



International Microbiota Observatory

L'Observatoire International
des Microbiotes

Second wave

Brazil results

A large, light-colored rectangular area on the left side of the slide, containing a dense, abstract pattern of grey, branching, and elongated shapes that resemble a complex microbial network or a stylized representation of a microbiome.

Methods












Methods

This international survey was conducted online in **11 countries** from January 26th – February 26th, 2024. **7,500 people** were interviewed in the 11 countries, among representative samples of the population aged 18 y.o. and more in each country.

7 countries had already been surveyed in 2023.



4 countries have been added to the scope this year :

- | | |
|---------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
|  United States of America (n=1,000) |  Morocco (n=500) |
|  Brazil (n=500) |  Poland (n=500) |
|  Mexico (n=1,000) |  Finland (n=500) |
|  France (n=1,000) |  Vietnam (n=500) |
|  Portugal (n=500) | |
|  Spain (n=500) | |
|  China (n=1,000) | |

An automated selection from the Ipsos Panel ensured representative samples in each country (gender, age, employment status and country region) based on quota method.

Comments



ALL COUNTRIES

(n=7,500)

= Average response for all 7 countries.



= Focus on detailed results according to different criteria such as gender, age, presence of children under 3yo, individuals with health conditions.

 Significant differences vs total - superior

 Significant differences vs total - inferior

These coloured indications show results that are statistically different (above or below) the average for all respondents.

All results are presented in %.

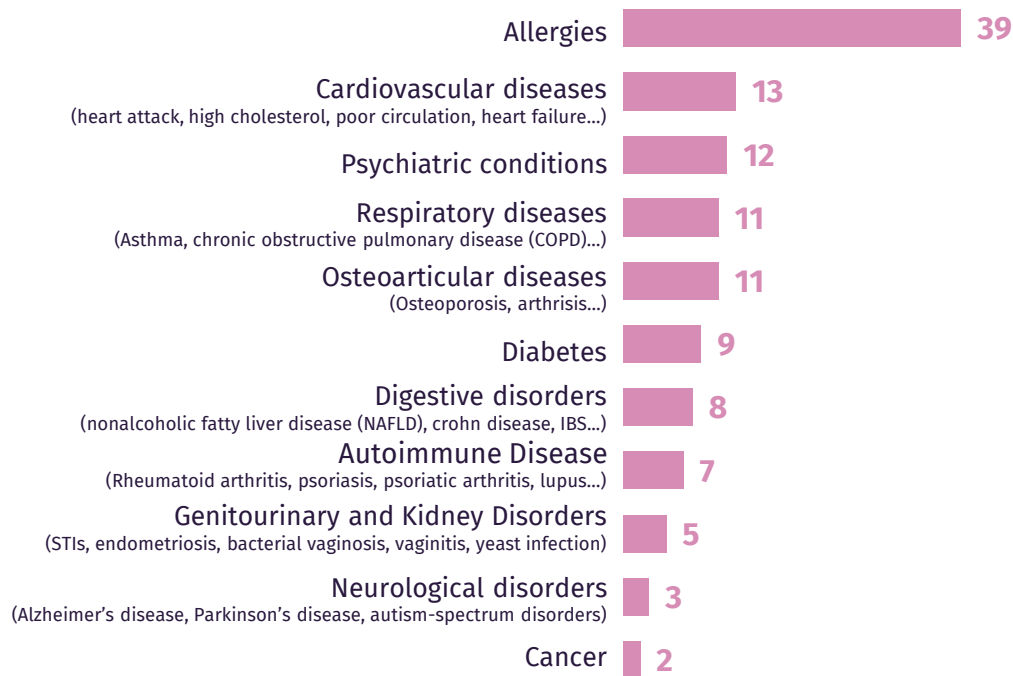


Some results have a low basis, results must be interpreted with cautious.



People with current conditions A focus detailed throughout the report.

