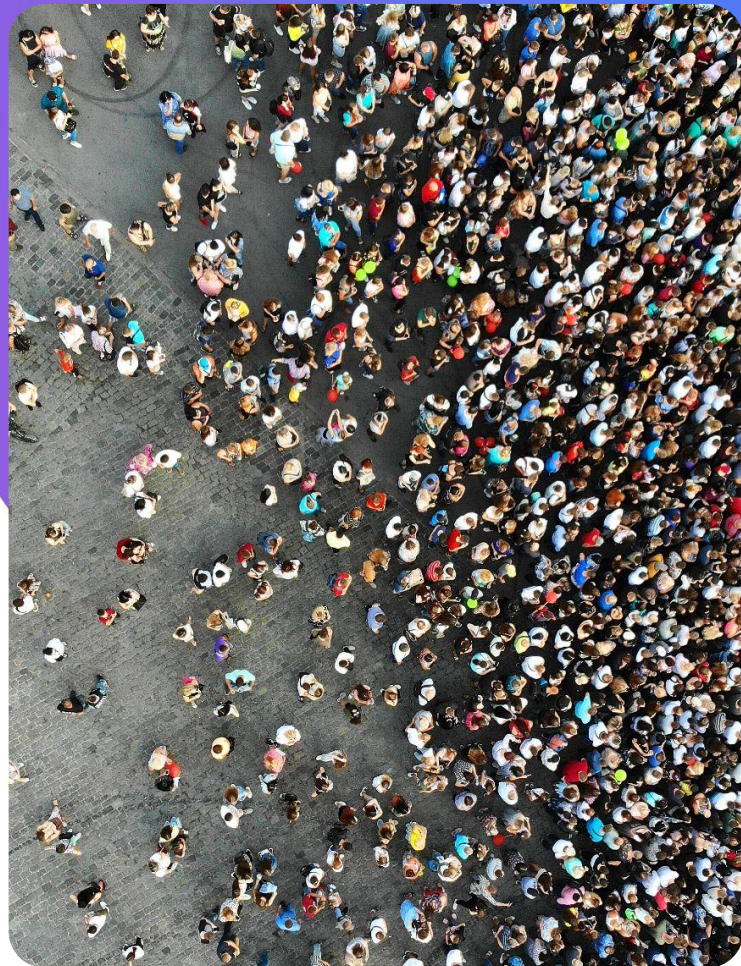
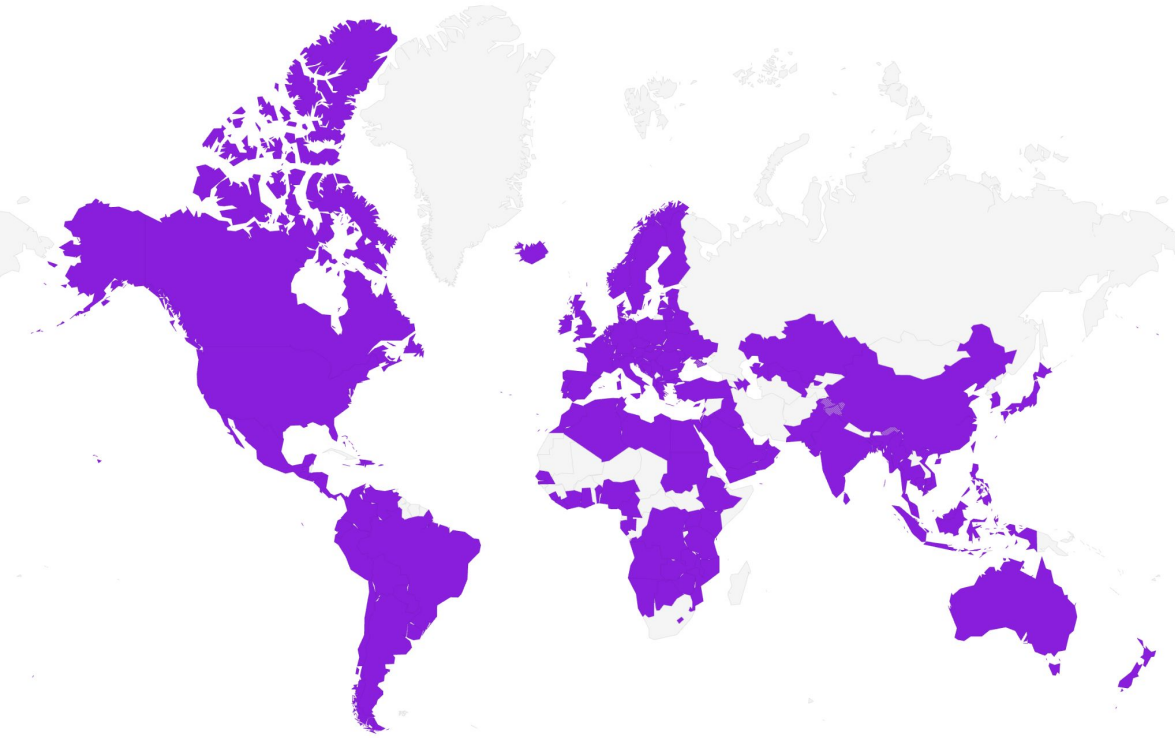


