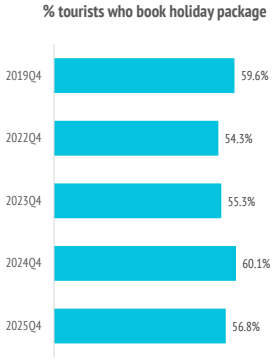
Tourist profile. Historical data (2019 - 2025)

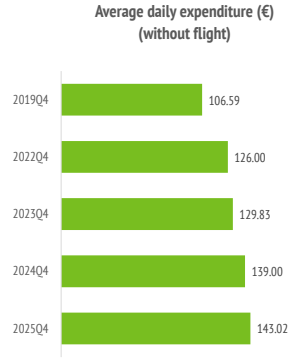
UNITED KINGDOM: Fourth Quarter

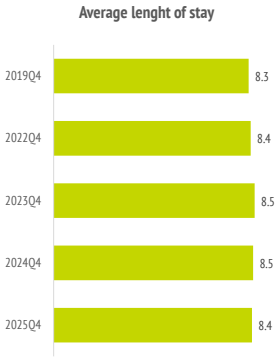
How many are they and how much do they spend?

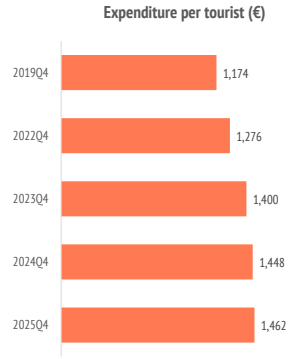
	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**1,193**	**1,367**	**1,496**	**1,612**	**1,607**
Tourist arrivals ≥ 16 years old (EGT) (*)	**1,108**	**1,184**	**1,338**	**1,461**	**1,483**
- book holiday package (*)	661	643	739	879	842
- do not book holiday package (*)	447	541	599	582	641
- % tourists who book holiday package	59.6%	54.3%	55.3%	60.1%	56.8%
Children < 16 years old (FRONTUR - EGT) (*)	85	184	158	151	124
Expenditure per tourist (€) (group spend / group size)	**1,023**	**1,145**	**1,252**	**1,300**	**1,288**
Expenditure per tourist (€) (group spend / +16)	**1,174**	**1,276**	**1,400**	**1,448**	**1,462**
- book holiday package	1,319	1,401	1,569	1,595	1,641
- holiday package	1,089	1,140	1,305	1,316	1,350
- others	230	261	264	279	291
- do not book holiday package	961	1,127	1,192	1,228	1,227
- flight	276	269	301	310	294
- accommodation	329	424	480	452	471
- others	356	434	412	465	461
Average lenght of stay	**8.3**	**8.4**	**8.5**	**8.5**	**8.4**
- Median	7.4	7.3	7.7	7.4	7.0
Average daily expenditure (€)	**153.69**	**167.07**	**177.91**	**190.00**	**192.33**
- Median	136.83	149.50	164.85	177.24	180.42
Average daily expenditure (without flight)	**106.59**	**126.00**	**129.83**	**139.00**	**143.02**
- Median	98.25	115.49	122.55	131.55	134.28
Average cost of the flight (€)	**356**	**311**	**373**	**386**	**372**
Total turnover (€m)	**1,302**	**1,510**	**1,873**	**2,116**	**2,168**
Turnover without flight (€m)	**907**	**1,142**	**1,375**	**1,551**	**1,616**

(*) Thousands of tourists









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

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Accommodation:					
- Accommodation	84.9%	84.5%	88.7%	88.6%	87.1%
- Additional accommodation expenses	8.7%	5.1%	6.2%	4.7%	6.7%
Transport:					
- National/International Transport	94.2%	95.9%	96.3%	97.8%	96.4%
- Flights between islands	3.4%	2.7%	3.6%	3.7%	2.3%
- Taxi	57.6%	64.3%	64.8%	66.4%	65.2%
- Car rental	11.8%	17.1%	17.5%	13.8%	16.9%
- Public transport	5.4%	7.1%	8.5%	8.5%	14.4%
Food and drink:					
- Food purchases at supermarkets	48.4%	55.0%	58.8%	55.3%	57.3%
- Restaurants	58.1%	69.1%	64.1%	68.0%	70.2%
Leisure:					
- Organized excursions	14.3%	18.9%	17.3%	17.0%	16.8%
- Sport activities	4.8%	8.7%	6.2%	5.3%	5.3%
- Cultural activities	1.2%	2.8%	2.1%	2.0%	1.3%
- Museums	2.5%	2.8%	2.6%	2.4%	2.9%
- Theme Parks	6.0%	9.0%	9.0%	9.0%	8.5%
- Discos and pubs	9.1%	14.4%	13.4%	15.9%	15.0%
- Wellness	3.1%	5.8%	4.8%	4.6%	5.6%
Purchases of goods:					
- Souvenirs	46.1%	40.1%	39.7%	38.9%	42.0%
- Other expenses	0.4%	1.0%	0.6%	0.5%	0.7%
Other:					
- Medical or pharmaceutical expenses	4.7%	6.0%	6.8%	6.2%	5.9%
- Other expenses	5.3%	5.4%	4.5%	4.0%	4.6%