NEW QUESTION RS10. Among the following health problems, indicate those you suffer from.
Base: All respondents





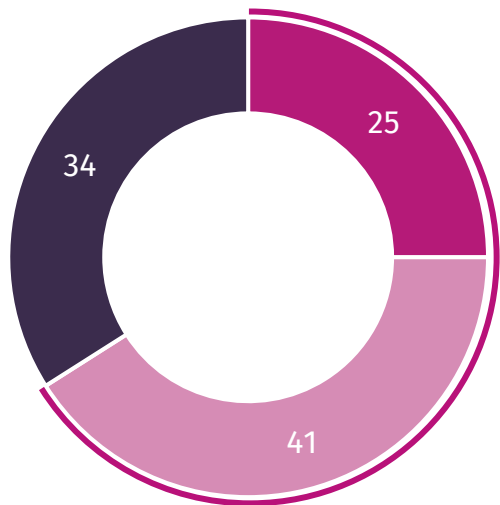
Awareness of the microbiome is similar to last year, and accurate knowledge remains low.



2 out of 3 Brazilians are aware of microbiome, but only 1/4 know exactly what it is. The 35-44yo age group have a better awareness of the term.



Question 2. Have you ever heard of the "microbiome"?
Base: All respondents

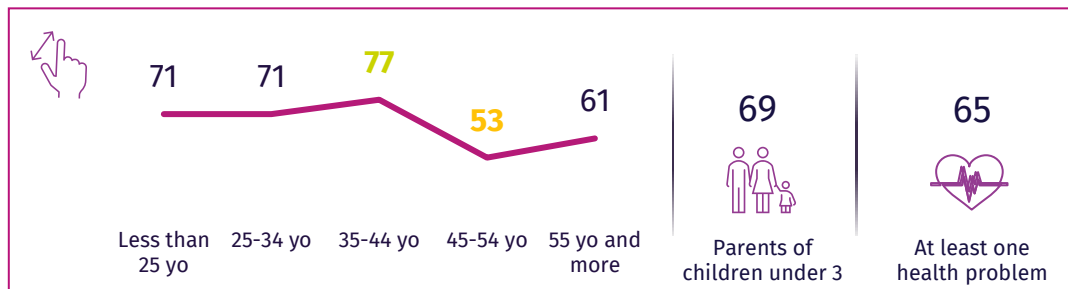


- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I never heard about it

66% have already heard about the term microbiome
2023: 62%, +4pts



70%



● Significant differences vs total - superior ● Significant differences vs total - inferior

