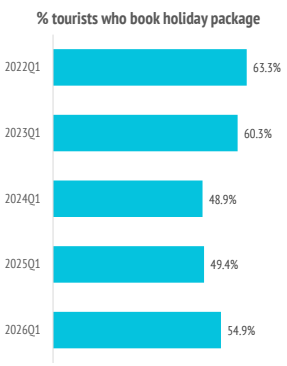
Tourist profile. Historical data (2022 - 2026)

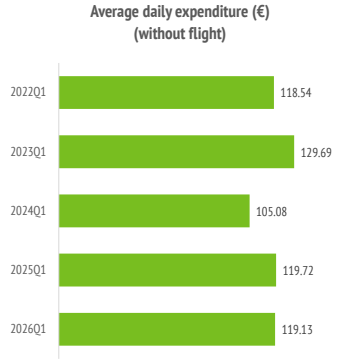
NORWAY: First Quarter

How many are they and how much do they spend?

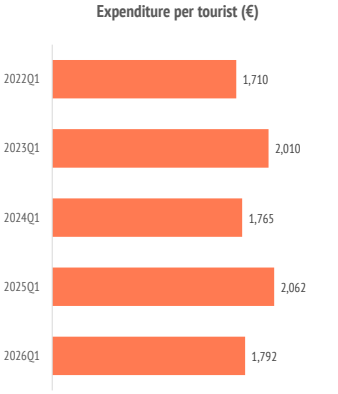
	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**99**	**152**	**197**	**187**	**178**
Tourist arrivals ≥ 16 years old (EGT) (*)	**91**	**140**	**174**	**161**	**155**
- book holiday package (*)	58	85	85	79	85
- do not book holiday package (*)	33	56	89	82	70
- % tourists who book holiday package	63.3%	60.3%	48.9%	49.4%	54.9%
Children < 16 years old (FRONTUR - EGT) (*)	8	12	23	26	23
Expenditure per tourist (€) (group spend / group size)	**1,555**	**1,775**	**1,642**	**1,869**	**1,636**
Expenditure per tourist (€) (group spend / +16)	**1,710**	**2,010**	**1,765**	**2,062**	**1,792**
- book holiday package	1,736	1,881	1,936	2,136	2,041
- holiday package	1,358	1,488	1,460	1,635	1,574
- others	379	394	476	501	466
- do not book holiday package	1,665	2,205	1,602	1,990	1,489
- flight	470	743	458	505	471
- accommodation	528	701	513	706	390
- others	667	761	631	778	628
Average lenght of stay	**12.3**	**14.3**	**16.4**	**16.3**	**13.9**
- Median	9.0	8.6	9.3	9.5	8.5
Average daily expenditure (€)	**166.96**	**187.69**	**150.97**	**166.16**	**174.86**
- Median	154.18	185.62	155.62	175.75	166.79
Average daily expenditure (without flight)	**118.54**	**129.69**	**105.08**	**119.72**	**119.13**
- Median	114.97	134.01	108.90	124.58	118.63
Average cost of the flight (€)	**476**	**617**	**493**	**534**	**545**
Total turnover (€m)	**156**	**282**	**308**	**332**	**278**
Turnover without flight (€m)	**113**	**195**	**222**	**246**	**193**

(*) Thousands of tourists









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

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Accommodation:					
- Accommodation	86.4%	79.4%	77.3%	83.2%	77.5%
- Additional accommodation expenses	3.6%	3.8%	2.6%	3.7%	3.1%
Transport:					
- National/International Transport	97.3%	95.2%	93.9%	97.0%	96.6%
- Flights between islands	2.9%	3.1%	1.5%	2.5%	2.6%
- Taxi	65.8%	61.0%	55.1%	63.1%	61.4%
- Car rental	11.7%	16.7%	18.3%	16.9%	16.2%
- Public transport	15.0%	12.5%	14.0%	19.0%	25.6%
Food and drink:					
- Food purchases at supermarkets	61.6%	66.3%	71.5%	64.5%	64.3%
- Restaurants	71.6%	77.2%	71.2%	76.5%	81.4%
Leisure:					
- Organized excursions	8.7%	14.3%	14.6%	11.8%	14.4%
- Sport activities	4.8%	8.9%	4.1%	3.8%	4.6%
- Cultural activities	2.0%	1.9%	1.6%	2.5%	1.8%
- Museums	2.9%	1.4%	1.3%	2.1%	1.5%
- Theme Parks	5.6%	6.6%	4.1%	4.2%	6.0%
- Discos and pubs	8.0%	8.4%	6.6%	7.8%	8.3%
- Wellness	8.3%	8.1%	5.0%	10.5%	4.1%
Purchases of goods:					
- Souvenirs	28.0%	26.3%	26.3%	31.9%	27.4%
- Other expenses	0.6%	0.9%	1.0%	0.0%	0.0%
Other:					
- Medical or pharmaceutical expenses	7.2%	8.3%	2.2%	7.0%	6.1%
- Other expenses	3.9%	7.7%	5.0%	3.4%	3.1%