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

Expenditure per tourist and trip (€)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Accommodation:	**852**	**819**	**919**	**949**	**964**
- Accommodation	604	694	749	760	794
- Additional accommodation expenses	248	125	169	189	171
Transport:	**591**	**602**	**671**	**679**	**640**
- National/International Transport	378	324	387	395	386
- Flights between islands	51	67	79	67	50
- Taxi	54	76	72	73	72
- Car rental	85	118	103	109	104
- Public transport	22	17	30	36	28
Food and drink:	**277**	**308**	**304**	**336**	**336**
- Food purchases at supermarkets	91	97	99	107	102
- Restaurants	187	211	205	229	234
Leisure:	**515**	**575**	**538**	**561**	**548**
- Organized excursions	95	99	89	88	87
- Sport activities	94	95	88	93	97
- Cultural activities	50	60	51	68	46
- Museums	42	46	32	39	40
- Theme Parks	72	80	76	76	77
- Discos and pubs	104	113	131	114	106
- Wellness	59	85	70	82	95
Purchases of goods:	**185**	**192**	**162**	**211**	**196**
- Souvenirs	98	80	88	88	**89**
- Other expenses	87	112	74	122	**106**
Other:	**127**	**157**	**134**	**143**	**137**
- Medical or pharmaceutical expenses	38	40	46	46	**55**
- Other expenses	89	117	88	97	**82**

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 (2019 - 2025)

UNITED KINGDOM: Fourth Quarter

What is the main purpose of their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Holiday, leisure	94.8%	93.8%	95.6%	95.1%	95.0%
Visiting family or friends	4.1%	5.0%	3.2%	3.7%	4.5%
Business and work	0.4%	0.6%	0.5%	0.4%	0.2%
Education and training	0.1%	0.1%	0.1%	0.1%	0.0%
Sports training	0.3%	0.0%	0.1%	0.2%	0.3%
Health or medical care	0.0%	0.1%	0.1%	0.1%	0.0%
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.3%	0.5%	0.3%	0.4%	0.0%

What is the main motivation for their holidays?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Rest	70.9%	66.5%	69.4%	69.0%	66.1%
Enjoy family time	13.1%	14.1%	13.0%	12.7%	15.4%
Have fun	8.7%	9.2%	7.8%	8.7%	8.3%
Explore the destination	5.3%	7.7%	7.2%	7.4%	8.0%
Practice their hobbies	1.1%	1.2%	1.0%	1.2%	0.7%
Other reasons	0.9%	1.3%	1.5%	1.0%	1.4%

Where did they spend their main holiday last year? *

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Didn't have holidays	--	30.5%	12.3%	10.4%	9.2%
Canary Islands	--	26.0%	33.9%	34.9%	36.2%
Other destination	--	43.5%	53.8%	54.7%	54.6%
- Balearic Islands	--	3.9%	4.9%	4.9%	4.4%
- Rest of Spain	--	6.1%	8.5%	8.2%	8.1%
- Italy	--	3.5%	4.4%	4.0%	3.8%
- France	--	3.9%	3.9%	3.2%	3.1%
- Turkey	--	2.7%	3.3%	4.2%	4.8%
- Greece	--	6.0%	7.0%	7.8%	8.1%
- Portugal	--	2.7%	3.9%	3.2%	4.1%
- Croatia	--	0.6%	1.2%	1.6%	1.4%
- Egypt	--	0.9%	0.6%	1.3%	1.3%
- Tunisia	--	0.3%	0.0%	0.3%	0.6%
- Morocco	--	0.7%	0.9%	0.8%	1.2%
- Others	--	12.2%	15.2%	15.1%	13.8%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
None (I was clear about "this Canary Island")	--	30.0%	30.6%	31.3%	28.2%
Canary Islands (other island)	--	26.5%	26.8%	27.4%	29.3%
Other destination	--	43.5%	42.6%	41.3%	42.4%
- Balearic Islands	--	5.1%	6.1%	5.6%	6.0%
- Rest of Spain	--	8.7%	8.2%	7.7%	7.6%
- Italy	--	3.5%	3.4%	2.8%	3.0%
- France	--	1.5%	1.0%	0.9%	1.1%
- Turkey	--	4.4%	4.2%	4.4%	4.0%
- Greece	--	8.1%	7.7%	7.6%	7.7%
- Portugal	--	5.5%	5.8%	5.4%	6.4%
- Croatia	--	1.6%	2.1%	1.9%	2.0%
- Egypt	--	2.5%	2.2%	2.6%	2.9%
- Others	--	2.6%	1.8%	2.3%	1.7%

