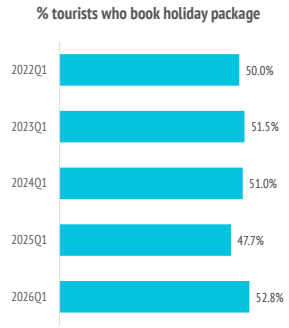
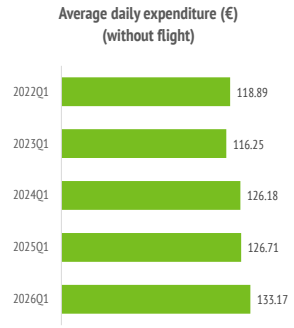
Tourist profile. Historical data (2022 - 2026)
GRAN CANARIA: First Quarter

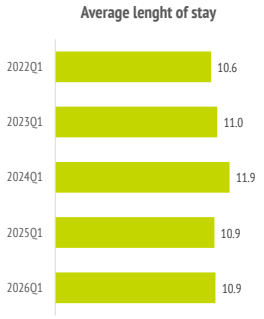
How many are they and how much do they spend?

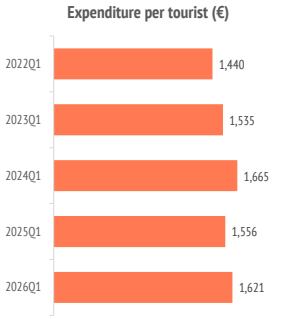
	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**850**	**1,179**	**1,359**	**1,369**	**1,374**
Tourist arrivals ≥ 16 years old (EGT) (*)	**767**	**1,063**	**1,211**	**1,213**	**1,236**
- % tourists who book holiday package	50.0%	51.5%	51.0%	47.7%	52.8%
Children < 16 years old (FRONTUR - EGT) (*)	83	116	149	156	138
Expenditure per tourist (€) (group spend / group size)	**1,300**	**1,397**	**1,518**	**1,403**	**1,501**
Expenditure per tourist (€) (group spend / +16)	**1,440**	**1,535**	**1,665**	**1,556**	**1,621**
- book holiday package	1,696	1,740	1,936	1,816	1,923
- holiday package	1,394	1,421	1,589	1,526	1,601
- others	302	318	347	290	322
- do not book holiday package	1,184	1,317	1,383	1,318	1,282
- flight	289	404	372	357	369
- accommodation	393	432	515	475	432
- others	502	482	496	486	481
Average lenght of stay	**10.6**	**11.0**	**11.9**	**10.9**	**10.9**
- Median	8.0	8.0	8.0	7.9	7.3
Average daily expenditure (€)	**161.77**	**172.83**	**173.67**	**174.69**	**183.93**
- Median	143.23	160.98	166.37	174.07	182.96
Average daily expenditure (without flight)	**118.89**	**116.25**	**126.18**	**126.71**	**133.17**
- Median	107.90	115.52	121.29	126.12	132.92
Average cost of the flight (€)	**370**	**481**	**433**	**420**	**456**
Total turnover (€m)	**1,105**	**1,632**	**2,016**	**1,887**	**2,004**
Turnover without flight (€m)	**821**	**1,121**	**1,491**	**1,378**	**1,439**

(*) Thousands of tourists









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

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Accommodation:					
- Accommodation	81.9%	81.6%	83.2%	83.3%	82.5%
- Additional accommodation expenses	7.6%	5.5%	5.7%	5.6%	5.7%
Transport:					
- National/International Transport	95.1%	95.7%	96.1%	96.3%	96.3%
- Flights between islands	3.7%	3.6%	3.6%	3.6%	2.2%
- Taxi	53.6%	53.9%	54.4%	50.2%	54.5%
- Car rental	21.3%	22.0%	23.5%	25.2%	28.1%
- Public transport	16.3%	17.6%	18.0%	20.8%	24.6%
Food and drink:					
- Food purchases at supermarkets	56.1%	58.0%	58.8%	59.6%	57.0%
- Restaurants	68.3%	68.3%	67.9%	68.9%	70.2%
Leisure:					
- Organized excursions	12.4%	14.6%	14.9%	15.5%	14.6%
- Sport activities	5.7%	7.0%	5.3%	5.3%	4.5%
- Cultural activities	1.7%	2.8%	3.0%	3.0%	2.6%
- Museums	2.3%	4.7%	4.9%	5.3%	4.4%
- Theme Parks	4.0%	4.0%	4.3%	4.6%	3.8%
- Discos and pubs	8.4%	9.1%	8.1%	9.4%	9.2%
- Wellness	4.3%	4.2%	3.9%	3.2%	3.3%
Purchases of goods:					
- Souvenirs	34.0%	34.2%	37.7%	39.5%	36.9%
- Other expenses	0.4%	0.7%	0.6%	0.6%	0.5%
Other:					
- Medical or pharmaceutical expenses	6.8%	7.7%	6.5%	6.8%	6.0%
- Other expenses	4.6%	4.9%	4.8%	4.1%	3.5%

