How many are they and how much do they spend? 👥€

	2018Q1	2018Q2	2018Q3	2018Q4	2018
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**1.24**	**0.91**	**1.06**	**1.20**	**4.40**
Tourist arrivals > 15 years old (EGT) (*)	**1.09**	**0.79**	**0.87**	**1.07**	**3.83**
- book holiday package (*)	0.60	0.45	0.58	0.62	**2.25**
- do not book holiday package (*)	0.49	0.33	0.29	0.45	**1.58**
- % tourists who book holiday package	54.8%	57.7%	66.3%	57.6%	**58.8%**

(*) Million of tourists

TOURISTS

2018Q1	2018Q2	2018Q3	2018Q4
1,237,491	909,724	1,055,358	1,200,372
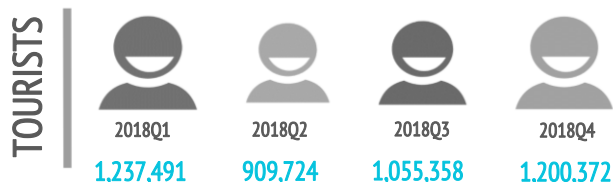
% TOURISTS WHO BOOK HOLIDAY PACKAGE

2018Q1	55%
2018Q2	58%
2018Q3	66%
2018Q4	58%

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Expenditure per tourist (€)	**1,271**	**1,172**	**1,252**	**1,215**	**1,231**
- book holiday package	1,384	1,269	1,341	1,392	**1,351**
- holiday package	1,106	1,032	1,070	1,127	**1,088**
- others	277	236	271	265	**264**
- do not book holiday package	1,135	1,040	1,078	975	**1,058**
- flight	294	279	319	275	**290**
- accommodation	398	324	274	309	**333**
- others	444	437	485	391	**435**
Average lenght of stay	**11.37**	**9.30**	**9.56**	**9.20**	**9.92**
- book holiday package	9.48	8.80	8.85	8.74	**8.98**
- do not book holiday package	13.65	9.98	10.98	9.84	**11.28**
Average daily expenditure (€)	**136.5**	**142.0**	**145.6**	**149.0**	**143.2**
- book holiday package	158.9	153.0	156.5	169.1	**159.9**
- do not book holiday package	109.4	127.0	124.2	121.8	**119.4**
Total turnover (> 15 years old) (€m)	**1,389**	**923**	**1,094**	**1,301**	**4,707**
- book holiday package	828	577	777	858	**3,039**
- do not book holiday package	561	346	317	443	**1,668**

AVERAGE LENGHT OF STAY (nights)

2018Q1	2018Q2	2018Q3	2018Q4
11.37	9.30	9.56	9.20

EXPENDITURE PER TOURIST (€)