** Percentage of valid answers*

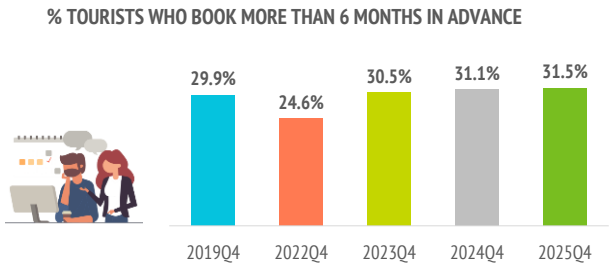
Importance of each factor in the destination choice

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Climate	84.1%	79.0%	79.3%	81.4%	79.3%
Safety	61.7%	59.7%	63.9%	64.7%	65.7%
Accommodation supply	54.6%	50.2%	55.1%	55.5%	51.9%
Tranquility	46.7%	45.3%	50.0%	50.4%	48.3%
Price	48.4%	44.2%	47.7%	45.4%	47.6%
Effortless trip	43.6%	45.2%	48.9%	47.5%	44.6%
European belonging	33.1%	32.9%	34.4%	32.5%	34.3%
Environment	35.8%	32.9%	35.1%	34.7%	33.0%
Sea	35.8%	34.9%	34.3%	32.9%	32.7%
Beaches	29.4%	31.1%	30.5%	29.6%	30.0%
Gastronomy	24.0%	29.4%	27.5%	26.0%	27.1%
Fun possibilities	19.2%	23.5%	23.8%	22.3%	23.5%
Landscapes	22.0%	20.3%	21.7%	24.1%	21.7%
Authenticity	16.4%	19.2%	19.9%	20.1%	20.5%
Shopping	9.7%	8.9%	11.3%	10.5%	9.8%
Culture	7.6%	8.7%	9.1%	9.8%	9.6%
Exoticism	6.9%	7.0%	9.0%	7.5%	8.6%
Nightlife	8.1%	9.4%	10.3%	9.4%	8.4%
Historical heritage	6.7%	6.2%	7.8%	8.7%	8.3%
Hiking trail network	4.1%	4.1%	5.1%	5.0%	5.8%

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?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
The same day	0.3%	0.3%	0.2%	0.4%	0.5%
Between 1 and 30 days	15.9%	22.8%	16.9%	17.6%	19.1%
Between 1 and 2 months	19.2%	22.3%	19.1%	19.2%	18.0%
Between 3 and 6 months	34.8%	30.0%	33.4%	31.7%	31.0%
More than 6 months	29.9%	24.6%	30.5%	31.1%	31.5%



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

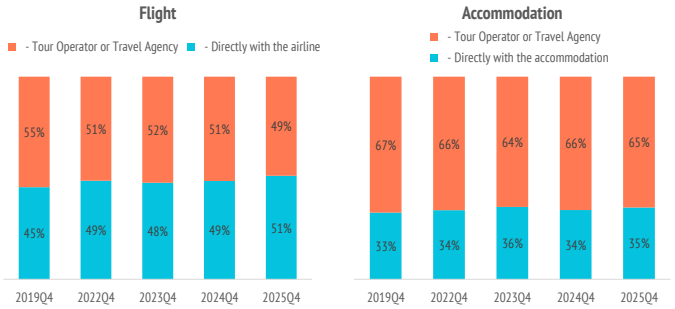
	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Previous visits to the Canary Islands	65.5%	62.2%	65.2%	65.9%	65.6%
Friends or relatives	25.2%	31.6%	25.6%	26.1%	25.8%
Internet or social media	56.4%	54.4%	53.5%	48.2%	51.5%
Mass Media	1.3%	2.7%	1.9%	1.8%	1.5%
Travel guides and magazines	6.0%	4.7%	5.5%	4.3%	4.1%
Travel Blogs or Forums	3.4%	4.8%	5.5%	3.2%	4.4%
Travel TV Channels	0.8%	1.0%	0.8%	0.6%	0.4%
Tour Operator or Travel Agency	22.8%	21.5%	22.0%	23.0%	21.2%
Public administrations or similar	0.2%	1.8%	0.4%	0.4%	0.2%
Others	2.5%	3.9%	2.6%	3.6%	2.2%

** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)
UNITED KINGDOM: Fourth Quarter

With whom did they book their flight and accommodation?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Flight					
- Directly with the airline	45.5%	48.7%	47.7%	48.5%	51.1%
- Tour Operator or Travel Agency	54.5%	51.3%	52.3%	51.5%	48.9%
Accommodation					
- Directly with the accommodation	32.9%	34.1%	35.7%	34.2%	35.5%
- Tour Operator or Travel Agency	67.1%	65.9%	64.3%	65.8%	64.5%



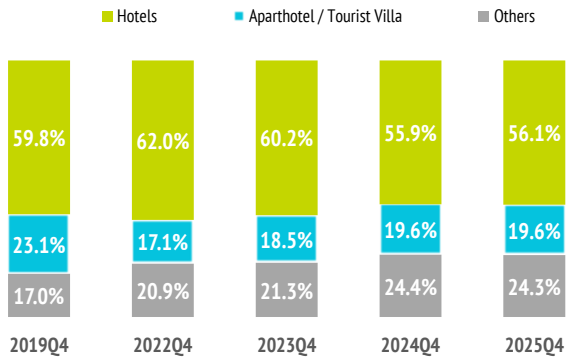
Where does the flight come from?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
United Kingdom	98.2%	97.2%	97.8%	97.7%	98.6%
Spanish Mainland	1.2%	1.2%	1.0%	1.0%	0.8%
Ireland	0.2%	1.1%	0.2%	0.5%	0.3%
Norway	0.0%	0.0%	0.0%	0.2%	0.1%
Portugal	0.2%	0.3%	0.2%	0.1%	0.1%
Italy	0.0%	0.1%	0.1%	0.1%	0.0%
Netherlands	0.0%	0.0%	0.1%	0.1%	0.0%
Austria	0.0%	0.0%	0.1%	0.0%	0.0%
Belgium	0.1%	0.0%	0.1%	0.2%	0.0%
Denmark	0.0%	0.0%	0.0%	0.1%	0.0%
Others	0.1%	0.2%	0.5%	0.3%	0.1%

Where do they stay?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
1-2-3* Hotel	9.5%	8.9%	8.6%	7.9%	9.4%
4* Hotel	38.7%	39.3%	39.9%	37.0%	35.0%
5* Hotel / 5* Luxury Hotel	11.6%	13.8%	11.8%	11.1%	11.7%
Aparthotel / Tourist Villa	23.1%	17.1%	18.5%	19.6%	19.6%
House/room rented in a private dwelling	5.2%	4.9%	12.8%	15.9%	17.0%
Private accommodation (1)	5.0%	7.1%	3.8%	6.3%	5.9%
Others (Cottage, cruise, camping,..)	6.8%	8.9%	4.7%	2.3%	1.3%

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

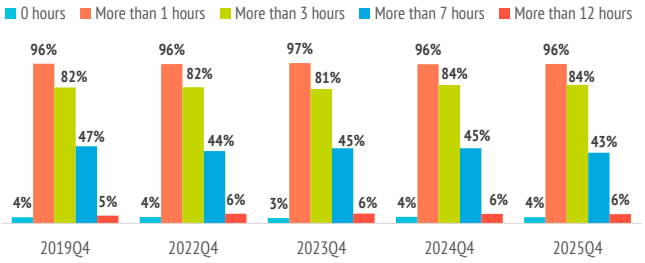


What do they book?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Room only	27.4%	28.5%	29.3%	33.3%	35.4%
Bed and Breakfast	11.5%	13.9%	12.1%	13.9%	12.9%
Half board	19.2%	16.8%	18.0%	15.7%	16.5%
Full board	1.6%	2.2%	2.5%	1.8%	1.2%
All inclusive	40.3%	38.6%	38.0%	35.4%	34.0%

