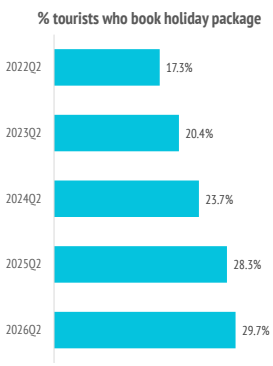
Tourist profile. Historical data (2022 - 2026)

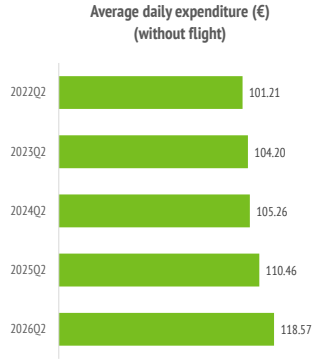
SPANISH MAINLAND: Second Quarter

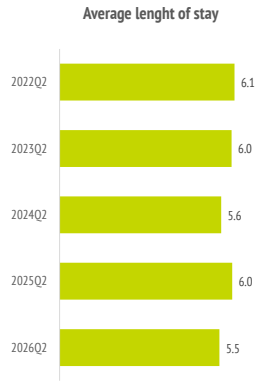
How many are they and how much do they spend?

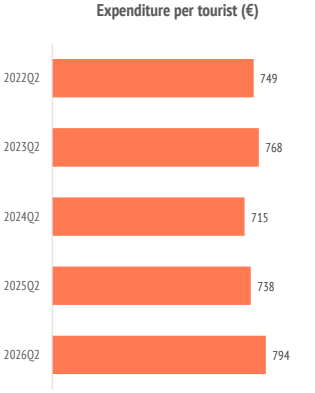
	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**499**	**489**	**509**	**528**	**524**
Tourist arrivals ≥ 16 years old (EGT) (*)	**448**	**427**	**437**	**476**	**466**
- book holiday package (*)	77	87	104	135	138
- do not book holiday package (*)	371	340	334	341	328
- % tourists who book holiday package	17.3%	20.4%	23.7%	28.3%	29.7%
Children < 16 years old (FRONTUR - EGT) (*)	50	62	72	52	58
Expenditure per tourist (€) (group spend / group size)	**652**	**682**	**650**	**687**	**733**
Expenditure per tourist (€) (group spend / +16)	**749**	**768**	**715**	**738**	**794**
- book holiday package	970	979	988	931	1,036
- holiday package	737	739	762	705	784
- others	233	240	226	226	252
- do not book holiday package	702	714	630	662	692
- flight	179	182	148	141	153
- accommodation	248	252	227	230	283
- others	276	280	256	291	256
Average lenght of stay	**6.1**	**6.0**	**5.6**	**6.0**	**5.5**
- Median	5.7	5.6	5.8	5.5	5.5
Average daily expenditure (€)	**138.41**	**144.20**	**140.66**	**142.50**	**157.19**
- Median	123.15	127.15	129.55	132.81	146.15
Average daily expenditure (without flight)	**101.21**	**104.20**	**105.26**	**110.46**	**118.57**
- Median	92.50	94.55	99.59	102.70	109.90
Average cost of the flight (€)	**190**	**195**	**169**	**161**	**181**
Total turnover (€m)	**336**	**328**	**313**	**351**	**370**
Turnover without flight (€m)	**250**	**244**	**239**	**275**	**286**

(*) Thousands of tourists









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

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Accommodation:					
- Accommodation	77.1%	76.7%	80.5%	81.0%	88.1%
- Additional accommodation expenses	9.7%	9.2%	6.8%	8.7%	9.3%
Transport:					
- National/International Transport	91.8%	91.6%	90.3%	91.7%	91.0%
- Flights between islands	6.7%	6.2%	5.8%	6.1%	5.7%
- Taxi	21.0%	20.6%	19.0%	24.0%	23.4%
- Car rental	54.2%	56.3%	57.9%	56.2%	59.2%
- Public transport	9.8%	12.5%	7.6%	11.8%	12.4%
Food and drink:					
- Food purchases at supermarkets	49.6%	52.4%	52.2%	51.4%	48.7%
- Restaurants	74.3%	73.3%	73.5%	72.1%	70.5%
Leisure:					
- Organized excursions	27.2%	29.6%	27.1%	27.6%	25.0%
- Sport activities	3.4%	4.6%	4.4%	4.1%	4.2%
- Cultural activities	2.8%	2.7%	3.5%	3.7%	3.2%
- Museums	7.2%	8.2%	8.5%	8.0%	9.2%
- Theme Parks	10.3%	10.8%	12.2%	10.4%	12.0%
- Discos and pubs	10.4%	9.9%	9.1%	9.7%	8.7%
- Wellness	3.6%	3.4%	2.1%	2.8%	2.4%
Purchases of goods:					
- Souvenirs	40.7%	41.1%	42.4%	42.7%	43.1%
- Other expenses	0.6%	0.4%	0.7%	0.9%	0.6%
Other:					
- Medical or pharmaceutical expenses	7.8%	6.5%	7.6%	7.0%	6.2%
- Other expenses	4.4%	5.1%	4.4%	4.3%	4.2%