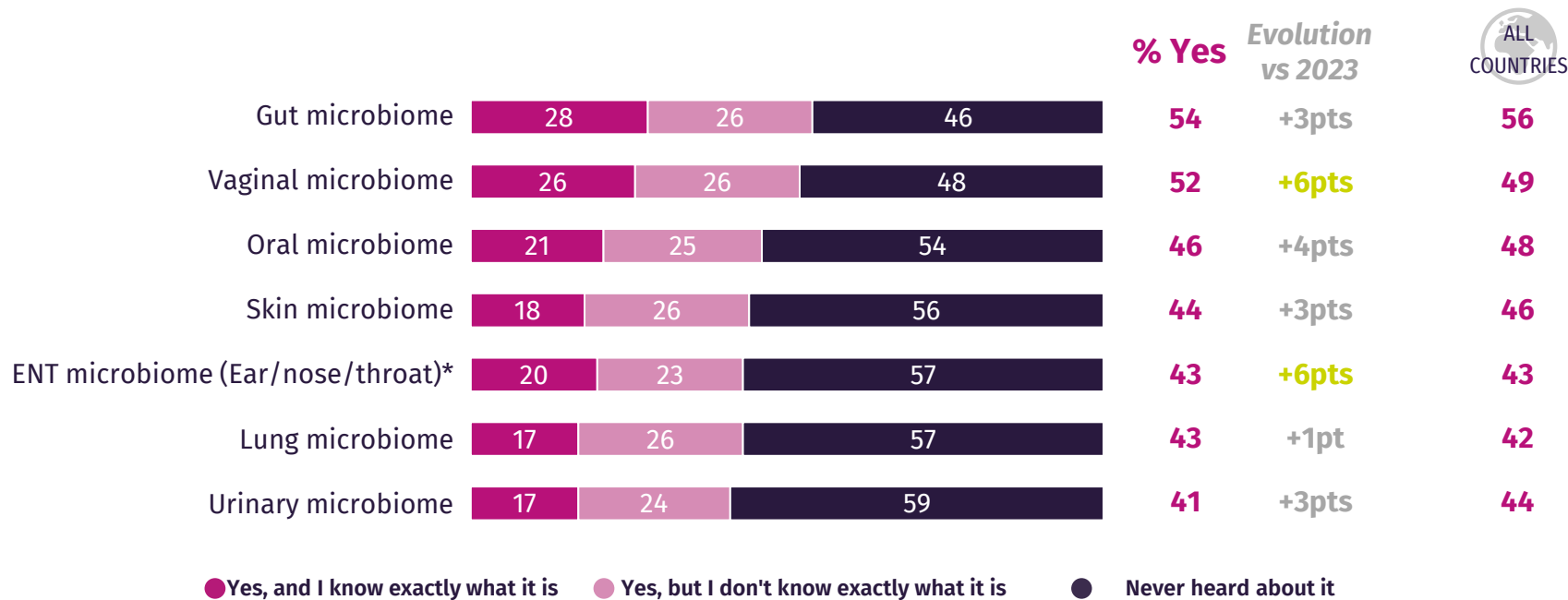


Brazilians are more likely to have heard of vaginal microbiome compared to last year. However, only a minority know precisely about each microbiome.



Question 3. And more specifically, have you ever heard of the following terms?

Base: All respondents



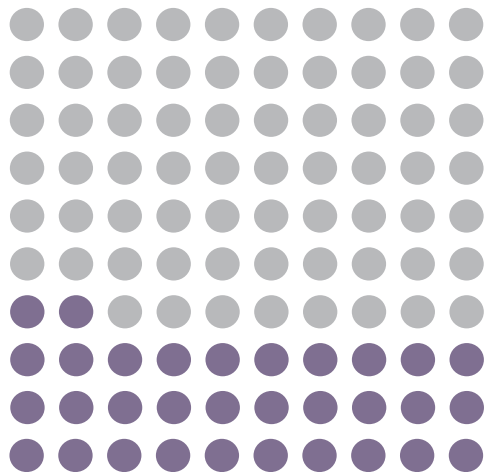
*This item is more precise this year



Overall, 1 out of 3 Brazilians have already heard of each microbiome. Respondents aged 35-44yo stand out as the most aware.



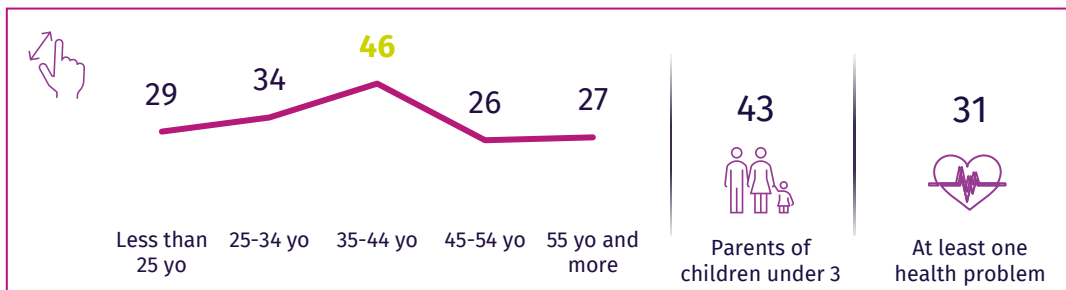
Question 3. And more specifically, have you ever heard of the following terms?
Base: All respondents



32% have already heard of each microbiome:
Gut, vaginal, skin, lung, urinary, oral and ENT microbiome
2023: 29%, +3pts