Activities in the Canary Islands

Outdoor time per day	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
0 hours	3.7%	3.9%	3.3%	4.0%	3.8%
1 - 2 hours	14.3%	14.0%	15.6%	12.5%	12.5%
3 - 6 hours	35.4%	38.6%	35.8%	38.2%	41.0%
7 - 12 hours	41.9%	37.8%	39.4%	39.6%	37.1%
More than 12 hours	4.7%	5.8%	5.9%	5.7%	5.6%
Outdoor time per day	6.4	6.5	6.4	6.5	6.4



Activities in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Walk, wander	74.3%	80.9%	77.8%	78.8%	81.9%
Swimming pool, hotel facilities	67.7%	70.9%	70.1%	66.3%	67.3%
Beach	55.1%	61.2%	59.8%	56.2%	59.1%
Explore the island on their own	32.1%	35.6%	32.9%	32.4%	34.4%
Taste Canarian gastronomy	19.6%	21.9%	22.8%	24.2%	23.5%
Nightlife / concerts / shows	17.0%	21.6%	18.0%	18.7%	19.5%
Organized excursions	14.2%	16.0%	13.8%	12.1%	12.2%
Theme parks	11.8%	10.7%	11.7%	11.8%	11.2%
Swim	--	10.4%	10.2%	9.0%	9.6%
Sea excursions / whale watching	10.0%	11.3%	9.6%	9.8%	8.6%
Wineries / markets / popular festivals	8.9%	7.8%	7.3%	8.5%	8.2%
Hiking	--	7.9%	7.9%	7.8%	7.1%
Museums / exhibitions	6.1%	6.4%	6.6%	6.6%	6.4%
Beauty and health treatments	5.6%	5.8%	5.7%	4.9%	5.1%
Running	--	4.0%	4.8%	4.7%	4.2%
Other Nature Activities	--	3.8%	3.2%	3.7%	3.0%
Golf	--	3.8%	2.7%	2.8%	2.3%
Cycling / Mountain bike	--	3.2%	2.5%	2.5%	2.1%
Astronomical observation	2.0%	2.4%	2.7%	2.7%	2.1%
Practice other sports	--	3.0%	2.2%	2.6%	2.0%
Surf	--	1.9%	1.1%	1.4%	1.2%
Scuba Diving	--	1.7%	1.3%	1.8%	1.0%
Windsurf / Kitesurf	--	0.8%	0.6%	0.3%	0.5%

** Multi-choise question*

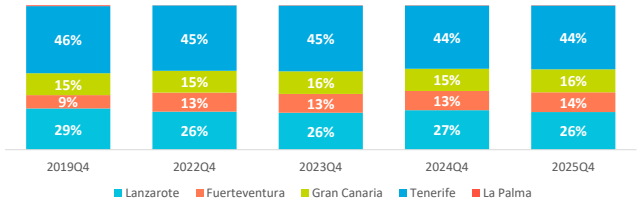
Tourist profile. Historical data (2019 - 2025)

UNITED KINGDOM: Fourth Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Lanzarote	315,506	311,286	342,275	400,180	386,382
Fuerteventura	100,873	155,821	174,545	193,771	202,917
Gran Canaria	167,722	178,898	209,046	224,061	235,477
Tenerife	512,125	534,189	607,860	639,563	653,745
La Palma	6,899	2,023	3,055	2,811	3,769

Share by islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Lanzarote	28.6%	26.3%	25.6%	27.4%	26.1%
Fuerteventura	9.1%	13.2%	13.1%	13.3%	13.7%
Gran Canaria	15.2%	15.1%	15.6%	15.3%	15.9%
Tenerife	46.4%	45.2%	45.5%	43.8%	44.1%
La Palma	0.6%	0.2%	0.2%	0.2%	0.3%



How many islands do they visit during their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
One island	94.2%	96.3%	95.2%	95.8%	97.5%
Two islands	5.4%	3.3%	4.3%	4.1%	2.2%
Three or more islands	0.4%	0.3%	0.5%	0.2%	0.4%

How many are loyal to the Canary Islands?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Repeat tourists	81.6%	78.0%	82.4%	83.1%	84.5%
At least 10 previous visits	22.1%	23.2%	26.9%	29.2%	30.1%
Repeat tourists (last 5 years)	76.4%	70.2%	75.0%	74.9%	78.4%
Repeat tourists (last 5 years)(5 or more visits)	24.8%	16.1%	21.4%	23.3%	28.3%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Average rating	8.84	8.99	8.97	8.86	9.03