# Cint

## Cint Exchange Panel Book

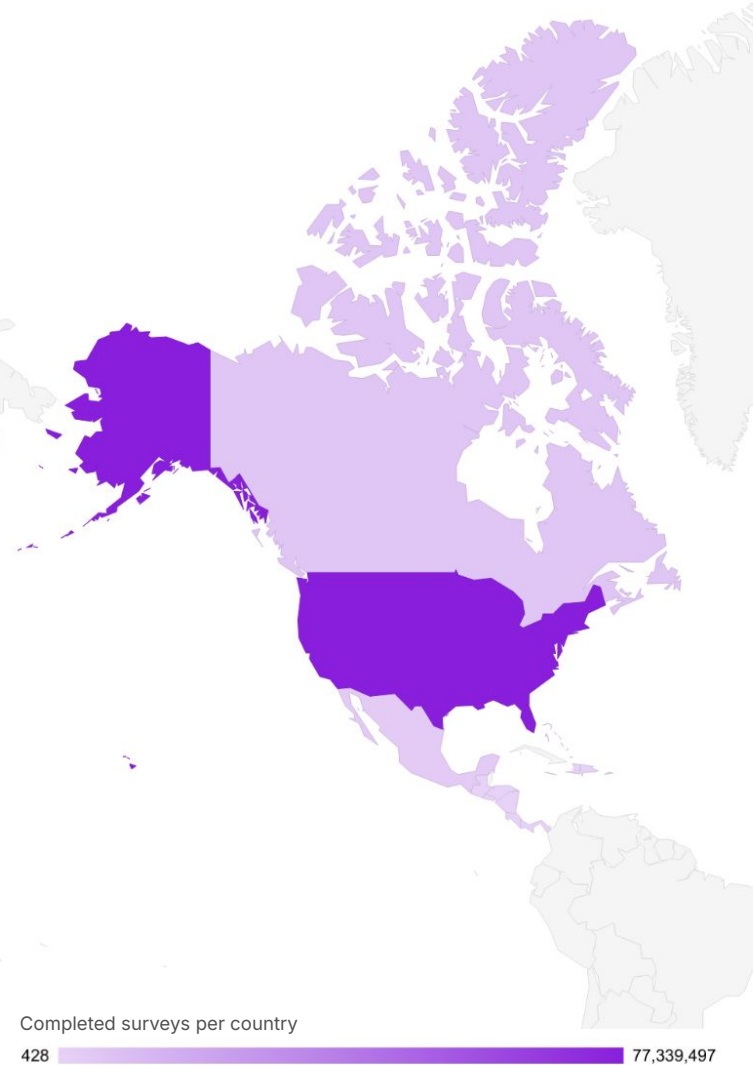
2025





## Methodology

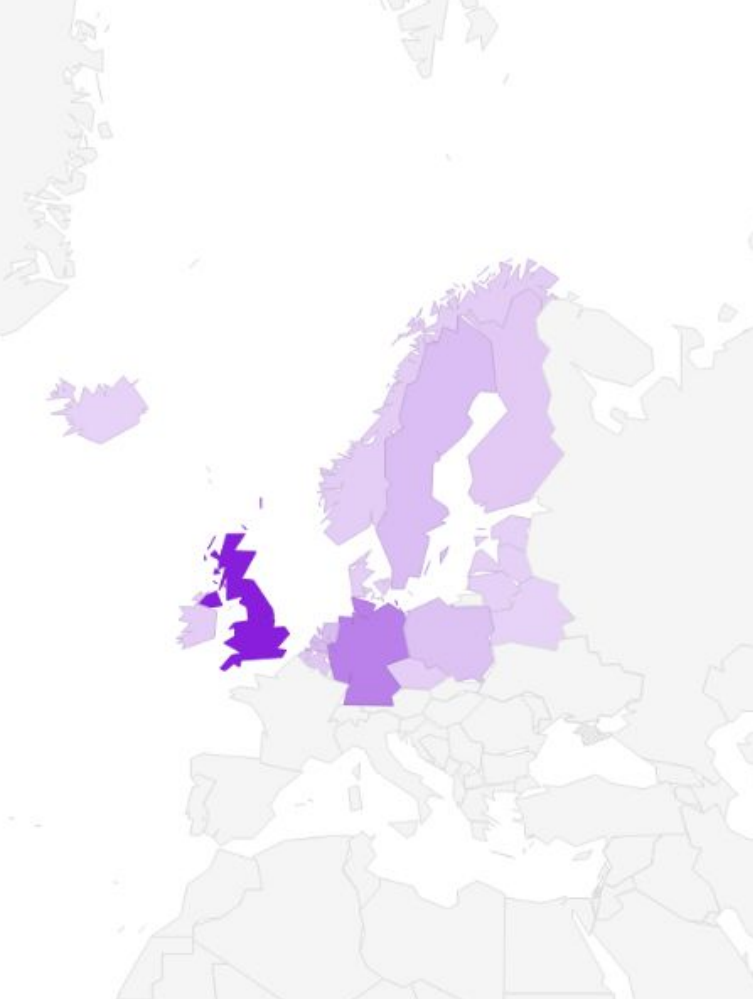
- Data reflects the total number of surveys completed across all programmatic supply sources on the Cint Exchange from January 2024 through December 2024.
- Demographic information is based on the most recent profiling responses on record for each respondent.
- View online [here](#)