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

Expenditure per tourist and trip (€)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Accommodation:	**492**	**478**	**457**	**461**	**476**
- Accommodation	364	378	355	358	388
- Additional accommodation expenses	128	100	102	103	88
Transport:	**457**	**458**	**418**	**424**	**430**
- National/International Transport	207	213	187	175	199
- Flights between islands	82	81	69	77	62
- Taxi	50	50	61	60	57
- Car rental	98	93	84	85	86
- Public transport	20	22	17	27	26
Food and drink:	**184**	**196**	**183**	**201**	**185**
- Food purchases at supermarkets	59	65	61	73	58
- Restaurants	125	131	122	128	127
Leisure:	**414**	**418**	**389**	**428**	**488**
- Organized excursions	80	64	69	72	80
- Sport activities	93	105	72	97	116
- Cultural activities	45	46	44	48	61
- Museums	27	32	31	31	35
- Theme Parks	60	63	64	63	69
- Discos and pubs	56	56	49	62	65
- Wellness	53	52	61	56	61
Purchases of goods:	**256**	**101**	**107**	**681**	**156**
- Souvenirs	60	62	53	53	**55**
- Other expenses	196	39	54	628	**101**
Other:	**79**	**102**	**73**	**131**	**97**
- Medical or pharmaceutical expenses	16	20	17	22	**16**
- Other expenses	63	82	56	109	**81**

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)

SPANISH MAINLAND: Second Quarter

What is the main purpose of their trip?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Holiday, leisure	74.0%	73.3%	75.0%	75.2%	81.7%
Visiting family or friends	14.6%	14.9%	10.9%	11.7%	4.8%
Business and work	8.0%	7.4%	11.2%	9.1%	8.5%
Education and training	0.6%	1.6%	0.4%	0.6%	1.4%
Sports training	1.3%	0.9%	0.6%	1.4%	2.0%
Health or medical care	0.1%	0.1%	0.2%	0.3%	0.1%
Fairs and congresses	0.6%	1.2%	1.3%	0.8%	0.8%
Others	0.9%	0.7%	0.5%	0.8%	0.8%

What is the main motivation for their holidays?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Rest	30.9%	27.3%	31.1%	27.3%	31.6%
Enjoy family time	20.9%	18.7%	15.4%	16.0%	11.8%
Have fun	9.2%	10.8%	10.6%	11.0%	12.5%
Explore the destination	36.3%	39.7%	40.1%	42.1%	41.4%
Practice their hobbies	1.3%	1.2%	1.3%	1.6%	0.9%
Other reasons	1.4%	2.3%	1.4%	2.0%	1.8%

Where did they spend their main holiday last year? *

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Didn't have holidays	11.2%	5.5%	5.3%	4.6%	5.1%
Canary Islands	16.8%	18.2%	17.3%	17.3%	18.4%
Other destination	72.0%	76.3%	77.4%	78.2%	76.5%
- Balearic Islands	10.0%	8.3%	7.3%	6.0%	6.4%
- Rest of Spain	42.3%	36.5%	35.2%	33.5%	33.9%
- Italy	4.0%	6.0%	6.3%	7.5%	8.5%
- France	2.6%	4.6%	3.7%	4.3%	3.9%
- Turkey	0.3%	1.0%	0.9%	1.5%	1.0%
- Greece	1.1%	1.5%	1.9%	2.4%	1.3%
- Portugal	4.5%	5.3%	6.0%	5.4%	4.0%
- Croatia	0.6%	0.4%	0.9%	0.8%	0.4%
- Egypt	0.6%	0.9%	0.9%	0.9%	1.3%
- Tunisia	0.1%	0.1%	0.0%	0.2%	0.1%
- Morocco	0.5%	1.6%	1.7%	2.7%	1.9%
- Others	5.3%	10.1%	12.6%	12.8%	13.6%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
None (I was clear about "this Canary Island")	37.9%	35.0%	32.9%	38.9%	36.1%
Canary Islands (other island)	23.3%	24.0%	24.7%	23.8%	28.8%
Other destination	38.8%	41.0%	42.4%	37.3%	35.1%
- Balearic Islands	9.7%	9.8%	10.5%	8.6%	8.7%
- Rest of Spain	9.6%	8.0%	9.3%	9.2%	10.5%
- Italy	4.9%	5.6%	6.8%	6.0%	4.3%
- France	1.7%	2.0%	2.0%	1.6%	1.0%
- Turkey	1.1%	0.8%	1.1%	1.0%	1.0%
- Greece	2.7%	3.6%	3.7%	2.6%	2.8%
- Portugal	3.8%	4.5%	4.1%	3.9%	2.9%
- Croatia	1.3%	1.9%	1.6%	1.1%	0.9%
- Egypt	1.6%	1.8%	2.0%	1.1%	0.8%
- Others	2.3%	3.0%	1.3%	2.2%	2.1%