2018Q1	2018Q2	2018Q3	2018Q4
1,271	1,172	1,252	1,215
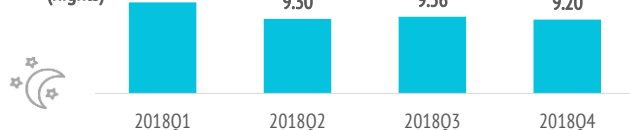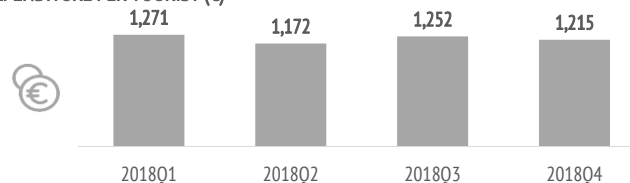
Importance of each factor in the destination choice 👤?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Climate	82.9%	79.6%	73.1%	82.7%	**79.9%**
Safety	45.8%	51.4%	51.7%	48.5%	**49.1%**
Sea	43.1%	43.9%	48.3%	49.2%	**46.2%**
Tranquility	41.6%	46.8%	46.5%	44.7%	**44.7%**
Beaches	37.7%	41.3%	45.8%	43.3%	**41.9%**
Accommodation supply	36.1%	40.9%	45.9%	37.5%	**39.7%**
European belonging	36.4%	35.8%	34.1%	38.2%	**36.2%**
Effortless trip	32.4%	34.1%	34.6%	32.4%	**33.3%**
Price	29.2%	34.4%	40.0%	29.3%	**32.8%**
Landscapes	26.8%	26.9%	28.6%	27.2%	**27.4%**
Environment	23.8%	25.6%	27.7%	26.8%	**25.9%**
Gastronomy	21.4%	21.3%	22.2%	21.7%	**21.7%**
Fun possibilities	15.4%	20.3%	28.9%	17.6%	**20.1%**
Authenticity	14.0%	17.3%	18.7%	15.8%	**16.3%**
Shopping	8.9%	9.5%	13.1%	8.9%	**10.0%**
Exoticism	8.2%	10.4%	12.6%	8.7%	**9.8%**
Nightlife	8.5%	9.1%	11.2%	8.1%	**9.1%**
Hiking trail network	10.7%	6.6%	5.2%	9.1%	**8.1%**
Culture	5.7%	5.7%	8.4%	7.1%	**6.7%**
Historical heritage	5.6%	5.4%	7.4%	6.6%	**6.3%**

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very import

% of tourists who indicate that the factor is "very important" in their choice.

% TOURISTS WHO CHOOSE BEACHES

2018Q1	2018Q3
38%	46%
2018Q2	**2018Q3**
41%	43%

What is the main motivation for their holidays? 🍦

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Rest	57.4%	54.8%	52.7%	56.7%	**55.6%**
Enjoy family time	14.6%	14.7%	18.1%	20.5%	**17.1%**
Have fun	7.0%	8.8%	10.9%	6.5%	**8.1%**
Explore the destination	14.9%	17.9%	15.8%	13.4%	**15.3%**
Practice their hobbies	1.9%	2.0%	0.9%	1.7%	**1.6%**
Other reasons	4.2%	1.9%	1.5%	1.3%	**2.3%**

How far in advance do they book their trip? 📅

	2018Q1	2018Q2	2018Q3	2018Q4	2018
The same day	0.8%	0.9%	0.9%	1.0%	**0.9%**
Between 1 and 30 days	26.3%	23.6%	27.4%	27.4%	**26.3%**
Between 1 and 2 months	26.3%	23.8%	19.9%	24.8%	**23.9%**
Between 3 and 6 months	31.4%	35.5%	29.6%	28.4%	**31.0%**
More than 6 months	15.2%	16.2%	22.2%	18.4%	**17.9%**

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

2018Q1	15.2%
2018Q2	16.2%
2018Q3	22.2%
2018Q4	18.4%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

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

Canary Islands
LATITUDE OF LIFE

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

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Previous visits to the Canary Islands	56.4%	50.0%	39.7%	54.3%	**50.7%**
Friends or relatives	24.9%	26.6%	28.3%	25.1%	**26.1%**
Internet or social media	53.3%	53.4%	54.3%	50.2%	**52.7%**
Mass Media	2.2%	1.8%	1.8%	1.2%	**1.7%**
Travel guides and magazines	8.5%	8.7%	8.3%	6.3%	**7.9%**
Travel Blogs or Forums	3.2%	3.4%	4.9%	4.0%	**3.9%**
Travel TV Channels	0.7%	0.4%	0.8%	0.6%	**0.6%**
Tour Operator or Travel Agency	22.2%	25.7%	29.1%	23.6%	**24.9%**
Public administrations or similar	0.3%	0.5%	0.5%	0.2%	**0.3%**
Others	2.4%	2.5%	2.3%	3.0%	**2.5%**