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:	**980**	**963**	**1,187**	**1,125**	**1,144**
- Accommodation	769	753	928	845	889
- Additional accommodation expenses	211	210	260	280	255
Transport:	**759**	**883**	**858**	**809**	**804**
- National/International Transport	389	502	451	436	474
- Flights between islands	74	116	116	98	83
- Taxi	95	92	92	99	84
- Car rental	151	141	156	148	129
- Public transport	49	33	43	28	34
Food and drink:	**387**	**377**	**396**	**358**	**366**
- Food purchases at supermarkets	165	141	169	138	138
- Restaurants	222	236	226	220	228
Leisure:	**573**	**539**	**522**	**498**	**560**
- Organized excursions	92	89	98	89	86
- Sport activities	145	92	107	99	125
- Cultural activities	48	52	64	49	47
- Museums	22	42	26	32	35
- Theme Parks	55	87	68	63	81
- Discos and pubs	117	109	104	93	113
- Wellness	94	67	55	73	74
Purchases of goods:	**559**	**846**	**204**	**325**	**241**
- Souvenirs	120	118	120	106	114
- Other expenses	439	729	83	219	128
Other:	**107**	**160**	**121**	**133**	**135**
- Medical or pharmaceutical expenses	52	67	37	38	47
- Other expenses	55	93	84	96	88

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)
GRAN CANARIA: First Quarter

What is the main purpose of their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Holiday, leisure	9.4%	9.8%	9.1%	9.2%	7.5%
Visiting family or friends	0.1%	0.1%	0.1%	0.2%	0.2%
Business and work	0.5%	0.5%	0.6%	0.6%	0.3%
Education and training	0.9%	0.7%	0.6%	0.6%	0.7%
Sports training	0.0%	0.1%	0.1%	0.1%	0.1%
Health or medical care	86.9%	86.2%	87.3%	86.9%	88.4%
Fairs and congresses	2.1%	2.3%	1.9%	2.1%	2.5%
Others	0.0%	0.1%	0.3%	0.2%	0.2%

What is the main motivation for their holidays?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Rest	54.7%	51.6%	56.1%	52.7%	54.6%
Enjoy family time	17.5%	18.4%	17.5%	17.7%	16.7%
Have fun	8.6%	8.7%	7.4%	7.0%	8.0%
Explore the destination	15.0%	16.9%	15.2%	17.8%	16.6%
Practice their hobbies	2.3%	2.3%	1.7%	2.6%	1.8%
Other reasons	1.8%	2.1%	2.1%	2.3%	2.4%

Where did they spend their main holiday last year? *

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Didn't have holidays	34.2%	15.8%	11.2%	10.8%	10.1%
Canary Islands	19.7%	26.6%	29.2%	29.7%	31.8%
Other destination	46.1%	57.6%	59.6%	59.5%	58.1%
- Balearic Islands	4.3%	4.1%	3.7%	2.8%	3.3%
- Rest of Spain	9.4%	10.6%	10.8%	11.7%	9.8%
- Italy	6.5%	8.7%	7.6%	8.6%	8.2%
- France	4.1%	4.3%	5.2%	4.8%	4.4%
- Turkey	1.0%	2.5%	3.2%	2.7%	2.1%
- Greece	6.1%	6.5%	6.0%	7.6%	7.0%
- Portugal	2.1%	3.7%	3.4%	3.7%	3.5%
- Croatia	2.4%	3.2%	2.4%	2.0%	2.8%
- Egypt	0.5%	1.1%	1.2%	1.2%	1.6%
- Tunisia	0.1%	0.2%	0.3%	0.3%	0.2%
- Morocco	0.1%	0.8%	0.8%	1.3%	0.9%
- Others	9.4%	12.0%	14.9%	12.8%	14.3%