## North America

86,980,310 total completes

Country	Completed Surveys	Male	Female	14 - 22	23 - 35	36 - 55	56 - 80+
Bahamas	1,496	43.25%	56.75%	29.61%	43.85%	24.93%	1.60%
Canada	5,683,167	46.74%	53.07%	6.81%	27.82%	38.53%	26.83%
Costa Rica	112,207	45.39%	54.61%	10.48%	45.27%	39.45%	4.80%
Dominican Republic	73,756	51.34%	48.66%	17.14%	47.61%	31.55%	3.70%
El Salvador	30,882	52.90%	47.10%	11.39%	49.12%	36.62%	2.87%
Guatemala	117,534	46.02%	53.98%	6.28%	57.08%	34.03%	2.61%
Haiti	428	80.14%	19.86%	34.58%	55.37%	9.81%	0.23%
Honduras	29,699	51.71%	48.29%	13.87%	52.76%	30.72%	2.66%
Jamaica	8,467	42.27%	57.73%	22.61%	47.04%	27.93%	2.42%
Mexico	3,464,778	43.10%	56.90%	11.32%	43.50%	39.01%	6.17%
Nicaragua	15,341	50.63%	49.37%	15.04%	48.52%	33.54%	2.89%
Panama	56,991	50.19%	49.81%	11.83%	45.85%	37.15%	5.17%
Puerto Rico	46,067	38.98%	61.02%	6.60%	35.52%	45.53%	12.35%
United States	77,339,497	44.40%	55.49%	7.91%	26.26%	38.06%	27.77%