* Multi-choise question

With whom did they book their flight and accommodation?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Flight					
- Directly with the airline	40.3%	38.5%	30.6%	39.1%	**37.4%**
- Tour Operator or Travel Agency	59.7%	61.5%	69.4%	60.9%	**62.6%**
Accommodation					
- Directly with the accommodation	28.5%	29.0%	21.4%	27.1%	**26.6%**
- Tour Operator or Travel Agency	71.5%	71.0%	78.6%	72.9%	**73.4%**

Where do they stay?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
1-2-3* Hotel	16.9%	18.3%	16.8%	16.0%	**16.9%**
4* Hotel	28.4%	33.7%	33.3%	29.3%	**30.9%**
5* Hotel / 5* Luxury Hotel	4.9%	7.2%	6.8%	5.2%	**5.9%**
Aparthotel / Tourist Villa	25.8%	22.4%	25.2%	24.6%	**24.6%**
House/room rented in a private dwelli	7.2%	4.4%	3.4%	5.9%	**5.4%**
Private accommodation [1]	9.5%	7.6%	8.0%	10.8%	**9.1%**
Others (Cottage, cruise, camping,..)	7.3%	6.4%	6.4%	8.2%	**7.2%**

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

What do they book?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Room only	36.1%	29.9%	28.4%	34.9%	**32.7%**
Bed and Breakfast	14.7%	11.4%	10.8%	13.2%	**12.7%**
Half board	21.7%	24.3%	22.7%	21.1%	**22.3%**
Full board	2.5%	2.5%	2.7%	2.1%	**2.4%**
All inclusive	25.0%	32.0%	35.4%	28.7%	**29.9%**

30% of tourists book all inclusive.

25.0% 2018Q1

35.4% 2018Q3

32.0% 2018Q2

28.7% 2018Q4

Other expenses

	2018Q1	2018Q2	2018Q3	2018Q4	TOTAL
Restaurants or cafes	68.3%	62.7%	61.0%	66.2%	**64.9%**
Supermarkets	60.8%	56.6%	59.8%	60.6%	**59.7%**
Car rental	20.3%	21.0%	21.6%	20.1%	**20.7%**
Organized excursions	13.7%	18.1%	23.2%	16.5%	**17.6%**
Taxi, transfer, chauffeur service	53.5%	55.5%	59.1%	53.1%	**55.1%**
Theme Parks	4.8%	5.2%	9.8%	5.1%	**6.1%**
Sport activities	5.4%	5.8%	8.2%	5.4%	**6.1%**
Museums	4.4%	3.2%	4.2%	3.3%	**3.8%**
Flights between islands	4.1%	3.3%	4.4%	3.5%	**3.8%**

Activities in the Canary Islands

Outdoor time per day	2018Q1	2018Q2	2018Q3	2018Q4	2018
0 hours	1.6%	2.3%	2.1%	2.1%	**2.0%**
1 - 2 hours	8.4%	11.0%	11.5%	9.6%	**10.0%**
3 - 6 hours	34.9%	32.2%	33.2%	32.1%	**33.2%**
7 - 12 hours	45.6%	43.7%	42.1%	47.2%	**44.8%**
More than 12 hours	9.5%	10.8%	11.2%	9.0%	**10.0%**

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

Legend: 0 hours | More than 1 hour | More than 3 hours | More than 7 hours | More than 12 hours