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:	**1,128**	**1,128**	**1,013**	**1,663**	**972**
- Accommodation	814	1,009	880	1,013	871
- Additional accommodation expenses	313	120	133	650	101
Transport:	**967**	**1,089**	**1,030**	**955**	**917**
- National/International Transport	490	648	525	551	564
- Flights between islands	138	105	59	56	57
- Taxi	104	112	101	127	94
- Car rental	213	174	277	188	168
- Public transport	22	51	68	33	35
Food and drink:	**487**	**493**	**539**	**624**	**533**
- Food purchases at supermarkets	183	187	257	233	209
- Restaurants	304	306	282	391	325
Leisure:	**538**	**609**	**566**	**643**	**671**
- Organized excursions	87	106	136	98	80
- Sport activities	109	97	36	164	96
- Cultural activities	42	130	210	51	59
- Museums	17	60	20	48	27
- Theme Parks	54	73	50	74	182
- Discos and pubs	166	90	66	91	173
- Wellness	63	52	50	117	55
Purchases of goods:	**187**	**3,547**	**474**	**116**	**86**
- Souvenirs	147	124	167	116	**86**
- Other expenses	40	3,423	307	0	**0**
Other:	**164**	**109**	**159**	**299**	**158**
- Medical or pharmaceutical expenses	93	47	55	51	**64**
- Other expenses	71	62	104	248	**94**

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)

NORWAY: First Quarter

What is the main purpose of their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Holiday, leisure	94.7%	92.8%	93.6%	93.8%	93.6%
Visiting family or friends	3.1%	5.0%	4.9%	5.0%	5.4%
Business and work	0.6%	0.8%	0.0%	0.0%	0.1%
Education and training	0.4%	0.0%	0.0%	0.0%	0.1%
Sports training	0.5%	0.3%	0.5%	0.5%	0.4%
Health or medical care	0.3%	0.2%	0.6%	0.2%	0.3%
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.4%	0.9%	0.5%	0.5%	0.0%

What is the main motivation for their holidays?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Rest	69.1%	62.5%	71.3%	67.1%	60.6%
Enjoy family time	15.4%	20.7%	15.7%	19.1%	25.1%
Have fun	7.6%	6.3%	2.6%	3.8%	3.4%
Explore the destination	5.1%	6.1%	6.4%	4.9%	5.1%
Practice their hobbies	1.8%	2.3%	2.6%	3.9%	3.8%
Other reasons	1.0%	2.1%	1.4%	1.2%	2.1%

Where did they spend their main holiday last year? *

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Didn't have holidays	68.1%	26.5%	20.1%	19.5%	17.7%
Canary Islands	12.6%	29.3%	37.0%	45.5%	35.7%
Other destination	19.3%	44.3%	42.9%	35.0%	46.6%
- Balearic Islands	0.3%	1.9%	1.8%	1.9%	1.0%
- Rest of Spain	2.2%	7.6%	7.2%	8.3%	13.0%
- Italy	1.9%	5.6%	6.1%	3.8%	7.2%
- France	0.7%	3.3%	2.3%	3.7%	3.1%
- Turkey	0.2%	2.0%	1.7%	0.9%	0.7%
- Greece	2.4%	7.2%	6.8%	6.4%	6.0%
- Portugal	0.5%	1.8%	1.6%	1.6%	2.3%
- Croatia	0.9%	1.9%	2.5%	2.2%	5.1%
- Egypt	0.4%	0.8%	0.4%	0.0%	0.0%
- Tunisia	0.6%	0.0%	0.5%	0.0%	0.0%
- Morocco	0.0%	0.2%	0.0%	0.2%	0.6%
- Others	9.2%	11.9%	12.2%	6.0%	7.5%