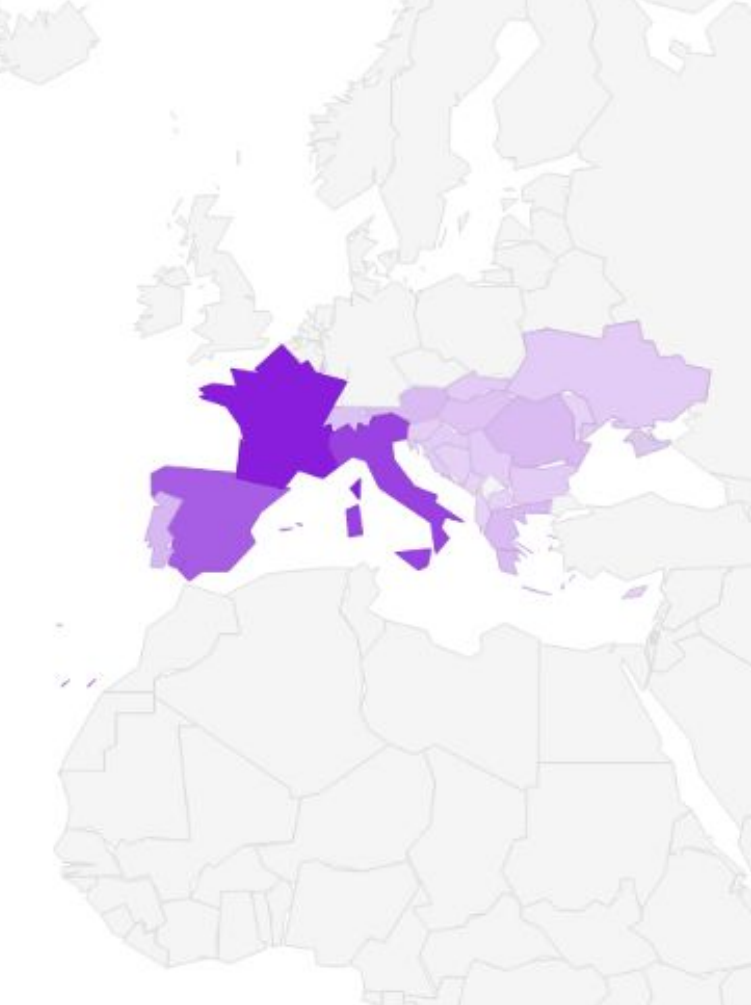
Completed surveys per country

1,292 22,982,706

## Northern Europe

47,488,520 total completes

Country	Completed Surveys	Male	Female	14 - 22	23 - 35	36 - 55	56 - 80+
Belarus	20,282	46.62%	53.38%	6.75%	28.92%	51.04%	13.29%
Belgium	1,278,943	47.73%	52.27%	9.36%	30.27%	38.80%	21.57%
Czechia	531,470	44.73%	55.27%	10.27%	30.01%	41.63%	18.08%
Denmark	538,220	50.00%	50.00%	8.45%	31.55%	37.41%	22.59%
Estonia	90,542	47.49%	52.51%	8.47%	33.80%	42.27%	15.45%
Finland	1,250,397	47.39%	52.61%	6.33%	29.53%	39.14%	24.99%
Germany	10,912,450	47.88%	51.99%	8.22%	29.44%	39.20%	23.15%
Iceland	1,292	51.86%	48.14%	5.19%	24.69%	34.29%	35.84%
Ireland	785,595	42.88%	57.12%	7.74%	32.91%	43.55%	15.79%
Latvia	98,223	46.54%	53.46%	8.93%	33.23%	42.02%	15.81%
Lithuania	190,783	44.85%	55.15%	7.17%	28.36%	41.74%	22.73%
Netherlands	3,000,670	46.81%	53.19%	7.06%	28.24%	35.78%	28.92%
Norway	640,823	47.99%	52.01%	9.24%	34.06%	38.67%	18.02%
Poland	2,333,142	45.08%	54.92%	8.64%	33.06%	42.58%	15.73%
Sweden	2,832,982	47.36%	52.64%	7.30%	29.85%	38.36%	24.49%
United Kingdom	22,982,706	46.65%	53.28%	8.79%	29.40%	37.64%	24.17%



# Southern Europe

21,844,533 total completes

Country	Completed Surveys	Male	Female	14 - 22	23 - 35	36 - 55	56 - 80+
Albania	2,173	57.85%	42.15%	13.39%	58.35%	26.00%	2.25%
Austria	865,895	47.86%	52.11%	8.57%	29.26%	37.72%	24.44%
Bosnia and Herzegovina	20,915	36.91%	63.09%	8.64%	32.44%	50.25%	8.67%
Bulgaria	253,796	47.74%	52.26%	6.56%	30.04%	46.37%	17.04%
Croatia	230,228	45.53%	54.47%	7.70%	30.21%	41.64%	20.44%
Cyprus	9,251	33.17%	66.83%	2.94%	37.28%	54.13%	5.64%
France	6,348,389	44.29%	55.57%	10.31%	27.38%	40.25%	22.05%
Greece	816,924	47.33%	52.67%	6.65%	29.90%	48.63%	14.81%
Hungary	549,915	46.28%	53.72%	8.31%	31.25%	41.84%	18.59%
Italy	5,148,664	48.04%	51.96%	5.96%	25.43%	44.93%	23.68%
Luxembourg	9,062	48.10%	51.90%	12.35%	41.28%	37.85%	8.52%
Malta	3,189	42.62%	57.38%	9.91%	35.18%	43.87%	11.04%
Moldova	11,489	44.61%	55.39%	10.27%	41.67%	42.14%	5.92%
Montenegro	1,138	39.81%	60.19%	16.61%	35.33%	41.65%	6.41%
North Macedonia	302	29.80%	70.20%	6.62%	28.81%	52.32%	12.25%
Portugal	994,348	48.03%	51.97%	5.80%	28.17%	47.51%	18.52%
Romania	864,144	46.76%	53.24%	6.84%	31.74%	46.23%	15.19%
Serbia	207,047	47.81%	52.19%	7.41%	30.42%	46.65%	15.52%
Slovakia	255,876	47.63%	52.37%	8.84%	31.67%	41.62%	17.87%
Slovenia	131,073	48.52%	51.48%	8.09%	29.97%	41.37%	20.57%
Spain	4,230,879	47.63%	52.37%	8.45%	27.22%	45.12%	19.22%
Switzerland	640,281	47.83%	52.15%	7.52%	30.90%	43.05%	18.53%
Ukraine	249,555	45.90%	54.10%	6.56%	31.88%	52.69%	8.87%