2018Q1: 2%, 98%, 90%, 55%, 10%
2018Q2: 2%, 98%, 87%, 55%, 11%
2018Q3: 2%, 98%, 86%, 53%, 11%
2018Q4: 2%, 98%, 88%, 56%, 9%
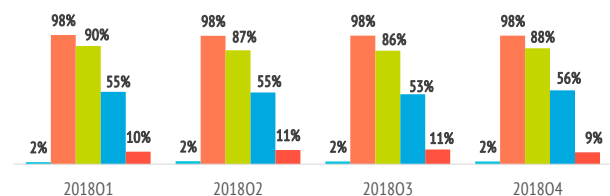
Activities in the Canary Islands	2018Q1	2018Q2	2018Q3	2018Q4	2018
Beach	66.2%	72.8%	79.5%	71.1%	**71.9%**
Walk, wander	72.7%	68.3%	65.5%	66.8%	**68.5%**
Swimming pool, hotel facilities	50.7%	62.2%	66.8%	52.5%	**57.3%**
Explore the island on their own	45.5%	44.4%	45.5%	41.6%	**44.2%**
Taste Canarian gastronomy	25.6%	23.5%	25.0%	22.9%	**24.3%**
Nightlife / concerts / shows	17.9%	18.7%	22.4%	16.9%	**18.8%**
Organized excursions	10.6%	13.9%	19.9%	12.8%	**14.0%**
Sport activities	13.9%	12.7%	13.5%	11.3%	**12.8%**
Theme parks	8.5%	11.0%	17.2%	10.0%	**11.4%**
Wineries/markets/popular festival	11.6%	10.2%	10.8%	10.6%	**10.9%**
Sea excursions / whale watching	7.5%	10.9%	16.0%	8.8%	**10.5%**
Activities at sea	7.2%	9.2%	12.2%	8.5%	**9.1%**
Museums / exhibitions	8.8%	7.6%	10.0%	8.1%	**8.6%**
Nature activities	9.9%	7.8%	6.6%	8.8%	**8.4%**
Beauty and health treatments	5.9%	6.3%	5.9%	6.1%	**6.1%**
Astronomical observation	2.4%	3.0%	3.2%	2.7%	**2.8%**

* Multi-choise question

Swimming pool · Beach · Walk · Explore the island · Taste Canarian gastronomy · Nightlife · Sport activities · Nature activities · Theme parks · Wineries/markets · Sea excursions · Activities at sea · Museums · Organized excursions · Astronomical observation · Beauty and health treatments

Which places do they visit in Gran Canaria?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Dunas de Maspalomas	50.1%	55.5%	52.1%	47.8%	**51.0%**
Las Palmas de Gran Canaria	42.7%	45.5%	50.0%	42.3%	**44.8%**
Puerto de Mogán	42.9%	41.6%	43.8%	38.5%	**41.6%**
El interior (cumbres)	23.4%	21.9%	20.3%	22.1%	**22.0%**
El Norte	19.2%	19.6%	20.9%	18.2%	**19.4%**
Roque Nublo	14.6%	16.0%	14.2%	14.8%	**14.8%**
Agaete	14.3%	13.3%	12.8%	12.4%	**13.2%**
Teror	12.9%	13.0%	13.4%	11.7%	**12.7%**
Barranco de Guayadeque	7.7%	7.5%	6.8%	6.8%	**7.2%**

"

5 in 10 tourists in Gran Canaria visit
Dunas de Maspalomas

2018Q1	50.1%
2018Q2	55.5%
2018Q3	52.1%
2018Q4	47.8%

Internet usage during their trip 🖥

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Research					
- Tourist package	13.5%	16.2%	17.2%	14.7%	**15.4%**
- Flights	11.7%	13.6%	14.6%	12.4%	**13.0%**
- Accommodation	16.6%	18.1%	19.5%	16.7%	**17.7%**
- Transport	14.8%	15.4%	17.1%	15.2%	**15.6%**
- Restaurants	25.0%	26.9%	29.2%	26.8%	**27.0%**
- Excursions	23.0%	26.9%	30.6%	24.7%	**26.3%**
- Activities	28.2%	31.7%	34.4%	29.6%	**31.0%**
Book or purchase					
- Tourist package	40.1%	36.3%	37.1%	38.8%	**38.1%**
- Flights	66.7%	63.1%	61.0%	66.3%	**64.4%**
- Accommodation	56.1%	54.1%	52.0%	55.8%	**54.5%**
- Transport	45.2%	45.3%	43.1%	45.1%	**44.7%**
- Restaurants	10.4%	9.8%	10.0%	11.5%	**10.5%**
- Excursions	9.7%	11.1%	13.7%	11.2%	**11.4%**
- Activities	10.8%	11.8%	15.1%	12.1%	**12.5%**