** 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")	55.6%	60.5%	56.3%	60.1%	56.2%
Canary Islands (other island)	28.2%	21.5%	24.9%	25.6%	22.7%
Other destination	16.1%	18.0%	18.7%	14.4%	21.0%
- Balearic Islands	0.4%	0.6%	0.7%	0.0%	0.2%
- Rest of Spain	5.4%	3.8%	7.7%	4.5%	5.1%
- Italy	2.2%	2.2%	2.5%	0.4%	2.4%
- France	0.0%	0.7%	0.3%	0.7%	0.3%
- Turkey	0.5%	1.1%	0.0%	0.8%	0.4%
- Greece	2.5%	2.4%	3.5%	2.1%	4.0%
- Portugal	2.8%	1.7%	2.1%	1.3%	2.3%
- Croatia	0.0%	1.1%	0.0%	0.4%	1.3%
- Egypt	1.1%	1.9%	1.4%	0.8%	1.6%
- Others	1.3%	2.5%	0.4%	3.2%	3.4%

** Percentage of valid answers*

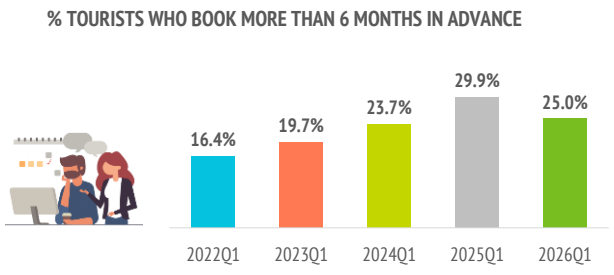
Importance of each factor in the destination choice

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Climate	87.8%	87.1%	85.8%	89.5%	88.6%
Safety	42.9%	39.2%	41.7%	41.0%	39.1%
Effortless trip	40.7%	36.2%	32.7%	30.5%	38.1%
European belonging	34.8%	31.1%	29.9%	28.3%	35.6%
Sea	49.0%	36.7%	37.3%	44.9%	34.8%
Beaches	45.7%	32.3%	36.7%	40.0%	33.3%
Accommodation supply	46.0%	34.4%	40.5%	40.1%	31.0%
Tranquility	29.5%	32.9%	27.7%	36.3%	30.5%
Price	22.9%	19.1%	25.1%	22.0%	23.8%
Gastronomy	28.2%	20.1%	18.6%	17.7%	19.6%
Environment	20.5%	16.1%	26.2%	24.0%	18.1%
Landscapes	18.3%	11.8%	16.3%	16.0%	15.0%
Hiking trail network	12.8%	16.9%	14.1%	16.2%	12.4%
Fun possibilities	24.1%	12.4%	12.4%	13.5%	11.8%
Shopping	6.3%	7.8%	8.3%	5.8%	7.6%
Nightlife	17.5%	6.5%	7.4%	8.1%	6.9%
Authenticity	7.4%	6.7%	6.3%	8.1%	6.7%
Exoticism	7.9%	3.6%	5.4%	5.6%	6.1%
Culture	14.4%	2.5%	4.9%	3.4%	2.2%
Historical heritage	3.1%	2.4%	1.8%	2.1%	0.2%

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%	0.2%	0.0%	0.3%	1.7%
Between 1 and 30 days	39.4%	23.0%	21.4%	18.8%	28.7%
Between 1 and 2 months	15.8%	22.2%	27.8%	20.0%	19.4%
Between 3 and 6 months	27.6%	34.9%	27.1%	30.9%	25.2%
More than 6 months	16.4%	19.7%	23.7%	29.9%	25.0%



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

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Previous visits to the Canary Islands	61.9%	60.2%	62.5%	64.0%	60.3%
Friends or relatives	28.4%	26.1%	26.7%	29.0%	31.9%
Internet or social media	42.7%	39.3%	39.9%	33.9%	32.4%
Mass Media	2.2%	2.1%	0.9%	0.0%	0.4%
Travel guides and magazines	1.7%	1.4%	1.8%	1.7%	1.8%
Travel Blogs or Forums	1.5%	1.7%	0.0%	0.0%	0.9%
Travel TV Channels	1.0%	0.3%	0.7%	0.0%	0.0%
Tour Operator or Travel Agency	20.1%	26.2%	18.3%	19.4%	22.6%
Public administrations or similar	0.4%	0.2%	1.1%	0.0%	0.0%
Others	2.7%	3.0%	1.8%	2.0%	2.3%