Completed surveys per country

302 6,348,389

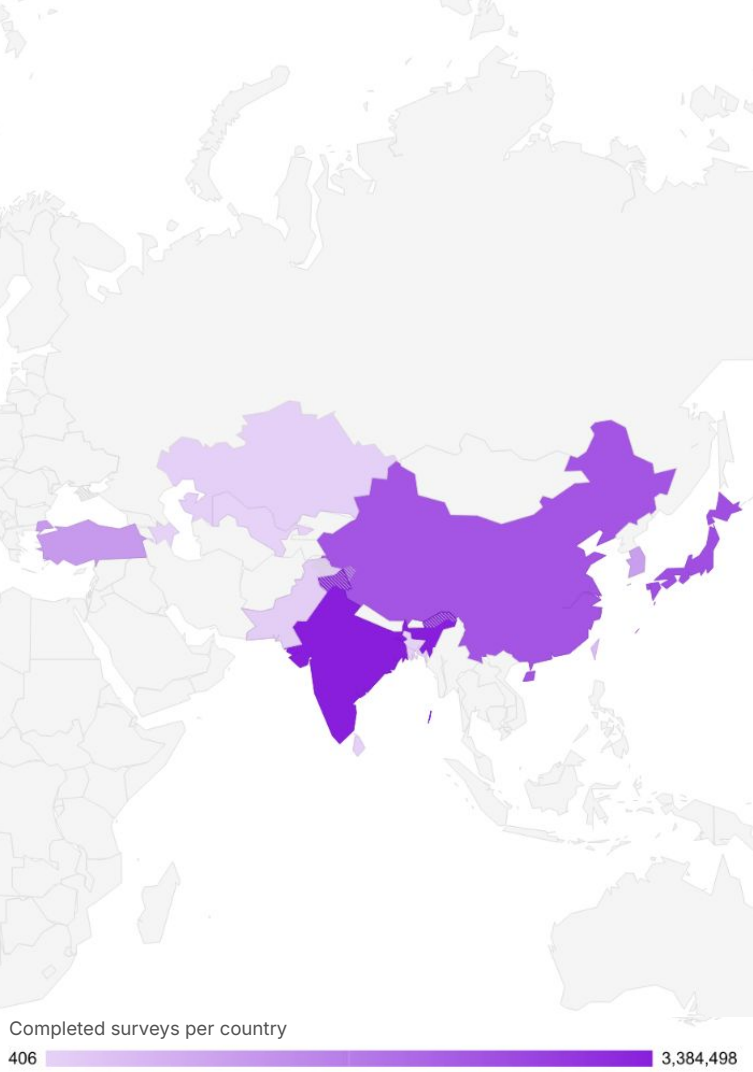


## South America

13,139,734 total completes

Country	Completed Surveys	Male	Female	14 - 22	23 - 35	36 - 55	56 - 80+
Argentina	780,092	48.75%	51.25%	11.46%	35.57%	43.05%	9.92%
Bolivia	17,533	51.27%	48.73%	14.41%	48.02%	34.29%	3.28%
Brazil	3,595,316	44.94%	55.06%	8.61%	39.25%	42.24%	9.91%
Chile	736,724	43.19%	56.81%	9.54%	38.33%	42.88%	9.25%
Colombia	729,952	43.92%	56.08%	11.56%	39.99%	40.54%	7.91%
Ecuador	146,373	43.67%	56.33%	13.72%	47.05%	35.29%	3.94%
Paraguay	14,366	54.78%	45.22%	12.01%	44.86%	38.81%	4.32%
Peru	479,437	44.84%	55.16%	12.72%	43.80%	38.55%	4.93%
Uruguay	69,906	45.75%	54.25%	11.61%	39.63%	41.84%	6.92%
Venezuela	168	4.17%	95.83%	19.05%	80.36%	0.00%	0.60%