** Percentage of valid answers*

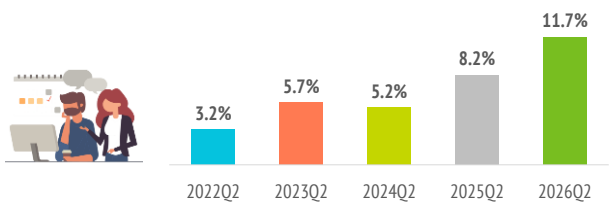
Importance of each factor in the destination choice

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Landscapes	50.9%	51.0%	52.3%	55.0%	56.2%
Climate	62.5%	65.2%	59.4%	59.4%	54.3%
Tranquility	53.6%	50.7%	52.8%	52.4%	53.3%
Safety	40.3%	40.7%	42.1%	40.6%	45.4%
European belonging	39.8%	37.5%	40.8%	40.9%	45.2%
Sea	44.2%	45.7%	45.0%	45.5%	42.3%
Environment	43.3%	40.5%	40.2%	42.8%	40.7%
Beaches	41.0%	42.1%	43.1%	43.0%	39.7%
Authenticity	32.9%	32.6%	33.4%	33.9%	32.9%
Price	31.9%	31.1%	32.5%	32.2%	30.4%
Accommodation supply	28.9%	25.5%	29.0%	24.2%	29.1%
Effortless trip	27.7%	26.9%	28.4%	30.3%	28.0%
Gastronomy	28.1%	30.5%	30.9%	32.2%	27.6%
Fun possibilities	24.2%	24.8%	25.7%	26.8%	26.5%
Historical heritage	15.2%	15.3%	17.1%	16.0%	19.8%
Exoticism	17.1%	17.7%	18.7%	19.2%	17.4%
Culture	12.0%	12.0%	14.4%	14.2%	16.0%
Hiking trail network	14.5%	14.6%	13.1%	15.7%	13.8%
Nightlife	8.8%	8.0%	8.3%	9.8%	13.0%
Shopping	6.5%	7.1%	8.1%	7.8%	8.3%

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?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
The same day	0.9%	1.1%	1.4%	2.3%	1.4%
Between 1 and 30 days	36.6%	33.2%	34.8%	33.8%	27.1%
Between 1 and 2 months	36.2%	33.9%	31.1%	27.6%	28.4%
Between 3 and 6 months	23.1%	26.1%	27.5%	28.1%	31.4%
More than 6 months	3.2%	5.7%	5.2%	8.2%	11.7%



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

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Previous visits to the Canary Islands	32.9%	31.6%	29.2%	29.8%	35.3%
Friends or relatives	37.1%	36.9%	37.1%	36.3%	31.2%
Internet or social media	53.6%	53.5%	50.4%	47.1%	50.9%
Mass Media	0.8%	1.0%	1.0%	1.5%	2.0%
Travel guides and magazines	3.5%	3.2%	2.8%	3.4%	2.8%
Travel Blogs or Forums	11.0%	9.9%	9.5%	8.1%	6.4%
Travel TV Channels	0.3%	0.3%	0.4%	0.8%	0.2%
Tour Operator or Travel Agency	9.5%	9.5%	11.8%	11.5%	11.6%
Public administrations or similar	1.7%	1.5%	1.6%	2.4%	2.6%
Others	4.5%	5.3%	7.1%	7.0%	5.6%