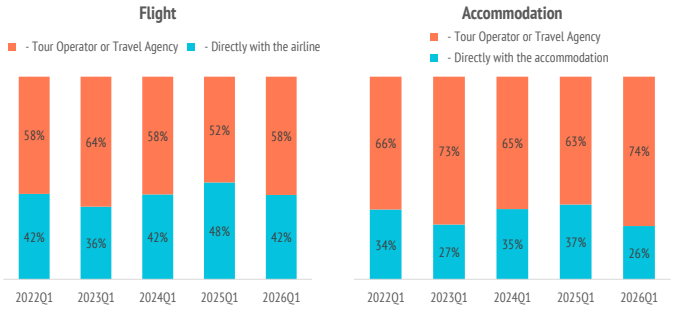
** Multi-choise question*

Tourist profile. Historical data (2022 - 2026)

NORWAY: First Quarter

With whom did they book their flight and accommodation?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Flight					
- Directly with the airline	42.2%	35.8%	41.9%	47.8%	41.6%
- Tour Operator or Travel Agency	57.8%	64.2%	58.1%	52.2%	58.4%
Accommodation					
- Directly with the accommodation	34.4%	27.0%	34.6%	36.9%	26.3%
- Tour Operator or Travel Agency	65.6%	73.0%	65.4%	63.1%	73.7%



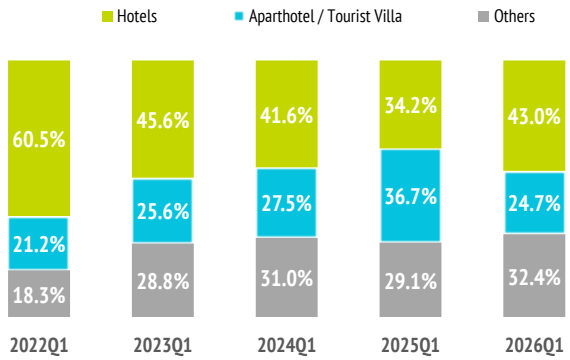
Where does the flight come from?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Norway	97.1%	91.5%	93.8%	96.9%	92.0%
Denmark	0.2%	4.0%	1.6%	2.3%	3.3%
Sweden	0.4%	0.8%	0.6%	0.1%	2.0%
Spanish Mainland	0.5%	0.6%	0.9%	0.3%	1.3%
United Kingdom	0.0%	0.4%	0.0%	0.0%	0.8%
Finland	0.0%	0.0%	0.3%	0.0%	0.7%
Germany	1.2%	2.4%	2.3%	0.4%	0.0%
Austria	0.0%	0.0%	0.0%	0.0%	0.0%
Netherlands	0.6%	0.0%	0.5%	0.0%	0.0%
Others	0.0%	0.1%	0.0%	0.0%	0.0%

Where do they stay?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
1-2-3* Hotel	22.8%	14.6%	14.4%	11.4%	12.4%
4* Hotel	27.5%	26.3%	24.2%	18.1%	27.0%
5* Hotel / 5* Luxury Hotel	10.2%	4.8%	3.0%	4.6%	3.6%
Aparthotel / Tourist Villa	21.2%	25.6%	27.5%	36.7%	24.7%
House/room rented in a private dwelling	6.1%	10.1%	17.3%	17.7%	14.4%
Private accommodation (1)	7.3%	12.3%	9.9%	9.4%	16.0%
Others (Cottage, cruise, camping,..)	5.0%	6.4%	3.8%	2.0%	1.9%

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

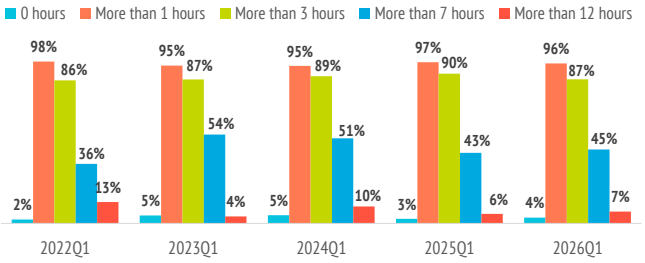


What do they book?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Room only	42.2%	51.8%	56.7%	58.1%	52.7%
Bed and Breakfast	25.9%	18.1%	16.5%	15.7%	23.4%
Half board	8.9%	8.1%	9.1%	5.7%	7.7%
Full board	0.7%	3.0%	1.1%	1.8%	0.7%
All inclusive	22.3%	19.0%	16.7%	18.6%	15.5%