32%



But only **10%** know precisely all of them
2023: 9%, +1pt



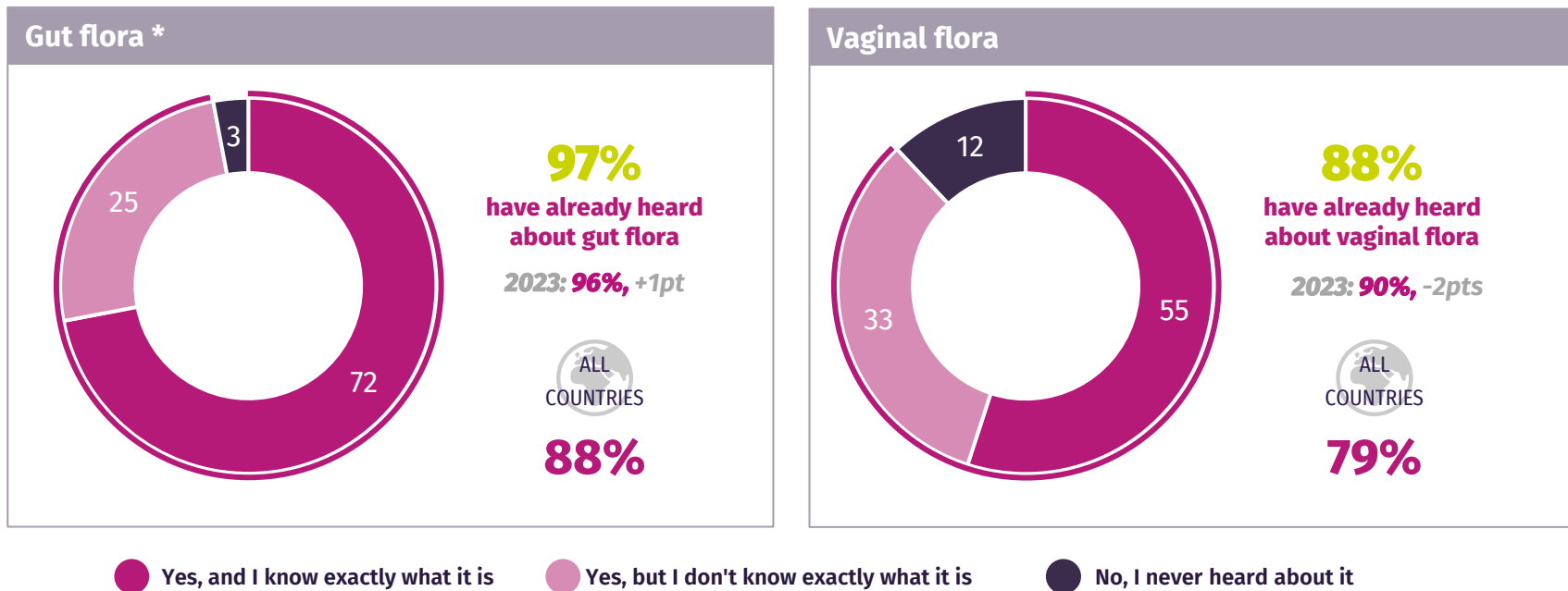
8%



Brazilians seem to be more familiar with the term “flora”.



Question 2bis. And have you ever heard of these terms?
Base: All respondents



Yes, and I know exactly what it is



Yes, but I don't know exactly what it is



No, I never heard about it

*The wording of this item was changed compared to last year

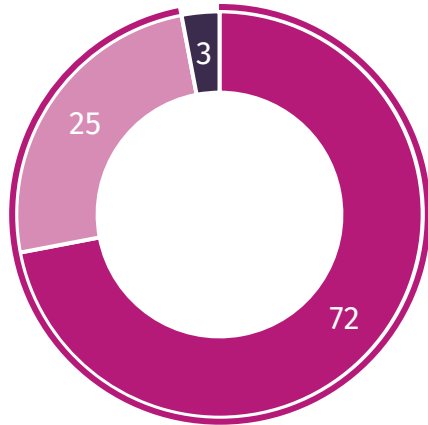


The 25-34yo age group have a more precise awareness of gut flora.