Experience in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Worse or much worse than expected	2.6%	2.8%	2.2%	2.7%	1.9%
Lived up to expectations	56.2%	52.5%	56.9%	56.6%	56.5%
Better or much better than expected	41.2%	44.7%	40.9%	40.7%	41.7%

Future intentions (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Return to the Canary Islands	9.00	9.07	9.14	9.06	9.23
Recommend visiting the Canary Islands	9.10	9.17	9.23	9.12	9.29

Who are they?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Gender					
Men	44.2%	47.1%	46.1%	45.6%	42.8%
Women	55.8%	52.9%	53.9%	54.4%	57.2%
Age					
Average age	51.3	49.5	51.5	52.8	52.2
Standard deviation	14.7	15.7	16.3	16.1	15.7
Age range					
16 - 24 years old	4.0%	6.5%	4.9%	4.4%	4.3%
25 - 30 years old	7.1%	8.3%	7.7%	6.5%	5.5%
31 - 45 years old	22.6%	26.3%	25.9%	24.1%	27.0%
46 - 60 years old	36.5%	29.8%	27.7%	27.3%	26.9%
Over 60 years old	29.8%	29.0%	33.9%	37.7%	36.3%
Occupation					
Salaried worker	56.2%	55.9%	53.7%	52.9%	53.6%
Self-employed	12.8%	10.8%	10.6%	10.1%	10.3%
Unemployed	0.4%	0.4%	0.3%	0.3%	0.9%
Business owner	4.8%	4.7%	5.9%	4.5%	4.5%
Student	1.0%	1.5%	0.7%	1.3%	0.9%
Retired	23.5%	25.7%	27.6%	29.6%	28.9%
Unpaid domestic work	0.6%	0.9%	0.9%	0.6%	0.5%
Others	0.7%	0.3%	0.4%	0.6%	0.5%
Annual household income level					
Less than €25,000	15.9%	11.1%	9.6%	10.2%	7.6%
€25,000 - €49,999	31.6%	34.8%	33.5%	25.3%	30.8%
€50,000 - €74,999	22.8%	25.8%	24.7%	26.2%	22.9%
More than €74,999	29.7%	28.3%	32.2%	38.2%	38.6%
Education level					
No studies	11.2%	9.1%	10.2%	10.4%	11.6%
Primary education	0.8%	0.9%	0.7%	0.8%	0.4%
Secondary education	16.5%	17.9%	16.8%	17.7%	21.2%
Higher education	71.4%	72.1%	72.3%	71.0%	66.8%

Who do they come with?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Unaccompanied	6.4%	8.2%	7.0%	9.1%	7.6%
Only with partner	51.3%	53.0%	52.6%	53.5%	48.4%
Only with children (< 13 years old)	4.4%	2.7%	3.4%	3.2%	3.4%
Partner + children (< 13 years old)	6.5%	5.9%	5.8%	5.9%	6.9%
Other relatives	13.3%	11.6%	12.6%	11.7%	12.2%
Friends	4.9%	6.1%	6.0%	5.4%	5.3%
Work colleagues	0.2%	0.3%	0.4%	0.1%	0.1%
Organized trip	0.2%	0.3%	0.1%	0.1%	0.2%
Other combinations (2)	13.0%	11.9%	12.1%	11.0%	15.8%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**18.6%**	**15.2%**	**16.4%**	**15.3%**	**18.1%**
- Between 0 and 2 years old	1.3%	1.1%	1.5%	1.4%	0.9%
- Between 3 and 12 years old	15.5%	12.7%	13.5%	12.8%	15.7%
- Between 0 -2 and 3-12 years old	1.7%	1.4%	1.4%	1.2%	1.4%
Tourists without children	**81.4%**	**84.8%**	**83.6%**	**84.7%**	**81.9%**
Group composition:					
- 1 person	9.2%	11.0%	8.7%	10.8%	9.1%
- 2 people	56.7%	59.0%	58.9%	58.9%	55.3%
- 3 people	11.5%	10.3%	10.5%	10.8%	13.0%
- 4 or 5 people	17.8%	15.6%	16.5%	14.1%	17.8%
- 6 or more people	4.7%	4.2%	5.4%	5.4%	4.8%
Average group size:	**2.66**	**2.56**	**2.66**	**2.60**	**2.71**

**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.