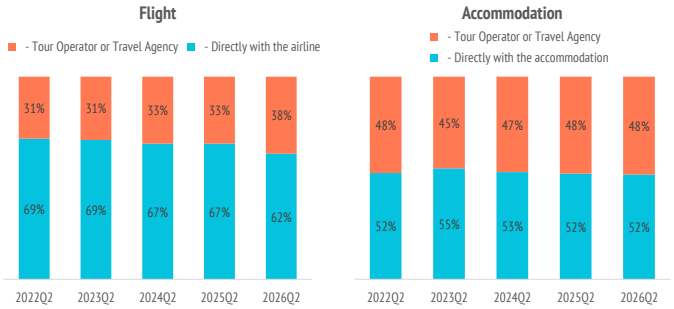
** Multi-choise question*

Tourist profile. Historical data (2022 - 2026)

SPANISH MAINLAND: Second Quarter

With whom did they book their flight and accommodation?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Flight					
- Directly with the airline	69.4%	68.8%	67.0%	66.9%	62.0%
- Tour Operator or Travel Agency	30.6%	31.2%	33.0%	33.1%	38.0%
Accommodation					
- Directly with the accommodation	52.5%	54.8%	52.9%	52.1%	51.7%
- Tour Operator or Travel Agency	47.5%	45.2%	47.1%	47.9%	48.3%



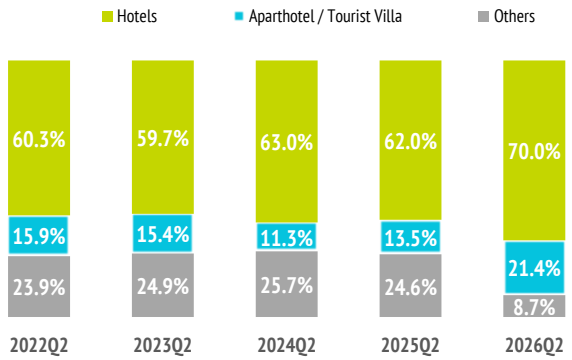
Where does the flight come from?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Spanish Mainland	99.8%	99.7%	99.7%	99.8%	99.7%
Germany	0.0%	0.0%	0.0%	0.0%	0.1%
United Kingdom	0.0%	0.1%	0.1%	0.1%	0.1%
Netherlands	0.0%	0.0%	0.0%	0.0%	0.0%
Norway	0.0%	0.0%	0.0%	0.0%	0.0%
Belgium	0.0%	0.1%	0.0%	0.0%	0.0%
France	0.0%	0.1%	0.0%	0.0%	0.0%
Ireland	0.0%	0.0%	0.0%	0.0%	0.0%
Italy	0.0%	0.0%	0.1%	0.0%	0.0%
Switzerland	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.1%	0.0%	0.1%	0.1%	0.0%

Where do they stay?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
1-2-3* Hotel	11.2%	12.0%	15.8%	17.1%	16.9%
4* Hotel	39.0%	39.7%	38.4%	38.9%	44.6%
5* Hotel / 5* Luxury Hotel	10.1%	8.0%	8.8%	6.0%	8.5%
Aparthotel / Tourist Villa	15.9%	15.4%	11.3%	13.5%	21.4%
House/room rented in a private dwelling	5.3%	7.7%	14.3%	12.9%	5.1%
Private accommodation (1)	14.6%	13.8%	9.5%	9.9%	2.9%
Others (Cottage, cruise, camping,..)	4.0%	3.4%	2.0%	1.8%	0.7%

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

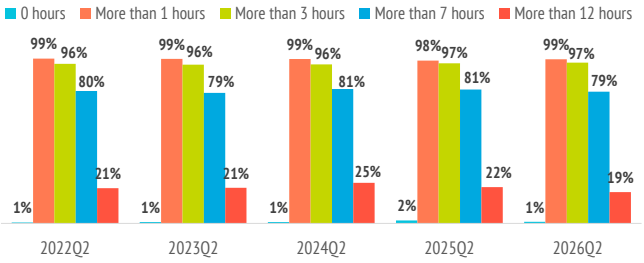


What do they book?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Room only	31.6%	33.1%	35.2%	36.9%	30.6%
Bed and Breakfast	19.7%	20.7%	21.7%	21.4%	21.3%
Half board	24.2%	22.4%	19.7%	16.0%	22.2%
Full board	5.1%	5.8%	5.5%	8.0%	7.1%
All inclusive	19.5%	17.9%	17.8%	17.7%	18.7%