Question 2bis. And have you ever heard of these terms?
Base: All respondents

Gut flora *

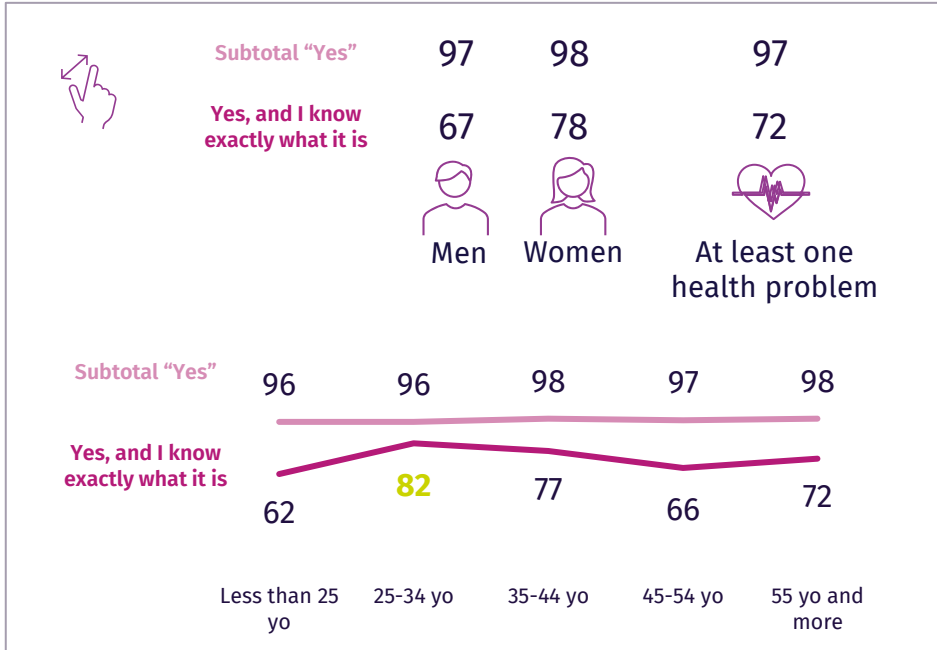


97%
have already heard
about gut flora
2023: 96%, +1pt



88%

- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I never heard about it



*The wording of this item was changed compared to last year

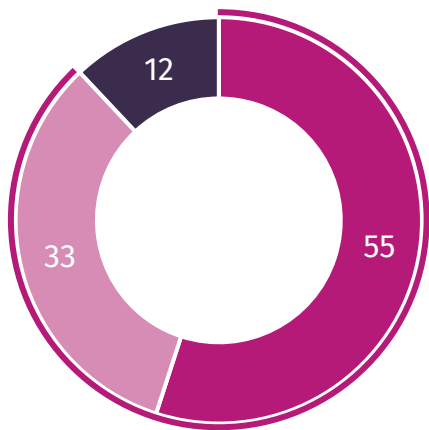


About vaginal flora, women and the 25-34yo age groups are more aware of the term.



