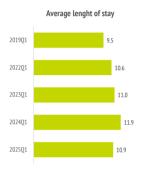
### How many are they and how much do they spend?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	1,244	850	1,179	1,359	1,369
Tourist arrivals ≥ 16 years old (EGT) (*)	1,096	767	1,063	1,211	1,213
- % tourists who book holiday package	53.0%	50.0%	51.5%	51.0%	47.7%
Children < 16 years old (FRONTUR - EGT) (*)	148	83	116	149	156
Expenditure per tourist (€)	1,060	1,440	1,535	1,665	1,556
- book holiday package	1,278	1,696	1,740	1,936	1,816
<ul> <li>holiday package</li> </ul>	999	1,394	1,421	1,589	1,526
- others	279	302	318	347	290
<ul> <li>do not book holiday package</li> </ul>	813	1,184	1,317	1,383	1,318
- flight	197	289	404	372	357
- accommodation	281	393	432	515	475
- others	335	502	482	496	486
Average lenght of stay	9.5	10.6	11.0	11.9	10.9
- Median	7.0	8.0	8.0	8.0	7.9
Average daily expenditure (€)	126.76	161.77	172.83	173.67	174.69
- Median	116.97	143.23	160.98	166.37	174.07
Average daily expenditure (without flight)	95.14	118.89	116.25	126.18	126.71
- Median	90.52	107.90	115.52	121.29	126.12
Average cost of the flight (€)	259.4	370.3	480.6	433.4	420.2
Total turnover ( ≥ 16 years old) (€m)	1,161	1,105	1,632	2,016	1,887
Turnover without flight ( $\geq$ 16 years old) ( $\in$ m)	877	821	1,121	1,491	1,378
(*) Thousands of tourists					

% Tourists whose spendin<mark>g has been greater than €0 in each item</mark>

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Accommodation:					
- Accommodation	82.2%	81.9%	81.6%	83.2%	83.3%
- Additional accommodation expenses	6.9%	7.6%	5.5%	5.7%	5.6%
Transport:					
- National/International Transport	96.1%	95.1%	95.7%	96.1%	96.3%
- Flights between islands	3.9%	3.7%	3.6%	3.6%	3.6%
- Taxi	50.1%	53.6%	53.9%	54.4%	50.2%
- Car rental	25.5%	21.3%	22.0%	23.5%	25.2%
- Public transport	16.3%	16.3%	17.6%	18.0%	20.8%
Food and drink:					
- Food purchases at supermarkets	62.4%	56.1%	58.0%	58.8%	59.6%
- Restaurants	71.4%	68.3%	68.3%	67.9%	68.9%
Leisure:					
- Organized excursions	14.1%	12.4%	14.6%	14.9%	15.5%
- Sport activities	5.4%	5.7%	7.0%	5.3%	5.3%
- Cultural activities	2.7%	1.7%	2.8%	3.0%	3.0%
- Museums	4.0%	2.3%	4.7%	4.9%	5.3%
- Theme Parks	4.5%	4.0%	4.0%	4.3%	4.6%
- Discos and pubs	9.1%	8.4%	9.1%	8.1%	9.4%
- Wellness	4.7%	4.3%	4.2%	3.9%	3.2%
Purchases of goods:					
- Souvenirs	41.6%	34.0%	34.2%	37.7%	39.5%
- Other expenses	0.7%	0.4%	0.7%	0.6%	0.6%
Other:					
- Medical or pharmaceutical expenses	7.4%	6.8%	7.7%	6.5%	6.8%
- Other expenses	7.0%	4.6%	4.9%	4.8%	4.1%



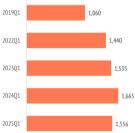




Canary Islands

LATITUDE OF LIFE

Average daily expenditure (€)