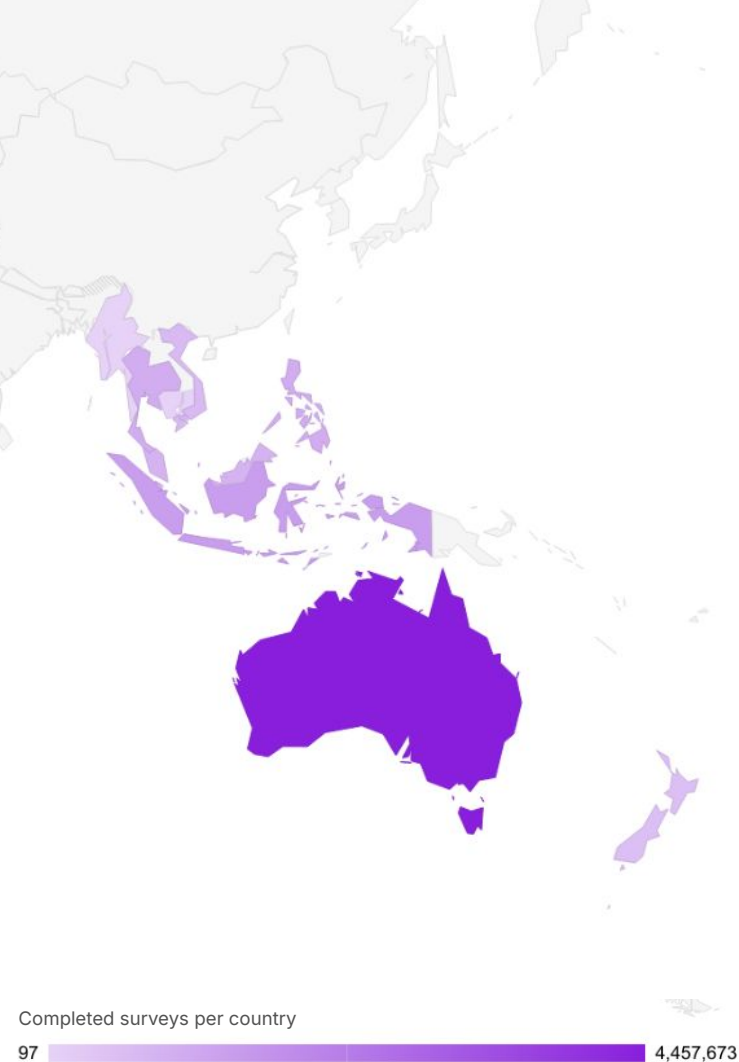




## Asia

11,539,990 total completes

Country	Completed Surveys	Male	Female	14 - 22	23 - 35	36 - 55	56 - 80+
Azerbaijan	6,716	55.85%	44.15%	15.98%	52.67%	29.91%	1.44%
Bangladesh	15,812	67.12%	32.88%	16.22%	52.14%	27.85%	3.79%
China	2,405,488	45.32%	54.68%	10.64%	41.30%	38.62%	9.43%
Hong Kong	420,736	47.27%	52.73%	4.09%	37.84%	46.76%	11.31%
India	3,384,498	52.89%	47.10%	13.60%	47.28%	33.68%	5.44%
Japan	2,521,220	51.93%	48.07%	5.85%	23.67%	44.84%	25.64%
Kazakhstan	54,434	53.78%	46.22%	8.26%	39.45%	45.38%	6.91%
Pakistan	104,474	59.21%	40.79%	16.23%	50.62%	29.20%	3.95%
South Korea	1,009,355	51.02%	48.98%	8.31%	32.63%	44.92%	14.14%
Sri Lanka	29,660	60.56%	39.44%	15.73%	51.44%	29.55%	3.28%
Taiwan	459,221	51.04%	48.96%	6.00%	35.40%	48.42%	10.18%
Turkey	1,127,970	47.82%	52.18%	8.11%	44.23%	41.39%	6.27%
Uzbekistan	406	62.32%	37.68%	17.00%	53.94%	27.83%	1.23%



## Southeast Asia and Oceania

10,659,302 total completes

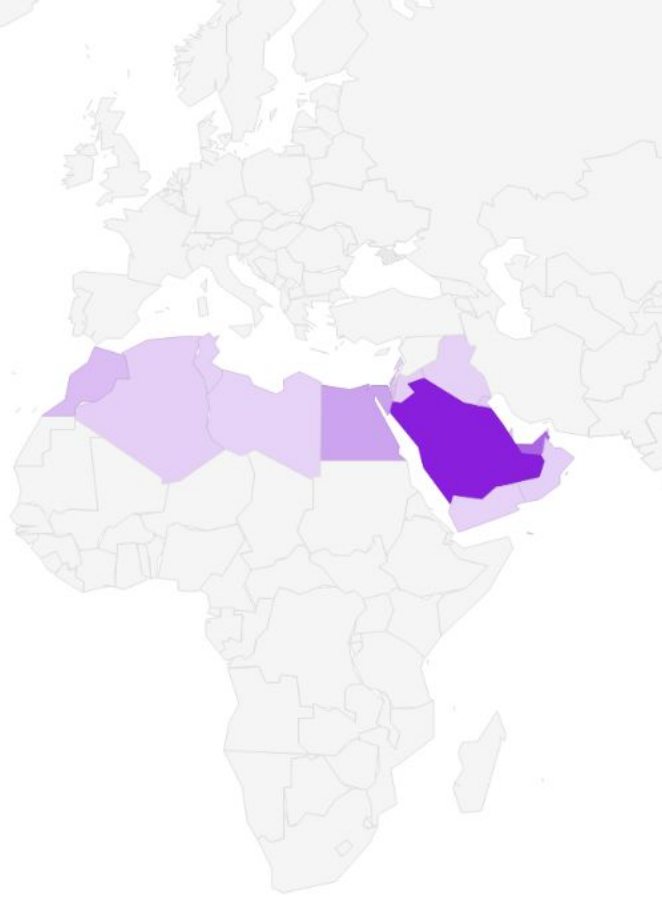
Country	Completed Surveys	Male	Female	14 - 22	23 - 35	36 - 55	56 - 80+
Australia	4,457,673	44.88%	55.06%	7.90%	33.08%	36.81%	22.21%
New Zealand	508,629	45.31%	54.68%	9.88%	33.85%	33.31%	22.96%
Cambodia	97	49.48%	50.52%	31.96%	61.86%	6.19%	0.00%
Indonesia	1,364,615	45.65%	54.35%	9.99%	49.45%	35.26%	5.31%
Malaysia	807,408	46.85%	53.15%	8.40%	46.83%	39.25%	5.52%
Myanmar	1,880	72.13%	27.87%	23.67%	64.15%	11.81%	0.37%
Philippines	996,816	40.99%	59.01%	13.44%	46.11%	35.60%	4.85%
Singapore	919,396	52.12%	47.88%	6.50%	39.68%	43.07%	10.75%
Thailand	961,746	42.89%	57.11%	7.90%	43.66%	40.76%	7.68%
Vietnam	641,042	42.27%	57.73%	10.86%	49.29%	36.06%	3.79%