** 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")	40.0%	37.7%	37.3%	36.1%	38.4%
Canary Islands (other island)	28.6%	29.9%	29.3%	32.1%	30.1%
Other destination	31.4%	32.4%	33.4%	31.8%	31.4%
- Balearic Islands	3.1%	3.4%	3.0%	3.0%	2.3%
- Rest of Spain	6.3%	6.6%	7.1%	7.3%	6.7%
- Italy	3.0%	3.2%	3.1%	3.0%	3.3%
- France	1.4%	1.5%	1.6%	1.3%	1.4%
- Turkey	2.1%	1.5%	2.3%	1.9%	1.9%
- Greece	3.9%	3.6%	4.6%	4.3%	4.3%
- Portugal	3.8%	5.0%	4.0%	4.0%	4.1%
- Croatia	1.1%	1.3%	1.4%	1.5%	1.3%
- Egypt	2.7%	2.9%	3.3%	2.7%	2.8%
- Others	4.1%	3.5%	3.0%	2.7%	3.4%

** Percentage of valid answers*

Importance of each factor in the destination choice

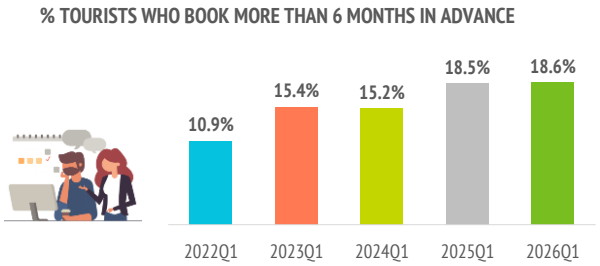
	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Climate	83.7%	80.0%	81.2%	83.5%	80.1%
Safety	47.6%	48.8%	51.6%	52.1%	51.5%
Tranquility	42.1%	45.3%	44.7%	46.6%	45.4%
Sea	49.4%	46.2%	46.4%	48.4%	43.9%
European belonging	41.5%	37.0%	36.4%	39.7%	40.5%
Beaches	45.2%	39.5%	41.4%	41.5%	37.5%
Accommodation supply	37.3%	36.2%	38.9%	38.3%	36.7%
Effortless trip	35.9%	36.3%	36.2%	35.7%	36.1%
Landscapes	32.5%	33.3%	30.9%	35.5%	33.7%
Price	29.9%	28.8%	30.9%	31.2%	32.4%
Environment	30.5%	30.4%	30.5%	32.7%	29.8%
Gastronomy	26.5%	26.9%	27.3%	25.1%	26.7%
Authenticity	19.6%	18.0%	19.2%	22.2%	20.4%
Fun possibilities	24.2%	22.2%	21.8%	20.7%	19.2%
Hiking trail network	12.4%	13.2%	11.9%	13.3%	12.2%
Exoticism	11.1%	9.1%	10.4%	12.4%	10.4%
Shopping	9.5%	9.1%	10.1%	9.5%	10.3%
Nightlife	12.3%	10.3%	10.9%	9.5%	8.9%
Culture	8.7%	8.9%	9.4%	9.3%	8.9%
Historical heritage	8.0%	8.5%	8.3%	8.6%	8.2%

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	0.8%	0.9%	1.2%	0.9%	1.7%
Between 1 and 30 days	41.2%	29.7%	26.5%	25.9%	24.6%
Between 1 and 2 months	26.0%	27.5%	24.9%	25.1%	23.9%
Between 3 and 6 months	21.1%	26.6%	32.2%	29.7%	31.3%
More than 6 months	10.9%	15.4%	15.2%	18.5%	18.6%



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

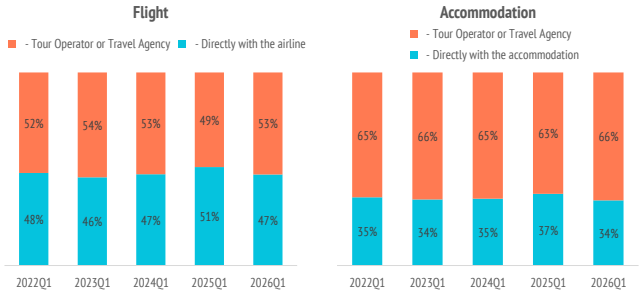
	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Previous visits to the Canary Islands	52.3%	52.2%	52.4%	53.2%	53.3%
Friends or relatives	31.4%	28.9%	27.4%	29.9%	25.8%
Internet or social media	49.7%	45.5%	48.3%	45.8%	42.3%
Mass Media	1.6%	1.6%	1.4%	1.5%	1.6%
Travel guides and magazines	5.7%	6.3%	5.9%	5.9%	4.3%
Travel Blogs or Forums	4.4%	4.2%	4.5%	4.5%	3.2%
Travel TV Channels	0.7%	0.7%	0.7%	0.9%	0.6%
Tour Operator or Travel Agency	18.3%	20.3%	19.2%	17.8%	19.3%
Public administrations or similar	1.1%	0.5%	0.7%	0.5%	0.4%
Others	2.9%	3.2%	3.0%	3.0%	2.6%