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

Expenditure per tourist and trip (€)	201901	202201	2023Q1	202401	202501
Accommodation:	712	980	963	1,187	1,125
- Accommodation	570	769	753	928	845
- Additional accommodation expenses	142	211	210	260	280
Transport:	525	759	883	858	809
- National/International Transport	270	389	502	451	436
- Flights between islands	76	74	116	116	98
- Taxi	65	95	92	92	99
- Car rental	86	151	141	156	148
- Public transport	28	49	33	43	28
Food and drink:	263	387	377	396	358
- Food purchases at supermarkets	102	165	141	169	138
- Restaurants	161	222	236	226	220
Leisure:	405	573	539	522	498
- Organized excursions	74	92	89	98	89
- Sport activities	73	145	92	107	99
- Cultural activities	45	48	52	64	49
- Museums	21	22	42	26	32
- Theme Parks	58	55	87	68	63
- Discos and pubs	76	117	109	104	93
- Wellness	57	94	67	55	73
Purchases of goods:	360	559	846	204	325
- Souvenirs	95	120	118	120	106
- Other expenses	265	439	729	83	219
Other:	147	107	160	121	133
- Medical or pharmaceutical expenses	74	52	67	37	38
- Other expenses	73	55	93	84	96

Source: Encuesta sobre Gasto Turístico (EGT, ISTAC).

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

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### What is the main purpose of their trip?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Holiday, leisure	87.2%	86.9%	86.2%	87.3%	86.9%
Visiting family or friends	8.6%	9.4%	9.8%	9.1%	9.2%
Business and work	3.2%	2.1%	2.3%	1.9%	2.1%
Education and training	0.0%	0.2%	0.3%	0.1%	0.3%
Sports training	0.5%	0.9%	0.7%	0.6%	0.6%
Health or medical care	0.2%	0.0%	0.1%	0.3%	0.2%
Fairs and congresses	0.0%	0.0%	0.1%	0.1%	0.1%
Others	0.3%	0.5%	0.5%	0.6%	0.6%

### What is the main motivation for their holidays?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Rest	55.0%	54.7%	51.6%	56.1%	52.7%
Enjoy family time	15.4%	17.5%	18.4%	17.5%	17.7%
Have fun	7.8%	8.6%	8.7%	7.4%	7.0%
Explore the destination	17.3%	15.0%	16.9%	15.2%	17.8%
Practice their hobbies	2.7%	2.3%	2.3%	1.7%	2.6%
Other reasons	1.7%	1.8%	2.1%	2.1%	2.3%

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### Where did they spend their main holiday last year? \*

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Didn't have holidays		34.2%	15.8%	11.2%	10.8%
Canary Islands		19.7%	26.6%	29.2%	29.7%
Other destination		46.1%	57.6%	59.6%	59.5%
- Balearic Islands		4.3%	4.1%	3.7%	2.8%
- Rest of Spain		9.4%	10.6%	10.8%	11.7%
- Italy		6.5%	8.7%	7.6%	8.6%
- France		4.1%	4.3%	5.2%	4.8%
- Turkey		1.0%	2.5%	3.2%	2.7%
- Greece		6.1%	6.5%	6.0%	7.6%
- Portugal		2.1%	3.7%	3.4%	3.7%
- Croatia		2.4%	3.2%	2.4%	2.0%
- Egypt		0.5%	1.1%	1.2%	1.2%
- Tunisia		0.1%	0.2%	0.3%	0.3%
- Morocco		0.1%	0.8%	0.8%	1.3%
- Others		9.4%	12.0%	14.9%	12.8%