Question 2bis. And have you ever heard of these terms?
Base: All respondents

Vaginal flora



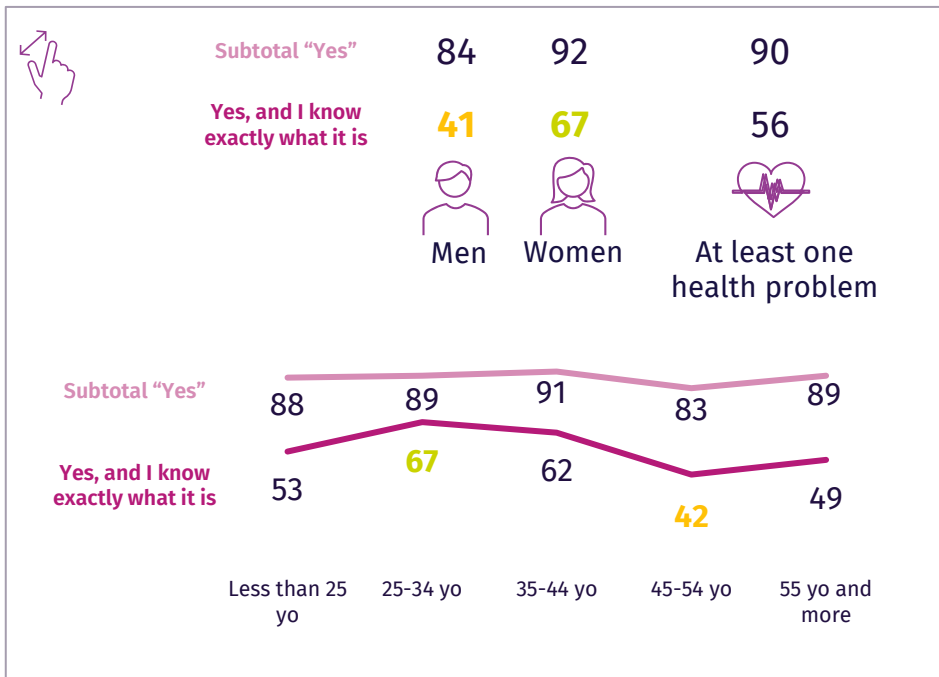
88%
have already heard
about vaginal flora

2023: 90%, -2pts



79%

- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I never heard about it





2

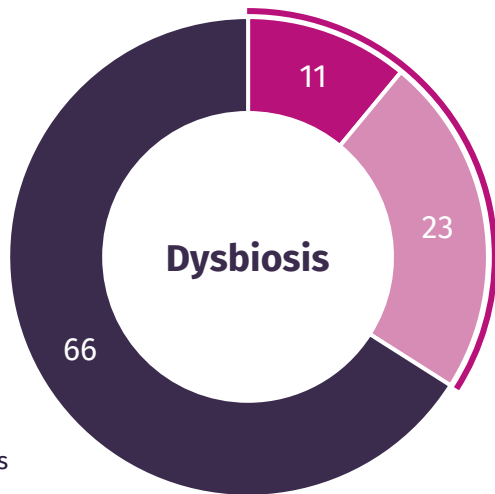
Knowledge of the role and functions of microbiome remains limited, leaving room for improvement



Dysbiosis is not a popular term among Brazilians. Only the 35-44yo age group is more aware of the term.



Question 3. And more specifically, have you ever heard of the following terms?
Base: All respondents



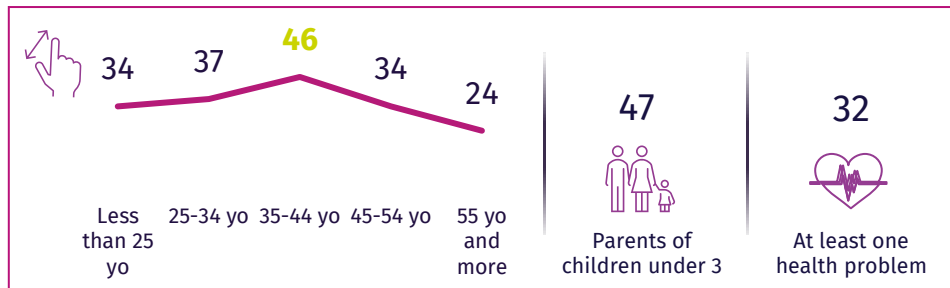
- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- Never heard about it

34% have already heard about the term 'dysbiosis'

2023: 32%, +2pts



34%



● Significant differences vs total - superior ● Significant differences vs total - inferior