* Multi-choise question

Internet usage in the Canary Islands	2018Q1	2018Q2	2018Q3	2018Q4	2018
Did not use the Internet	**11.4%**	**10.3%**	**7.8%**	**9.4%**	**9.8%**
Used the Internet	**88.6%**	**89.7%**	**92.2%**	**90.6%**	**90.2%**
- Own Internet connection	34.1%	36.3%	39.9%	36.1%	**36.5%**
- Free Wifi connection	42.0%	41.0%	39.9%	41.3%	**41.1%**
Applications*					
- Search for locations or maps	58.2%	59.9%	63.3%	61.6%	**60.7%**
- Search for destination info	43.3%	43.1%	46.7%	45.5%	**44.7%**
- Share pictures or trip videos	53.0%	56.2%	59.4%	54.4%	**55.6%**
- Download tourist apps	6.2%	6.3%	6.8%	6.8%	**6.5%**
- Others	26.9%	23.3%	20.9%	24.1%	**23.9%**

* Multi-choise question

How many islands do they visit during their trip? 🧳

	2018Q1	2018Q2	2018Q3	2018Q4	2018
One island	90.6%	90.6%	90.3%	91.8%	**90.9%**
Two islands	7.5%	8.2%	8.7%	6.8%	**7.7%**
Three or more islands	1.8%	1.3%	1.1%	1.4%	**1.4%**

% TOURISTS VISITING MORE THAN ONE ISLAND

2018Q1		2018Q3
9.4%		8.2%
2018Q2		2018Q4
9.7%		9.1%
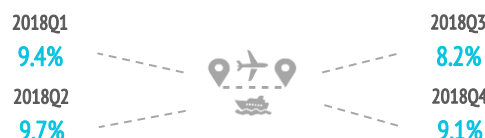
How do they rate the Canary Islands? 👍

Satisfaction (scale 0-10)	2018Q1	2018Q1	2018Q1	2018Q1	2018Q1
Average rating	8.52	8.60	8.62	8.60	**8.58**

Experience in the Canary Islands	2018Q1	2018Q1	2018Q1	2018Q1	2018Q1
Worse or much worse than expected	2.8%	3.1%	3.3%	2.5%	**2.9%**
Lived up to expectations	61.8%	57.6%	51.7%	58.0%	**57.4%**
Better or much better than expected	35.5%	39.3%	45.1%	39.5%	**39.7%**

Future intentions (scale 1-10)	2018Q1	2018Q1	2018Q1	2018Q1	2018Q1
Return to the Canary Islands	8.63	8.60	8.46	8.72	**8.60**
Recommend visiting the Canary Islands	8.83	8.85	8.82	8.92	**8.86**

How many are loyal to the Canary Islands? 👤

	2018Q1	2018Q1	2018Q1	2018Q1	2018Q1
Repeat tourists	**73.1%**	**65.7%**	**54.3%**	**71.1%**	**66.7%**
Repeat tourists (last 5 years)	14.1%	13.1%	8.7%	16.0%	**13.2%**
Repeat tourists (last 5 years)(5 or more visits)	78.9%	72.2%	61.2%	77.1%	**73.0%**
At least 10 previous visits	**22.3%**	**20.4%**	**13.7%**	**24.6%**	**20.6%**