\* Percentage of valid answers

### What other destinations did they consider for this trip? \*

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
None (I was clear about "this Canary Island")		40.0%	37.7%	37.3%	36.1%
Canary Islands (other island)		28.6%	29.9%	29.3%	32.1%
Other destination		31.4%	32.4%	33.4%	31.8%
- Balearic Islands		3.1%	3.4%	3.0%	3.0%
- Rest of Spain		6.3%	6.6%	7.1%	7.3%
- Italy		3.0%	3.2%	3.1%	3.0%
- France		1.4%	1.5%	1.6%	1.3%
- Turkey		2.1%	1.5%	2.3%	1.9%
- Greece		3.9%	3.6%	4.6%	4.3%
- Portugal		3.8%	5.0%	4.0%	4.0%
- Croatia		1.1%	1.3%	1.4%	1.5%
- Egypt		2.7%	2.9%	3.3%	2.7%
- Others		4.1%	3.5%	3.0%	2.7%

\* Percentage of valid answers

Canary Islands
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Importance of each	factor in the destination choice
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	2019Q1	202201	2023Q1	2024Q1	202501
Climate	84.3%	83.7%	80.0%	81.2%	83.5%
Safety	46.5%	47.6%	48.8%	51.6%	52.1%
Sea	45.2%	49.4%	46.2%	46.4%	48.4%
Tranquility	42.3%	42.1%	45.3%	44.7%	46.6%
Beaches	40.5%	45.2%	39.5%	41.4%	41.5%
European belonging	36.8%	41.5%	37.0%	36.4%	39.7%
Accommodation supply	35.7%	37.3%	36.2%	38.9%	38.3%
Effortless trip	33.9%	35.9%	36.3%	36.2%	35.7%
Landscapes	32.0%	32.5%	33.3%	30.9%	35.5%
Environment	27.6%	30.5%	30.4%	30.5%	32.7%
Price	33.2%	29.9%	28.8%	30.9%	31.2%
Gastronomy	22.8%	26.5%	26.9%	27.3%	25.1%
Authenticity	16.4%	19.6%	18.0%	19.2%	22.2%
Fun possibilities	17.1%	24.2%	22.2%	21.8%	20.7%
Hiking trail network	12.4%	12.4%	13.2%	11.9%	13.3%
Exoticism	9.7%	11.1%	9.1%	10.4%	12.4%
Nightlife	8.3%	12.3%	10.3%	10.9%	9.5%
Shopping	8.2%	9.5%	9.1%	10.1%	9.5%
Culture	8.1%	8.7%	8.9%	9.4%	9.3%
Historical heritage	7.4%	8.0%	8.5%	8.3%	8.6%

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?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
The same day	1.1%	0.8%	0.9%	1.2%	0.9%
Between 1 and 30 days	32.6%	41.2%	29.7%	26.5%	25.9%
Between 1 and 2 months	26.3%	26.0%	27.5%	24.9%	25.1%
Between 3 and 6 months	26.6%	21.1%	26.6%	32.2%	29.7%
More than 6 months	13.4%	10.9%	15.4%	15.2%	18.5%

### % TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Previous visits to the Canary Islands	55.2%	52.3%	52.2%	52.4%	53.2%
Friends or relatives	28.4%	31.4%	28.9%	27.4%	29.9%
Internet or social media	52.6%	49.7%	45.5%	48.3%	45.8%
Mass Media	1.5%	1.6%	1.6%	1.4%	1.5%
Travel guides and magazines	7.1%	5.7%	6.3%	5.9%	5.9%
Travel Blogs or Forums	3.9%	4.4%	4.2%	4.5%	4.5%
Travel TV Channels	0.7%	0.7%	0.7%	0.7%	0.9%
Tour Operator or Travel Agency	19.1%	18.3%	20.3%	19.2%	17.8%
Public administrations or similar	0.2%	1.1%	0.5%	0.7%	0.5%
Others * Multi-choise question	2.1%	2.9%	3.2%	3.0%	3.0%