** Multi-choise question*

Tourist profile. Historical data (2022 - 2026)
GRAN CANARIA: First Quarter

With whom did they book their flight and accommodation?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Flight					
- Directly with the airline	47.9%	45.7%	47.3%	51.0%	47.1%
- Tour Operator or Travel Agency	52.1%	54.3%	52.7%	49.0%	52.9%
Accommodation					
- Directly with the accommodation	35.3%	34.2%	34.6%	37.1%	33.8%
- Tour Operator or Travel Agency	64.7%	65.8%	65.4%	62.9%	66.2%



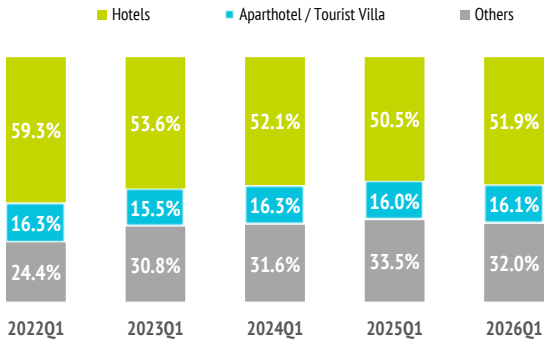
Where are they from?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Germany	19.6%	20.4%	20.4%	21.5%	22.2%
United Kingdom	16.1%	16.5%	17.2%	16.3%	18.0%
Norway	8.5%	10.6%	10.5%	10.1%	9.9%
Spanish Mainland	11.3%	10.1%	9.9%	9.2%	7.3%
Sweden	8.3%	8.8%	8.4%	7.3%	6.7%
Netherlands	6.7%	5.5%	5.6%	5.8%	5.9%
Denmark	6.2%	4.8%	4.5%	4.5%	4.7%
Finland	4.0%	3.6%	3.3%	3.7%	3.5%
France	2.7%	3.4%	3.1%	3.0%	3.3%
Ireland	2.0%	2.3%	2.3%	2.3%	2.5%
Others	14.6%	14.1%	14.8%	16.2%	16.2%

Where do they stay?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
1-2-3* Hotel	17.2%	13.6%	13.9%	12.3%	13.0%
4* Hotel	33.7%	30.0%	30.7%	30.1%	31.8%
5* Hotel / 5* Luxury Hotel	8.4%	10.0%	7.5%	8.0%	7.1%
Aparthotel / Tourist Villa	16.3%	15.5%	16.3%	16.0%	16.1%
House/room rented in a private dwelling	6.1%	8.8%	16.3%	18.4%	15.6%
Private accommodation (1)	10.8%	12.6%	10.3%	11.1%	12.1%
Others (Cottage, cruise, camping,..)	7.5%	9.4%	5.0%	3.9%	4.3%

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

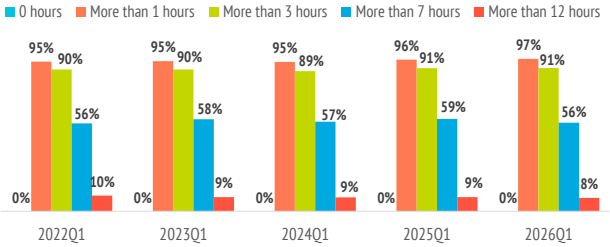


What do they book?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Room only	33.9%	35.6%	38.3%	39.9%	39.7%
Bed and Breakfast	18.1%	17.5%	14.9%	16.1%	16.4%
Half board	15.8%	18.2%	15.5%	18.1%	14.4%
Full board	2.5%	2.2%	2.3%	2.6%	2.1%
All inclusive	29.7%	26.6%	29.0%	23.3%	27.4%