## Middle East and North Africa

2,740,802 total completes

Country	Completed Surveys	Male	Female	14 - 22	23 - 35	36 - 55	56 - 80+
Algeria	28,516	52.89%	47.11%	16.03%	49.22%	31.37%	3.38%
Bahrain	14,755	62.05%	37.95%	5.40%	48.19%	42.76%	3.65%
Egypt	334,641	51.78%	48.22%	11.59%	50.19%	30.48%	7.74%
Iraq	8,489	77.09%	22.91%	25.57%	56.83%	16.57%	1.02%
Israel	92,652	54.92%	45.08%	9.03%	37.48%	41.72%	11.76%
Jordan	28,594	59.32%	40.68%	13.03%	46.94%	36.67%	3.36%
Kuwait	41,005	60.48%	39.52%	4.16%	49.19%	44.81%	1.84%
Lebanon	6,097	57.42%	42.58%	15.66%	39.66%	38.53%	6.15%
Libya	352	75.85%	24.15%	16.19%	54.83%	26.99%	1.99%
Morocco	154,364	57.06%	42.94%	15.26%	44.93%	34.95%	4.87%
Oman	19,578	64.65%	35.35%	7.37%	50.89%	40.60%	1.14%
Palestine	298	63.09%	36.91%	22.15%	58.39%	18.46%	1.01%
Qatar	46,099	69.94%	30.06%	4.66%	52.28%	39.86%	3.20%
Saudi Arabia	1,201,858	48.21%	51.79%	8.87%	52.99%	35.76%	2.39%
Tunisia	16,473	55.22%	44.78%	10.22%	45.34%	38.16%	6.28%
United Arab Emirates	746,758	56.50%	43.50%	5.43%	51.88%	40.10%	2.59%
Yemen	273	93.77%	6.23%	15.02%	71.43%	12.82%	0.73%