lulti-choise question

# Tourist profile. Historical data (2019 - 2025) **GRAN CANARIA: First Quarter**

#### With whom did they book their flight and accommodation? O

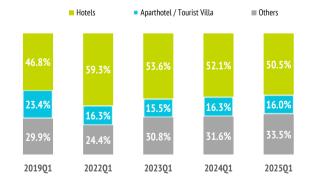
	201901	2022Q1	2023Q1	2024Q1	202501
Flight	2013Q1	LULLQI	202001	202401	2023Q1
- Directly with the airline	45.3%	47.9%	45.7%	47.3%	51.0%
- Tour Operator or Travel Agency	54.7%	52.1%	54.3%	52.7%	49.0%
Accommodation					
- Directly with the accommodation	32.1%	35.3%	34.2%	34.6%	37.1%
- Tour Operator or Travel Agency	67.9%	64.7%	65.8%	65.4%	62.9%
Where are they from?					$\oplus$

### Where are they from?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Germany	22.7%	19.6%	20.4%	20.4%	21.5%
United Kingdom	12.4%	16.1%	16.5%	17.2%	16.3%
Norway	10.9%	8.5%	10.6%	10.5%	10.1%
Spanish Mainland	12.4%	11.3%	10.1%	9.9%	9.2%
Sweden	11.5%	8.3%	8.8%	8.4%	7.3%
Netherlands	4.5%	6.7%	5.5%	5.6%	5.8%
Denmark	4.9%	6.2%	4.8%	4.5%	4.5%
Finland	4.8%	4.0%	3.6%	3.3%	3.7%
Italy	2.5%	2.7%	2.8%	3.1%	3.7%
France	1.6%	2.7%	3.4%	3.1%	3.0%
Others	11.8%	13.8%	13.5%	14.0%	14.9%

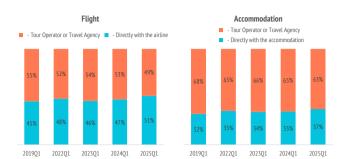
Where do they stay?					Ħ
	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
1-2-3* Hotel	14.5%	17.2%	13.6%	13.9%	12.3%
4* Hotel	26.4%	33.7%	30.0%	30.7%	30.1%
5* Hotel / 5* Luxury Hotel	5.9%	8.4%	10.0%	7.5%	8.0%
Aparthotel / Tourist Villa	23.4%	16.3%	15.5%	16.3%	16.0%
House/room rented in a private dwelling	9.2%	6.1%	8.8%	16.3%	18.4%
Private accommodation (1)	10.8%	10.8%	12.6%	10.3%	11.1%
Others (Cottage, cruise, camping,)	9.8%	7.5%	9.4%	5.0%	3.9%

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



### What do they book?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Room only	41.5%	33.9%	35.6%	38.3%	39.9%
Bed and Breakfast	15.6%	18.1%	17.5%	14.9%	16.1%
Half board	17.1%	15.8%	18.2%	15.5%	18.1%
Full board	2.3%	2.5%	2.2%	2.3%	2.6%
All inclusive	23.6%	29.7%	26.6%	29.0%	23.3%



### Activities in the Canary Islands

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Outdoor time per day	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
0 hours	1.1%	1.9%	2.4%	2.3%	1.3%
1 - 2 hours	8.1%	8.3%	7.7%	8.9%	8.1%
3 - 6 hours	30.7%	34.1%	31.6%	32.1%	32.1%
7 - 12 hours	50.7%	45.7%	49.3%	47.9%	49.6%
More than 12 hours	9.4%	10.0%	9.0%	8.8%	8.9%
Outdoor time per day	7.9	7.6	7.6	7.5	7.7