Activities in the Canary Islands

Outdoor time per day	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
0 hours	2.3%	4.8%	4.9%	2.8%	3.5%
1 - 2 hours	11.4%	8.3%	6.3%	6.9%	9.5%
3 - 6 hours	50.3%	33.3%	37.5%	47.7%	42.4%
7 - 12 hours	23.1%	49.4%	41.1%	36.9%	37.5%
More than 12 hours	12.9%	4.2%	10.2%	5.7%	7.1%
Outdoor time per day	6.7	7.1	7.2	6.7	6.9



Activities in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Walk, wander	71.6%	75.8%	76.1%	73.1%	73.3%
Beach	61.7%	58.8%	67.3%	56.3%	52.7%
Swimming pool, hotel facilities	59.7%	63.0%	56.1%	58.2%	50.8%
Hiking	33.8%	33.1%	43.1%	48.8%	44.2%
Explore the island on their own	31.2%	30.9%	35.8%	34.5%	34.2%
Nightlife / concerts / shows	12.2%	13.1%	14.6%	16.9%	18.1%
Running	8.4%	9.5%	11.6%	8.6%	12.8%
Wineries / markets / popular festivals	7.8%	9.5%	12.4%	13.6%	12.6%
Theme parks	10.6%	7.5%	10.6%	7.4%	10.5%
Organized excursions	9.0%	7.6%	7.7%	9.3%	6.7%
Beauty and health treatments	10.7%	9.9%	10.5%	9.7%	5.7%
Museums / exhibitions	5.2%	4.5%	2.5%	5.5%	5.4%
Golf	3.2%	4.7%	3.5%	2.3%	5.2%
Taste Canarian gastronomy	7.9%	6.7%	6.4%	7.7%	5.0%
Practice other sports	4.0%	2.3%	4.2%	2.2%	4.9%
Astronomical observation	1.5%	0.9%	2.5%	1.6%	3.2%
Other Nature Activities	1.6%	3.0%	5.6%	3.1%	2.7%
Swim	17.4%	4.8%	7.2%	5.0%	2.6%
Cycling / Mountain bike	2.7%	4.2%	1.2%	3.2%	2.6%
Sea excursions / whale watching	4.1%	6.6%	3.5%	2.0%	2.4%
Surf	2.0%	1.6%	2.3%	1.7%	1.5%
Scuba Diving	0.9%	1.9%	1.2%	1.4%	0.7%
Windsurf / Kitesurf	1.1%	0.6%	0.6%	0.4%	--

** Multi-choise question*

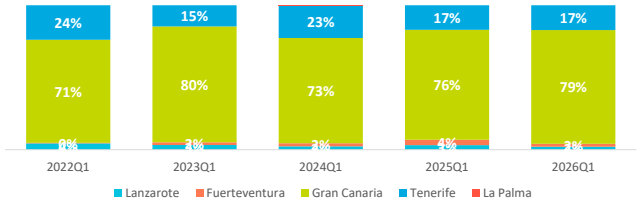
Tourist profile. Historical data (2022 - 2026)

NORWAY: First Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Lanzarote	4,012	4,505	3,993	5,139	3,224
Fuerteventura	364	2,696	3,729	5,939	3,135
Gran Canaria	65,103	112,437	127,036	122,490	122,057
Tenerife	21,823	20,481	39,293	27,377	26,579
La Palma	0	0	110	0	0

Share by islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Lanzarote	4.4%	3.2%	2.3%	3.2%	2.1%
Fuerteventura	0.4%	1.9%	2.1%	3.7%	2.0%
Gran Canaria	71.3%	80.2%	72.9%	76.1%	78.7%
Tenerife	23.9%	14.6%	22.6%	17.0%	17.1%
La Palma	0.0%	0.0%	0.1%	0.0%	0.0%



How many islands do they visit during their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
One island	93.9%	96.1%	96.8%	96.0%	96.5%
Two islands	6.1%	3.4%	3.2%	4.0%	3.5%
Three or more islands	0.0%	0.5%	0.0%	0.0%	0.0%

How many are loyal to the Canary Islands?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Repeat tourists	81.1%	85.3%	84.9%	88.8%	83.9%
At least 10 previous visits	33.2%	38.8%	31.7%	40.3%	35.3%
Repeat tourists (last 5 years)	72.5%	78.4%	78.8%	83.7%	77.0%
Repeat tourists (last 5 years)(5 or more visits)	13.6%	20.3%	19.6%	29.5%	28.9%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Average rating	8.69	8.47	8.62	8.45	8.43