Activities in the Canary Islands

Outdoor time per day	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
0 hours	0.6%	0.8%	0.8%	1.8%	1.0%
1 - 2 hours	3.1%	3.5%	3.3%	1.7%	2.1%
3 - 6 hours	16.4%	17.0%	14.8%	15.8%	17.5%
7 - 12 hours	58.7%	57.3%	56.6%	58.9%	60.6%
More than 12 hours	21.2%	21.5%	24.5%	21.9%	18.9%
Outdoor time per day	10.0	9.9	10.2	10.1	9.8



Activities in the Canary Islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Walk, wander	76.1%	73.8%	73.4%	73.4%	75.7%
Beach	72.6%	73.1%	70.2%	69.5%	66.4%
Explore the island on their own	62.0%	63.3%	62.9%	62.4%	64.2%
Swimming pool, hotel facilities	50.2%	49.0%	47.0%	44.7%	53.7%
Taste Canarian gastronomy	41.5%	42.3%	43.8%	43.1%	43.4%
Hiking	23.5%	23.5%	23.7%	22.8%	20.7%
Wineries / markets / popular festivals	14.9%	16.4%	14.2%	16.8%	18.6%
Museums / exhibitions	14.8%	17.4%	15.9%	15.9%	18.3%
Organized excursions	15.0%	16.5%	16.1%	16.3%	16.3%
Theme parks	14.1%	14.6%	16.6%	14.7%	15.3%
Nightlife / concerts / shows	14.7%	15.3%	15.7%	14.2%	14.2%
Other Nature Activities	12.1%	12.5%	12.3%	12.9%	12.3%
Sea excursions / whale watching	9.5%	10.2%	9.4%	8.9%	9.8%
Running	4.7%	4.3%	4.7%	6.7%	6.7%
Astronomical observation	4.0%	4.6%	5.4%	4.0%	5.1%
Practice other sports	5.3%	5.7%	4.6%	4.3%	4.2%
Beauty and health treatments	4.4%	3.7%	3.7%	2.8%	2.9%
Scuba Diving	2.3%	2.5%	3.0%	2.8%	2.8%
Swim	2.1%	2.3%	2.1%	1.8%	1.5%
Cycling / Mountain bike	1.6%	1.3%	1.6%	1.1%	1.1%
Surf	2.0%	2.4%	2.2%	1.8%	1.0%
Golf	1.0%	0.8%	1.2%	1.0%	0.5%
Windsurf / Kitesurf	0.5%	0.7%	0.8%	0.4%	0.5%

** Multi-choise question*

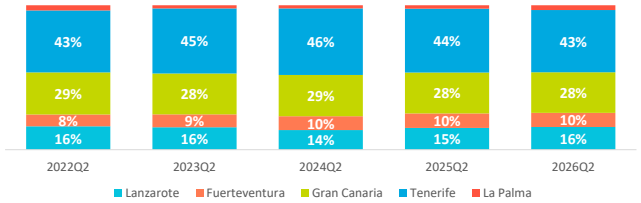
Tourist profile. Historical data (2022 - 2026)

SPANISH MAINLAND: Second Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Lanzarote	72,070	66,013	59,215	71,272	73,226
Fuerteventura	36,870	37,695	41,807	47,916	45,596
Gran Canaria	129,839	120,430	124,749	133,831	131,273
Tenerife	191,234	191,118	200,683	209,597	201,060
La Palma	16,206	9,251	9,586	11,319	15,228

Share by islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Lanzarote	16.2%	15.6%	13.6%	15.0%	15.7%
Fuerteventura	8.3%	8.9%	9.6%	10.1%	9.8%
Gran Canaria	29.1%	28.4%	28.6%	28.2%	28.1%
Tenerife	42.9%	45.0%	46.0%	44.2%	43.1%
La Palma	3.6%	2.2%	2.2%	2.4%	3.3%



How many islands do they visit during their trip?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
One island	89.4%	91.1%	92.4%	89.9%	90.7%
Two islands	9.0%	7.3%	6.2%	8.3%	7.9%
Three or more islands	1.6%	1.6%	1.5%	1.9%	1.4%

How many are loyal to the Canary Islands?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Repeat tourists	68.0%	65.9%	64.8%	68.4%	70.8%
At least 10 previous visits	15.5%	16.5%	13.0%	14.4%	14.1%
Repeat tourists (last 5 years)	59.3%	58.0%	57.6%	61.2%	64.7%
Repeat tourists (last 5 years)(5 or more visits)	14.9%	15.0%	12.7%	15.4%	16.6%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Average rating	8.87	8.81	8.73	8.79	8.71