Activities in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Walk, wander	71.8%	70.3%	69.5%	70.5%	71.1%
Beach	66.7%	72.0%	65.4%	69.9%	68.4%
Explore the island on their own	47.2%	46.9%	44.8%	46.1%	48.4%
Swimming pool, hotel facilities	47.2%	51.8%	48.6%	51.4%	44.8%
Taste Canarian gastronomy	23.4%	24.8%	23.2%	23.0%	26.1%
Hiking		20.4%	21.1%	21.2%	24.7%
Nightlife / concerts / shows	16.4%	17.6%	16.8%	16.2%	17.4%
Museums / exhibitions	9.4%	7.9%	10.8%	11.5%	12.3%
Wineries / markets / popular festivals	11.4%	7.6%	11.0%	12.2%	12.0%
Organized excursions	10.0%	8.6%	9.7%	9.6%	9.9%
Theme parks	6.9%	7.7%	7.2%	8.1%	8.3%
Other Nature Activities		7.2%	7.1%	6.8%	8.2%
Running		8.2%	6.0%	7.0%	6.7%
Sea excursions / whale watching	7.5%	7.6%	6.7%	7.1%	6.1%
Beauty and health treatments	5.2%	6.1%	5.9%	6.0%	5.6%
Swim		20.8%	5.4%	5.8%	5.4%
Practice other sports		4.0%	4.0%	4.2%	4.5%
Astronomical observation	3.1%	3.7%	3.5%	3.4%	3.4%
Cycling / Mountain bike		4.5%	3.3%	2.6%	2.6%
Golf		2.5%	3.0%	2.6%	2.2%
Surf		2.9%	2.1%	2.3%	2.1%
Scuba Diving		1.9%	0.9%	1.4%	1.4%
Windsurf / Kitesurf		0.5%	0.2%	0.4%	0.2%
* Multi-choise question					



**∱**†

# Tourist profile. Historical data (2019 - 2025) GRAN CANARIA: First Quarter



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
The north	47.8%	47.9%	47.8%	48.6%	49.9%
Maspalomas dunes	45.6%	46.9%	46.4%	45.7%	49.5%
Teror	41.3%	37.7%	37.6%	39.7%	40.1%
Puerto de Mogán	24.5%	22.7%	20.1%	21.3%	23.6%
Las Palmas de Gran Canaria	20.9%	19.2%	18.3%	20.4%	22.7%
Roque Nublo	15.3%	13.7%	14.0%	14.8%	15.4%
The interior (mountains)	15.6%	15.1%	13.4%	14.0%	14.9%
Guayadeque ravine	13.4%	12.6%	12.9%	14.1%	14.9%
Agaete	7.9%	6.8%	6.6%	7.4%	7.0%

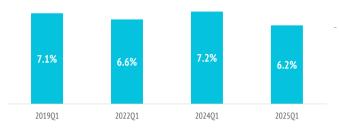
### Canary K Islands LATITUDE OF LIFE

How many islands do they visit during their trip?

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	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
One island	92.9%	93.4%	94.0%	92.8%	93.8%
Two islands	5.6%	5.6%	5.0%	5.7%	5.0%
Three or more islands	1.5%	1.0%	1.0%	1.6%	1.1%

% TOURISTS VISITING MORE THAN ONE ISLAND



### ¿Cuántos son fieles al destino?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Gran Canaria: Repeat tourists	70.6%	68.9%	72.2%	70.8%	70.5%
Gran Canaria: At least 10 previous visits	14.9%	15.3%	16.5%	15.1%	14.7%
Canary Islands: Repeat tourists	77.8%	75.9%	78.2%	77.6%	77.8%
Canary Islands: At least 10 previous visits	22.9%	24.2%	24.9%	24.2%	23.2%

