0%
Gran Canaria	56.9%	45.8%	51.5%	56.4%	54.5%
Tenerife	29.5%	44.5%	35.7%	36.3%	36.0%
La Palma	0.0%	0.0%	0.0%	0.0%	0.4%



How many islands do they visit during their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
One island	0.0%	0.0%	0.0%	2.4%	0.0%
Two islands	95.1%	96.7%	95.4%	95.6%	98.0%
Three or more islands	4.9%	3.3%	4.6%	3.6%	2.0%

How many are loyal to the Canary Islands?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Repeat tourists	79.9%	81.7%	86.0%	81.2%	82.5%
At least 10 previous visits	16.7%	22.3%	24.3%	19.8%	24.4%
Repeat tourists (last 5 years)	77.3%	78.9%	82.2%	78.9%	78.0%
Repeat tourists (last 5 years)(5 or more visits)	11.5%	11.6%	12.0%	18.3%	14.5%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Average rating	8.76	8.60	8.58	8.58	8.58

Experience in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Worse or much worse than expected	1.1%	2.3%	3.1%	3.5%	2.4%
Lived up to expectations	56.3%	64.4%	67.9%	62.2%	66.6%
Better or much better than expected	42.6%	33.3%	29.0%	34.3%	31.0%

Future intentions (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Return to the Canary Islands	8.57	8.45	8.48	8.50	8.45
Recommend visiting the Canary Islands	8.81	8.73	8.69	8.69	8.76

Who are they?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Gender					
Men	40.9%	45.1%	45.7%	46.0%	51.8%
Women	59.1%	54.9%	54.3%	54.0%	48.2%
Age					
Average age	49.3	48.6	51.9	47.5	48.7
Standard deviation	15.7	15.7	15.5	16.2	15.4
Age range					
16 - 24 years old	9.3%	9.2%	6.1%	9.2%	7.1%
25 - 30 years old	6.7%	6.2%	3.7%	9.4%	5.2%
31 - 45 years old	23.0%	27.8%	26.3%	30.2%	37.5%
46 - 60 years old	34.2%	31.1%	28.0%	22.7%	23.7%
Over 60 years old	26.8%	25.7%	35.9%	28.5%	26.5%
Occupation					
Salaried worker	54.2%	56.0%	50.8%	61.8%	60.4%
Self-employed	8.2%	5.3%	9.1%	5.3%	8.5%
Unemployed	1.9%	0.2%	0.8%	2.1%	0.0%
Business owner	10.1%	8.1%	7.6%	5.8%	6.8%
Student	6.3%	8.4%	4.1%	5.2%	4.4%
Retired	18.9%	21.3%	27.4%	19.9%	20.0%
Unpaid domestic work	0.4%	0.3%	0.0%	0.0%	0.0%
Others	0.0%	0.4%	0.2%	0.0%	0.0%
Annual household income level					
Less than €25,000	9.7%	7.2%	8.7%	6.7%	5.0%
€25,000 - €49,999	28.1%	26.4%	26.8%	28.2%	30.9%
€50,000 - €74,999	24.5%	22.2%	29.3%	31.7%	26.3%
More than €74,999	37.7%	44.2%	35.1%	33.4%	37.8%
Education level					
No studies	0.0%	0.2%	0.0%	1.1%	0.0%
Primary education	6.9%	6.7%	11.2%	3.2%	6.5%
Secondary education	30.7%	22.9%	38.4%	32.9%	33.2%
Higher education	62.4%	70.2%	50.4%	62.8%	60.3%

Who do they come with?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Unaccompanied	8.2%	5.1%	6.0%	6.2%	6.4%
Only with partner	40.4%	40.7%	57.0%	52.2%	42.2%
Only with children (< 13 years old)	8.1%	12.0%	8.0%	9.4%	9.6%
Partner + children (< 13 years old)	6.4%	6.6%	4.6%	5.3%	5.7%
Other relatives	8.6%	7.5%	5.9%	6.5%	6.7%
Friends	8.1%	4.8%	5.6%	5.7%	6.3%
Work colleagues	0.0%	0.0%	0.4%	0.0%	1.6%
Organized trip	0.0%	0.3%	0.0%	0.0%	0.0%
Other combinations (2)	20.2%	23.0%	12.5%	14.6%	21.5%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**20.5%**	**25.7%**	**16.0%**	**23.6%**	**22.5%**
- Between 0 and 2 years old	0.7%	2.1%	0.7%	1.9%	0.2%
- Between 3 and 12 years old	19.0%	22.5%	14.3%	20.2%	20.6%
- Between 0 -2 and 3-12 years old	0.9%	1.0%	1.0%	1.4%	1.7%
Tourists without children	**79.5%**	**74.3%**	**84.0%**	**76.4%**	**77.5%**
Group composition:					
- 1 person	9.8%	7.0%	9.9%	7.5%	13.1%
- 2 people	50.9%	47.5%	61.6%	60.4%	49.7%
- 3 people	13.4%	14.7%	8.8%	8.4%	11.9%
- 4 or 5 people	22.4%	27.6%	14.6%	18.4%	22.5%
- 6 or more people	3.5%	3.1%	5.1%	5.3%	2.8%
Average group size:	**2.67**	**2.84**	**2.65**	**2.70**	**2.64**

**People who share the main expenses of the trip*

Source: Tourist Expenditure Survey (EGT, ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.