Completed surveys per country

273 1,201,858



Completed surveys per country



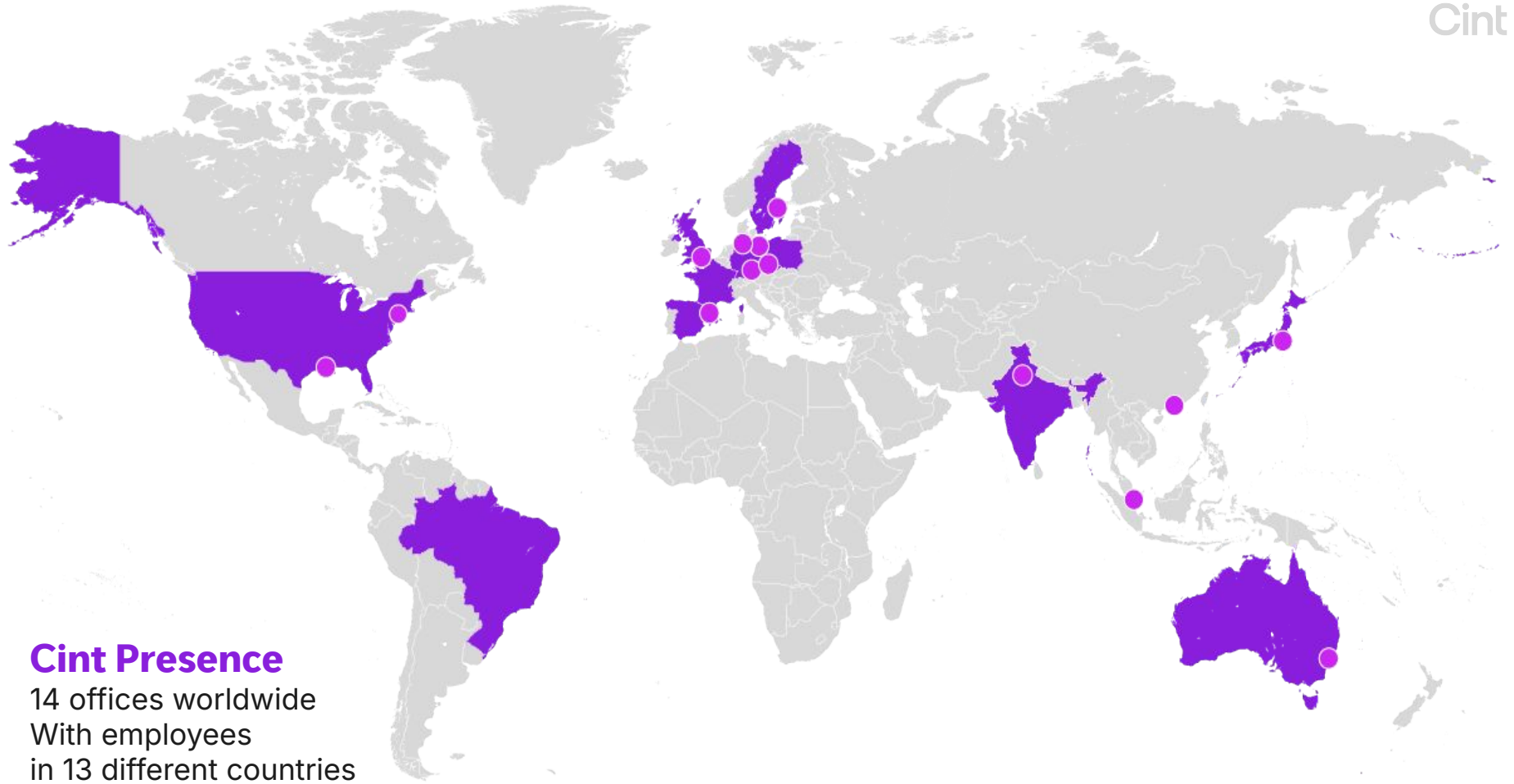
# Middle and Southern Africa

2,196,629 total completes

Country	Completed Surveys	Male	Female	14 - 22	23 - 35	36 - 55	56 - 80+
Angola	9,493	65.54%	34.46%	22.89%	58.01%	18.17%	0.93%
Benin	50	82.00%	18.00%	22.00%	60.00%	18.00%	0.00%
Botswana	3,951	34.62%	65.38%	16.32%	62.95%	20.37%	0.35%
Cameroon	9,639	58.17%	41.83%	17.00%	55.96%	25.49%	1.55%
DR Congo	2,413	78.24%	21.76%	19.85%	62.25%	16.78%	1.12%
Eswatini	703	33.43%	66.57%	14.94%	59.17%	24.89%	1.00%
Ethiopia	15,270	69.58%	30.42%	13.07%	65.35%	20.66%	0.92%
Gabon	278	80.22%	19.78%	15.47%	62.59%	21.58%	0.36%
Ghana	43,566	59.03%	40.97%	20.90%	53.20%	22.38%	3.53%
Ivory Coast	20,436	64.14%	35.86%	15.81%	52.15%	30.21%	1.83%
Kenya	233,666	53.77%	46.23%	19.82%	53.56%	23.48%	3.14%
Lesotho	912	33.22%	66.78%	10.20%	66.01%	23.25%	0.55%
Liberia	107	81.31%	18.69%	12.15%	63.55%	23.36%	0.93%
Malawi	1,870	65.94%	34.06%	16.20%	64.17%	19.30%	0.32%
Mauritius	571	52.19%	47.81%	16.46%	45.71%	35.38%	2.45%
Mozambique	8,970	67.86%	32.14%	22.22%	61.38%	15.40%	1.00%
Namibia	8,641	40.57%	59.43%	16.35%	55.20%	26.57%	1.87%
Nigeria	381,183	54.00%	46.00%	16.89%	49.42%	28.78%	4.91%
Rwanda	1,720	68.02%	31.98%	23.43%	59.13%	16.86%	0.58%
Senegal	20,980	64.56%	35.44%	22.49%	55.05%	20.10%	2.36%
Sierra Leone	217	75.12%	24.88%	10.60%	70.97%	17.05%	1.38%
South Africa	1,373,616	42.79%	57.21%	11.14%	49.29%	34.03%	5.55%
Sudan	233	68.67%	31.33%	24.46%	62.23%	11.59%	1.72%
Tanzania	17,588	65.15%	34.85%	16.14%	68.20%	14.66%	1.01%
Uganda	17,511	59.61%	40.39%	19.92%	64.00%	15.12%	0.96%
Zambia	17,846	55.11%	44.89%	19.88%	53.64%	24.87%	1.61%
Zimbabwe	5,199	42.26%	57.74%	11.79%	57.63%	27.77%	2.81%

# International Presence





# Thank you