Who are they?					
	201901	202201	202301	202401	

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Gender					
Men	49.6%	52.2%	51.2%	49.0%	49.8%
Women	50.4%	47.8%	48.8%	51.0%	50.2%
Age					
Average age	49.29	46.35	49.78	49.31	49.92
Standard deviation	15.7	16.7	17.3	17.3	17.8
Age range					
16 - 24 years old	6.5%	12.4%	9.2%	9.1%	8.8%
25 - 30 years old	9.0%	9.7%	8.4%	9.4%	9.0%
31 - 45 years old	25.5%	26.8%	24.0%	25.1%	26.5%
46 - 60 years old	31.5%	27.7%	26.5%	24.9%	20.5%
Over 60 years old	27.5%	23.5%	31.9%	31.6%	35.2%
Occupation					
Salaried worker	46.3%	52.4%	47.2%	51.5%	47.0%
Self-employed	11.3%	12.6%	10.1%	10.3%	10.6%
Unemployed	1.3%	0.9%	0.8%	0.8%	1.8%
Business owner	11.8%	11.2%	9.9%	8.6%	8.2%
Student	3.7%	4.7%	5.7%	3.9%	4.5%
Retired	24.1%	16.6%	25.3%	23.7%	26.4%
Unpaid domestic work	0.5%	0.3%	0.3%	0.4%	0.5%
Others	1.0%	1.5%	0.8%	1.0%	1.2%
Annual household income level					
Less than €25,000	15.7%	11.3%	11.6%	10.4%	11.3%
€25,000 - €49,999	36.5%	32.0%	31.4%	31.7%	30.6%
€50,000 - €74,999	23.7%	27.1%	25.6%	27.1%	25.4%
More than €74,999	24.1%	29.6%	31.3%	30.7%	32.7%
Education level					
No studies	2.4%	1.7%	2.3%	2.3%	1.7%
Primary education	3.3%	2.7%	2.3%	3.3%	3.2%
Secondary education	27.0%	20.9%	22.0%	23.7%	22.9%
Higher education	67.2%	74.7%	73.4%	70.8%	72.2%

How do they ra	te the C	Canary Islands?	
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2025Q1

Satisfaction (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Average rating	8.71	8.84	8.75	8.72	8.68
Experience in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Worse or much worse than expected	2.1%	2.4%	2.0%	2.8%	2.6%
Lived up to expectations	56.2%	53.0%	57.1%	57.9%	58.2%
Better or much better than expected	41.7%	44.6%	41.0%	39.3%	39.2%
Future intentions (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Return to the Canary Islands	8.82	8.87	8.85	8.85	8.85
Recommend visiting the Canary Islands	8.99	9.05	9.00	8.96	8.96

### Who do they come with?

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	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Unaccompanied	14.1%	17.3%	15.3%	14.5%	15.2%
Only with partner	50.5%	45.4%	47.2%	48.7%	46.8%
Only with children (< 13 years old)	3.4%	4.0%	4.4%	4.5%	3.8%
Partner + children (< 13 years old)	4.3%	4.2%	4.4%	4.3%	4.5%
Other relatives	6.3%	8.8%	8.3%	7.5%	8.0%
Friends	9.4%	8.6%	7.4%	7.8%	8.7%
Work colleagues	0.8%	0.5%	0.5%	0.5%	0.5%
Organized trip	0.2%	0.1%	0.2%	0.1%	0.1%
Other combinations (2) (2) Combination of some of the groups previously of	11.0% analyzed	11.0%	12.5%	12.2%	12.4%
Tourists with children	11.0%	12.4%	13.1%	13.2%	13.6%
- Between 0 and 2 years old	1.6%	0.8%	1.2%	1.5%	1.6%
- Between 3 and 12 years old	8.6%	10.7%	11.0%	10.5%	10.7%
- Between 0 -2 and 3-12 years old	0.9%	0.9%	0.9%	1.1%	1.3%
Tourists without children	89.0%	87.6%	86.9%	86.8%	86.4%
Group composition:					
- 1 person	17.4%	20.6%	18.0%	17.1%	18.0%
- 2 people	58.9%	54.2%	55.2%	56.1%	55.1%
- 3 people	9.4%	8.7%	10.7%	10.4%	9.0%
- 4 or 5 people	12.0%	12.6%	12.9%	13.2%	13.5%
- 6 or more people	2.2%	3.9%	3.3%	3.2%	4.4%
Average group size:	2.29	2.36	2.42	2.42	2.43
*People who share the main expenses of the trip					

\*People who share the main expenses of the trip

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