GRAN CANARIA: MAIN MARKETS
% TOURISTS BY QUARTER OF TRIP

Nordics
Q4 36.7% | Q1 45.4% | Q3 8.0% | Q2 9.9%

United Kingdom
Q4 24.0% | Q1 21.7% | Q3 29.2% | Q2 25.1%

Germany
Q4 30.2% | Q1 28.0% | Q3 21.2% | Q2 20.6%
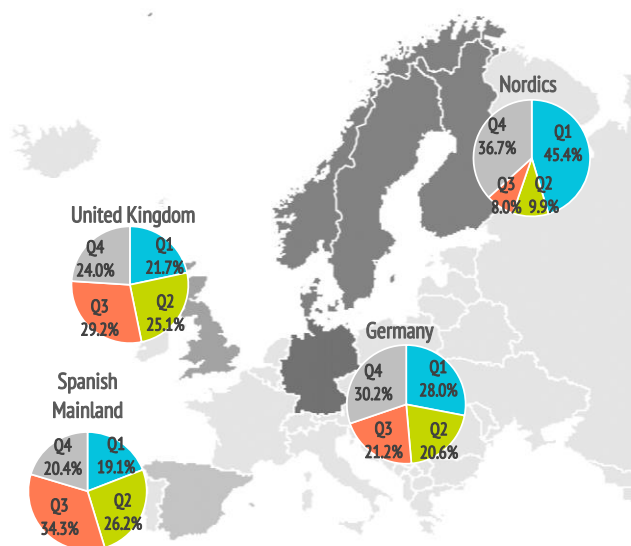
Spanish Mainland
Q4 20.4% | Q1 19.1% | Q3 34.3% | Q2 26.2%

Where are they from? 🌐

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Germany	22.1%	22.5%	20.9%	24.3%	**22.5%**
United Kingdom	13.8%	22.2%	23.3%	15.6%	**18.2%**
Spanish Mainland	8.8%	16.6%	19.7%	9.5%	**13.1%**
Sweden	12.9%	4.4%	2.6%	9.6%	**7.9%**
Norway	11.2%	3.6%	3.6%	9.9%	**7.5%**
Netherlands	4.9%	6.0%	6.3%	4.8%	**5.4%**
Denmark	5.3%	1.5%	1.4%	4.2%	**3.3%**
Finland	4.8%	0.9%	0.0%	4.6%	**2.8%**
Switzerland	2.4%	3.0%	2.4%	3.5%	**2.8%**
Belgium	1.9%	3.3%	3.4%	2.2%	**2.7%**
Italy	2.2%	2.8%	2.7%	2.3%	**2.5%**
France	2.0%	3.2%	3.0%	1.8%	**2.4%**
Ireland	1.6%	2.1%	1.7%	1.5%	**1.7%**
Poland	1.0%	1.7%	1.9%	1.2%	**1.4%**
Austria	1.1%	1.0%	0.9%	0.9%	**1.0%**
Czech Republic	0.4%	0.6%	0.5%	0.4%	**0.5%**
Russia	0.2%	0.1%	0.1%	0.2%	**0.2%**
Others	3.3%	4.5%	5.7%	3.5%	**4.2%**

Who do they come with? 👫

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Unaccompanied	12.4%	13.2%	11.3%	14.5%	**12.9%**
Only with partner	51.3%	45.9%	39.9%	44.6%	**45.7%**
Only with children (< 13 years old)	3.6%	5.3%	6.8%	5.5%	**5.2%**
Partner + children (< 13 years old)	4.3%	6.5%	8.8%	5.8%	**6.2%**
Other relatives	6.4%	7.6%	8.7%	8.7%	**7.8%**
Friends	8.9%	7.9%	7.5%	6.2%	**7.6%**
Work colleagues	0.9%	1.0%	0.8%	0.9%	**0.9%**
Organized trip	0.1%	0.1%	0.0%	0.2%	**0.1%**
Other combinations [1]	12.0%	12.5%	16.0%	13.7%	**13.5%**
(1) Different situations have been isolated					
Tourists with children	**11.9%**	**17.2%**	**21.4%**	**16.7%**	**16.5%**
- Between 0 and 2 years old	1.7%	2.2%	1.8%	1.6%	**1.8%**
- Between 3 and 12 years old	8.9%	13.4%	18.4%	13.9%	**13.4%**
- Between 0 -2 and 3-12 years	1.3%	1.6%	1.1%	1.2%	**1.3%**
Tourists without children	**88.1%**	**82.8%**	**78.6%**	**83.3%**	**83.5%**
Group composition:					
- 1 person	15.9%	16.6%	14.0%	17.1%	**16.0%**
- 2 people	60.4%	53.8%	50.0%	53.3%	**54.7%**
- 3 people	8.4%	11.1%	14.4%	11.0%	**11.0%**
- 4 or 5 people	12.4%	15.5%	18.1%	15.3%	**15.1%**
- 6 or more people	2.9%	3.1%	3.5%	3.3%	**3.2%**
Average group size:	**2.35**	**2.46**	**2.57**	**2.46**	**2.45**