Activities in the Canary Islands

Outdoor time per day	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
0 hours	1.9%	2.4%	2.3%	1.3%	1.6%
1 - 2 hours	8.3%	7.7%	8.9%	8.1%	7.6%
3 - 6 hours	34.1%	31.6%	32.1%	32.1%	34.7%
7 - 12 hours	45.7%	49.3%	47.9%	49.6%	47.6%
More than 12 hours	10.0%	9.0%	8.8%	8.9%	8.4%
Outdoor time per day	8.0	8.0	7.9	8.0	7.8



Activities in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Walk, wander	70.3%	69.5%	70.5%	71.1%	70.1%
Beach	72.0%	65.4%	69.9%	68.4%	63.5%
Explore the island on their own	46.9%	44.8%	46.1%	48.4%	45.0%
Swimming pool, hotel facilities	51.8%	48.6%	51.4%	44.8%	44.4%
Taste Canarian gastronomy	24.8%	23.2%	23.0%	26.1%	25.0%
Hiking	20.4%	21.1%	21.2%	24.7%	22.1%
Nightlife / concerts / shows	17.6%	16.8%	16.2%	17.4%	17.9%
Museums / exhibitions	7.9%	10.8%	11.5%	12.3%	10.4%
Organized excursions	8.6%	9.7%	9.6%	9.9%	10.2%
Wineries / markets / popular festivals	7.6%	11.0%	12.2%	12.0%	10.0%
Other Nature Activities	7.2%	7.1%	6.8%	8.2%	7.7%
Running	8.2%	6.0%	7.0%	6.7%	7.6%
Theme parks	7.7%	7.2%	8.1%	8.3%	6.3%
Swim	20.8%	5.4%	5.8%	5.4%	5.3%
Sea excursions / whale watching	7.6%	6.7%	7.1%	6.1%	4.8%
Beauty and health treatments	6.1%	5.9%	6.0%	5.6%	4.5%
Practice other sports	4.0%	4.0%	4.2%	4.5%	4.0%
Astronomical observation	3.7%	3.5%	3.4%	3.4%	3.7%
Cycling / Mountain bike	4.5%	3.3%	2.6%	2.6%	2.9%
Golf	2.5%	3.0%	2.6%	2.2%	2.4%
Surf	2.9%	2.1%	2.3%	2.1%	2.1%
Scuba Diving	1.9%	0.9%	1.4%	1.4%	1.3%
Windsurf / Kitesurf	0.5%	0.2%	0.4%	0.2%	0.3%

** Multi-choise question*

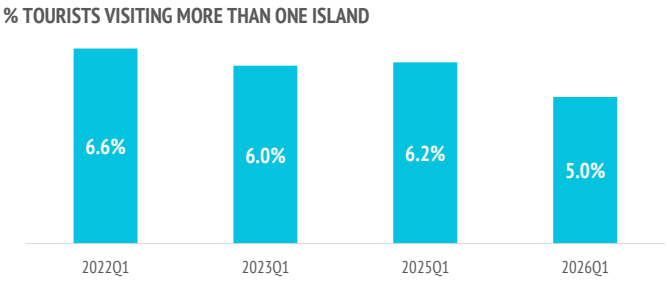
Tourist profile. Historical data (2022 - 2026)
GRAN CANARIA: First Quarter

What places do they visit?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
The north	46.9%	46.4%	45.7%	49.5%	47.8%
Maspalomas dunes	47.9%	47.8%	48.6%	49.9%	47.7%
Agaete	37.7%	37.6%	39.7%	40.1%	40.7%
Las Palmas de Gran Canaria	22.7%	20.1%	21.3%	23.6%	21.3%
Puerto de Mogán	19.2%	18.3%	20.4%	22.7%	19.4%
Roque Nublo	13.7%	14.0%	14.8%	15.4%	15.5%
Guayadeque ravine	12.6%	12.9%	14.1%	14.9%	13.4%
The interior (mountains)	15.1%	13.4%	14.0%	14.9%	11.9%
Teror	6.8%	6.6%	7.4%	7.0%	7.4%

How many islands do they visit during their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
One island	93.4%	94.0%	92.8%	93.8%	95.0%
Two islands	5.6%	5.0%	5.7%	5.0%	3.7%
Three or more islands	1.0%	1.0%	1.6%	1.1%	1.3%



¿Cuántos son fieles al destino?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Gran Canaria: Repeat tourists	68.9%	72.2%	70.8%	70.5%	69.7%
Gran Canaria: At least 10 previous visits	15.3%	16.5%	15.1%	14.7%	16.0%
Canary Islands: Repeat tourists	75.9%	78.2%	77.6%	77.8%	77.5%
Canary Islands: At least 10 previous visits	24.2%	24.9%	24.2%	23.2%	25.7%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Average rating	8.84	8.75	8.72	8.68	8.66