Experience in the Canary Islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Worse or much worse than expected	2.6%	2.7%	3.8%	3.0%	4.0%
Lived up to expectations	51.9%	50.3%	49.5%	49.5%	52.9%
Better or much better than expected	45.5%	46.9%	46.7%	47.5%	43.2%

Future intentions (scale 0-10)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Return to the Canary Islands	9.05	9.04	9.03	9.07	9.01
Recommend visiting the Canary Islands	9.21	9.23	9.13	9.20	9.15

Who are they?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Gender					
Men	53.2%	50.0%	52.0%	50.5%	50.6%
Women	46.8%	50.0%	48.0%	49.5%	49.4%
Age					
Average age	40.3	39.1	39.3	42.0	42.8
Standard deviation	13.6	13.8	14.6	16.1	15.4
Age range					
16 - 24 years old	12.6%	14.8%	15.2%	11.3%	9.3%
25 - 30 years old	16.6%	19.0%	19.9%	18.9%	16.7%
31 - 45 years old	37.8%	36.8%	35.3%	35.2%	37.7%
46 - 60 years old	23.5%	19.9%	18.3%	16.6%	17.9%
Over 60 years old	9.6%	9.5%	11.3%	18.0%	18.4%
Occupation					
Salaried worker	60.5%	66.3%	63.4%	60.2%	63.7%
Self-employed	11.1%	8.8%	9.6%	12.3%	10.0%
Unemployed	3.2%	2.0%	2.4%	2.0%	1.8%
Business owner	8.6%	7.3%	9.2%	7.3%	6.6%
Student	7.2%	6.3%	5.5%	4.4%	2.4%
Retired	8.5%	8.3%	8.3%	12.2%	14.3%
Unpaid domestic work	0.4%	0.5%	0.4%	0.3%	0.2%
Others	0.7%	0.4%	1.2%	1.2%	1.0%
Annual household income level					
Less than €25,000	27.5%	20.5%	21.7%	23.0%	19.8%
€25,000 - €49,999	41.5%	45.3%	47.6%	45.0%	41.2%
€50,000 - €74,999	19.3%	20.7%	20.1%	19.9%	26.0%
More than €74,999	11.7%	13.5%	10.5%	12.1%	13.0%
Education level					
No studies	0.4%	0.3%	0.5%	0.8%	0.1%
Primary education	2.1%	1.3%	3.0%	3.1%	3.1%
Secondary education	15.2%	13.8%	18.9%	19.9%	17.3%
Higher education	82.4%	84.6%	77.6%	76.2%	79.4%

Who do they come with?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Unaccompanied	16.4%	16.2%	14.5%	16.6%	11.0%
Only with partner	41.2%	42.8%	45.4%	43.8%	47.8%
Only with children (< 13 years old)	4.1%	3.6%	3.2%	2.5%	2.8%
Partner + children (< 13 years old)	8.3%	7.8%	5.1%	5.3%	5.4%
Other relatives	7.2%	7.3%	6.8%	7.3%	7.6%
Friends	9.0%	9.3%	11.3%	12.3%	11.7%
Work colleagues	3.1%	2.7%	4.5%	3.0%	3.3%
Organized trip	0.4%	0.2%	0.2%	1.3%	0.5%
Other combinations (2)	10.4%	10.2%	9.0%	8.0%	9.8%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**16.3%**	**15.0%**	**12.0%**	**9.6%**	**10.9%**
- Between 0 and 2 years old	1.9%	2.4%	1.5%	1.5%	0.5%
- Between 3 and 12 years old	13.3%	11.8%	9.6%	7.3%	9.7%
- Between 0 -2 and 3-12 years old	1.0%	0.8%	0.8%	0.8%	0.7%
Tourists without children	**83.7%**	**85.0%**	**88.0%**	**90.4%**	**89.1%**
Group composition:					
- 1 person	20.0%	19.6%	18.0%	19.8%	14.0%
- 2 people	49.5%	52.1%	55.3%	54.7%	57.0%
- 3 people	13.4%	10.1%	9.8%	9.9%	12.0%
- 4 or 5 people	14.4%	14.7%	13.4%	12.0%	12.0%
- 6 or more people	2.8%	3.5%	3.5%	3.5%	5.0%
Average group size:	**2.40**	**2.44**	**2.41**	**2.41**	**2.54**

**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.