16.5% of tourists travel with children.

(under the age of 13)

2018Q1	11.9%
2018Q2	17.2%
2018Q3	21.4%
2018Q4	16.7%
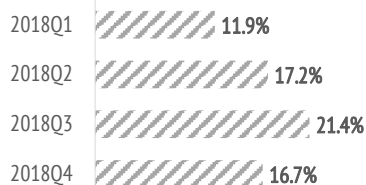
Who are they? 👤

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Gender					
Men	50.6%	50.9%	48.6%	50.3%	**50.1%**
Women	49.4%	49.1%	51.4%	49.7%	**49.9%**
Age					
Average age (tourist > 15 years old)	50.7	45.8	41.2	49.2	**47.1**
Standard deviation	16.1	15.4	14.8	15.3	**15.9**
Age range (> 15 years old)					
16 - 24 years old	6.0%	7.9%	15.6%	5.4%	**8.4%**
25 - 30 years old	8.4%	12.8%	13.6%	8.9%	**10.6%**
31 - 45 years old	23.4%	29.2%	32.0%	27.0%	**27.6%**
46 - 60 years old	29.7%	29.9%	27.8%	32.0%	**29.9%**
Over 60 years old	32.5%	20.1%	11.1%	26.7%	**23.4%**
Occupation					
Salaried worker	46.0%	56.2%	61.9%	52.1%	**53.4%**
Self-employed	10.7%	10.1%	10.6%	10.6%	**10.5%**
Unemployed	1.0%	1.1%	1.7%	1.3%	**1.3%**
Business owner	11.5%	9.2%	8.2%	11.9%	**10.4%**
Student	3.7%	4.8%	8.3%	2.6%	**4.7%**
Retired	25.6%	16.2%	7.8%	19.7%	**18.0%**
Unpaid domestic work	0.4%	0.9%	0.7%	0.8%	**0.7%**
Others	1.0%	1.4%	0.7%	1.0%	**1.0%**
Annual household income level					
Less than €25,000	14.6%	18.0%	22.3%	13.3%	**16.7%**
€25,000 - €49,999	34.6%	35.3%	38.8%	33.9%	**35.5%**
€50,000 - €74,999	27.0%	26.0%	23.5%	26.3%	**25.8%**
More than €74,999	23.9%	20.8%	15.4%	26.4%	**22.0%**
Education level					
No studies	1.8%	3.7%	3.8%	2.1%	**2.7%**
Primary education	4.2%	3.6%	2.4%	4.1%	**3.6%**
Secondary education	27.4%	24.1%	25.3%	25.7%	**25.7%**
Higher education	66.6%	68.6%	68.5%	68.1%	**67.9%**

AVERAGE AGE (> 15 years olf)

2018Q1	50.7
2018Q2	45.8
2018Q3	41.2
2018Q4	49.2

% OF TOURISTS WITH INCOMES OVER €74,999

● 2018Q1 ● 2018Q3
● 2018Q2 ● 2018Q4

| 24% | 21% | 15% | 26% |

% SALARIED WORKED TOURISTS

2018Q1	46%
2018Q2	56%
2018Q3	62%
2018Q4	52%

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

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