Experience in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Worse or much worse than expected	2.4%	2.0%	2.8%	2.6%	3.0%
Lived up to expectations	53.0%	57.1%	57.9%	58.2%	61.8%
Better or much better than expected	44.6%	41.0%	39.3%	39.2%	35.2%

Future intentions (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Return to the Canary Islands	8.87	8.85	8.85	8.85	8.77
Recommend visiting the Canary Islands	9.05	9.00	8.96	8.96	8.92

Who are they?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Gender					
Men	52.2%	51.2%	49.0%	49.8%	50.8%
Women	47.8%	48.8%	51.0%	50.2%	49.2%
Age					
Average age	46.35	49.78	49.31	49.92	52.30
Standard deviation	16.7	17.3	17.3	17.8	17.4
Age range					
16 - 24 years old	12.4%	9.2%	9.1%	8.8%	6.8%
25 - 30 years old	9.7%	8.4%	9.4%	9.0%	7.4%
31 - 45 years old	26.8%	24.0%	25.1%	26.5%	23.7%
46 - 60 years old	27.7%	26.5%	24.9%	20.5%	22.5%
Over 60 years old	23.5%	31.9%	31.6%	35.2%	39.5%
Occupation					
Salaried worker	52.4%	47.2%	51.5%	47.0%	46.1%
Self-employed	12.6%	10.1%	10.3%	10.6%	11.5%
Unemployed	0.9%	0.8%	0.8%	1.8%	1.1%
Business owner	11.2%	9.9%	8.6%	8.2%	7.8%
Student	4.7%	5.7%	3.9%	4.5%	3.1%
Retired	16.6%	25.3%	23.7%	26.4%	28.9%
Unpaid domestic work	0.3%	0.3%	0.4%	0.5%	0.3%
Others	1.5%	0.8%	1.0%	1.2%	1.0%
Annual household income level					
Less than €25,000	11.3%	11.6%	10.4%	11.3%	10.6%
€25,000 - €49,999	32.0%	31.4%	31.7%	30.6%	29.5%
€50,000 - €74,999	27.1%	25.6%	27.1%	25.4%	26.5%
More than €74,999	29.6%	31.3%	30.7%	32.7%	33.3%
Education level					
No studies	1.7%	2.3%	2.3%	1.7%	3.1%
Primary education	2.7%	2.3%	3.3%	3.2%	4.0%
Secondary education	20.9%	22.0%	23.7%	22.9%	22.8%
Higher education	74.7%	73.4%	70.8%	72.2%	70.1%

Who do they come with?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Unaccompanied	17.3%	15.3%	14.5%	15.2%	12.4%
Only with partner	45.4%	47.2%	48.7%	46.8%	51.6%
Only with children (< 13 years old)	4.0%	4.4%	4.5%	3.8%	3.1%
Partner + children (< 13 years old)	4.2%	4.4%	4.3%	4.5%	3.9%
Other relatives	8.8%	8.3%	7.5%	8.0%	8.3%
Friends	8.6%	7.4%	7.8%	8.7%	8.2%
Work colleagues	0.5%	0.5%	0.5%	0.5%	1.0%
Organized trip	0.1%	0.2%	0.1%	0.1%	0.2%
Other combinations (2)	11.0%	12.5%	12.2%	12.4%	11.1%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**12.4%**	**13.1%**	**13.2%**	**13.6%**	**10.9%**
- Between 0 and 2 years old	0.8%	1.2%	1.5%	1.6%	0.8%
- Between 3 and 12 years old	10.7%	11.0%	10.5%	10.7%	9.2%
- Between 0 -2 and 3-12 years old	0.9%	0.9%	1.1%	1.3%	0.9%
Tourists without children	**87.6%**	**86.9%**	**86.8%**	**86.4%**	**89.1%**
Group composition:					
- 1 person	20.6%	18.0%	17.1%	18.0%	15.5%
- 2 people	54.2%	55.2%	56.1%	55.1%	60.8%
- 3 people	8.7%	10.7%	10.4%	9.0%	8.3%
- 4 or 5 people	12.6%	12.9%	13.2%	13.5%	11.4%
- 6 or more people	3.9%	3.3%	3.2%	4.4%	4.0%
Average group size:	**2.36**	**2.42**	**2.42**	**2.43**	**2.40**

**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.