Experience in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Worse or much worse than expected	1.7%	1.3%	1.0%	0.7%	2.6%
Lived up to expectations	55.2%	64.0%	68.1%	68.0%	72.9%
Better or much better than expected	43.1%	34.7%	30.9%	31.2%	24.5%

Future intentions (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Return to the Canary Islands	8.86	8.96	8.88	8.82	8.78
Recommend visiting the Canary Islands	8.88	8.87	8.80	8.85	8.65

Who are they?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Gender					
Men	50.6%	49.7%	43.5%	45.2%	53.2%
Women	49.4%	50.3%	56.5%	54.8%	46.8%
Age					
Average age	48.1	55.8	52.6	57.9	54.7
Standard deviation	18.2	16.7	18.8	17.6	18.0
Age range					
16 - 24 years old	14.2%	5.3%	10.7%	6.2%	6.8%
25 - 30 years old	8.7%	3.8%	7.1%	3.2%	7.5%
31 - 45 years old	20.4%	18.3%	19.7%	17.1%	18.8%
46 - 60 years old	24.9%	27.2%	20.2%	18.2%	19.2%
Over 60 years old	31.8%	45.4%	42.4%	55.4%	47.7%
Occupation					
Salaried worker	56.2%	46.6%	51.2%	42.4%	50.1%
Self-employed	4.6%	9.3%	4.5%	4.0%	5.7%
Unemployed	2.9%	0.5%	0.0%	0.0%	0.0%
Business owner	9.9%	8.9%	7.3%	4.4%	5.4%
Student	2.6%	1.5%	4.0%	2.4%	1.3%
Retired	19.9%	32.4%	30.8%	44.3%	35.3%
Unpaid domestic work	0.0%	0.0%	0.0%	0.5%	0.3%
Others	3.9%	0.8%	2.2%	1.9%	1.9%
Annual household income level					
Less than €25,000	5.0%	3.3%	5.0%	3.1%	3.7%
€25,000 - €49,999	14.2%	10.1%	12.8%	12.9%	11.6%
€50,000 - €74,999	28.4%	25.8%	34.6%	32.1%	24.0%
More than €74,999	52.4%	60.7%	47.6%	51.9%	60.7%
Education level					
No studies	0.4%	0.4%	0.7%	0.7%	0.6%
Primary education	3.8%	2.4%	3.4%	3.2%	3.2%
Secondary education	25.0%	24.1%	29.5%	26.5%	25.5%
Higher education	70.8%	73.1%	66.5%	69.5%	70.7%

Who do they come with?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Unaccompanied	11.6%	9.7%	9.6%	9.4%	10.8%
Only with partner	43.5%	47.3%	52.8%	49.8%	51.4%
Only with children (< 13 years old)	3.5%	4.1%	2.3%	2.1%	2.7%
Partner + children (< 13 years old)	3.8%	6.9%	3.0%	4.9%	4.3%
Other relatives	14.5%	10.1%	12.1%	7.3%	9.7%
Friends	8.0%	3.1%	7.0%	9.4%	6.2%
Work colleagues	0.3%	0.2%	0.4%	0.0%	0.0%
Organized trip	0.0%	0.0%	0.0%	0.4%	0.0%
Other combinations (2)	14.8%	18.6%	12.8%	16.6%	14.8%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**14.3%**	**18.3%**	**11.0%**	**13.5%**	**11.5%**
- Between 0 and 2 years old	0.0%	1.7%	0.3%	2.2%	1.6%
- Between 3 and 12 years old	13.6%	15.8%	10.0%	11.3%	9.2%
- Between 0 -2 and 3-12 years old	0.7%	0.9%	0.6%	0.0%	0.7%
Tourists without children	**85.7%**	**81.7%**	**89.0%**	**86.5%**	**88.5%**
Group composition:					
- 1 person	14.6%	13.7%	12.5%	11.8%	13.4%
- 2 people	56.3%	54.8%	59.2%	62.5%	58.6%
- 3 people	12.8%	9.6%	11.4%	7.3%	10.2%
- 4 or 5 people	13.9%	15.8%	10.9%	14.1%	12.3%
- 6 or more people	2.5%	6.1%	6.1%	4.3%	5.4%
Average group size:	**2.45**	**2.61**	**2.53**	**2.49**	**2.59**

**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.