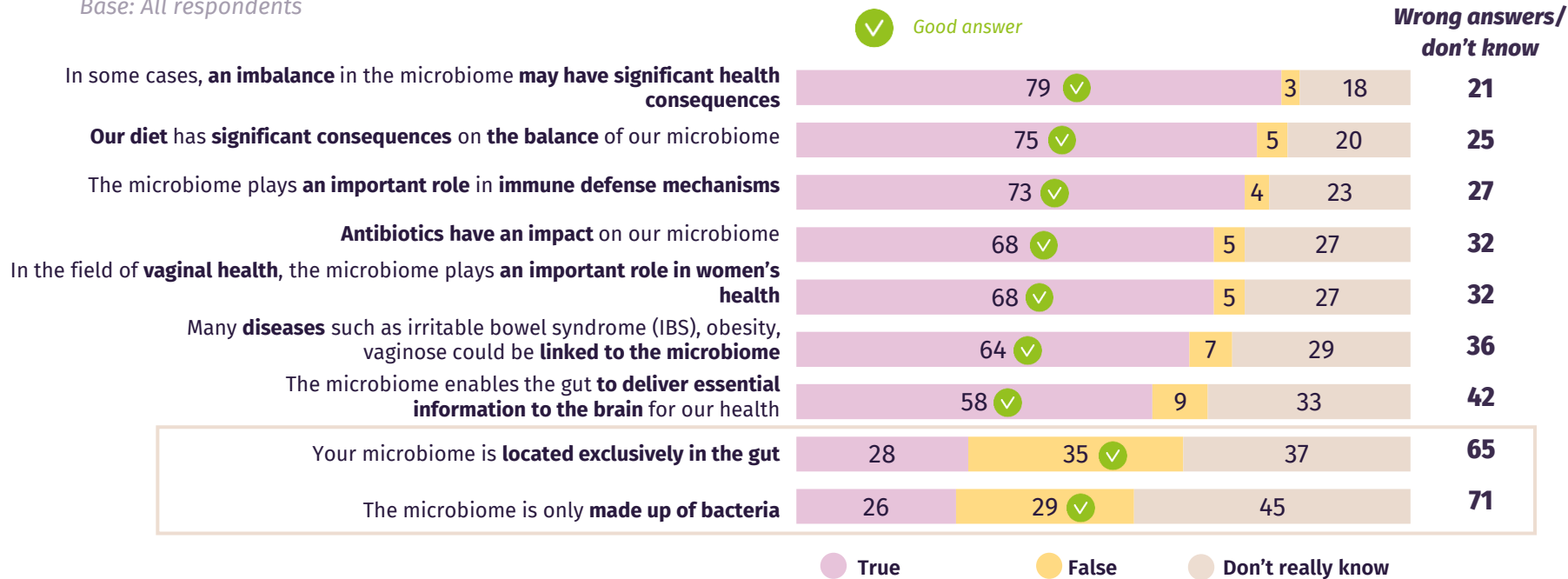


Knowledge about the microbiome can be improved, especially about its diversity and composition.



Question 4. For each of the following statements, tell us if you think it is TRUE or FALSE. If you are unsure about your answer, answer I do not really know.

Base: All respondents



Definition displayed to respondents before this question: In the past, the term most commonly used was "flora" or "microflora", this term has now been renamed "microbiome".



Brazilians' knowledge is similar to the average, but they are less likely to know that the microbiome is not just in the gut.

Question 4. For each of the following statements, tell us if you think it is TRUE or FALSE. If you are unsure about your answer, answer I do not really know.

Base: All respondents

% good answer	Total	Evolution vs 2023	ALL COUNTRIES
In some cases, an imbalance in the microbiome may have significant health consequences	79	+3pts	77
Our diet has significant consequences on the balance of our microbiome	75	+3pts	78
The microbiome plays an important role in immune defense mechanisms	73	+3pts	74
Antibiotics have an impact on our microbiome	68	=	70
In the field of vaginal health , the microbiome plays an important role in women's health	68	=	68
Many diseases such as irritable bowel syndrome (IBS), obesity, vaginose could be linked to the microbiome	64	<i>New item</i>	64
The microbiome enables the gut to deliver essential information to the brain for our health	58	+1pt	53
Your microbiome is located exclusively in the gut	35	-2pts	46
The microbiome is only made up of bacteria	29	<i>New item</i>	28



Parents of children under 3yo have better knowledge about the microbiome.

Question 4. For each of the following statements, tell us if you think it is TRUE or FALSE. If you are unsure about your answer, answer I do not really know.

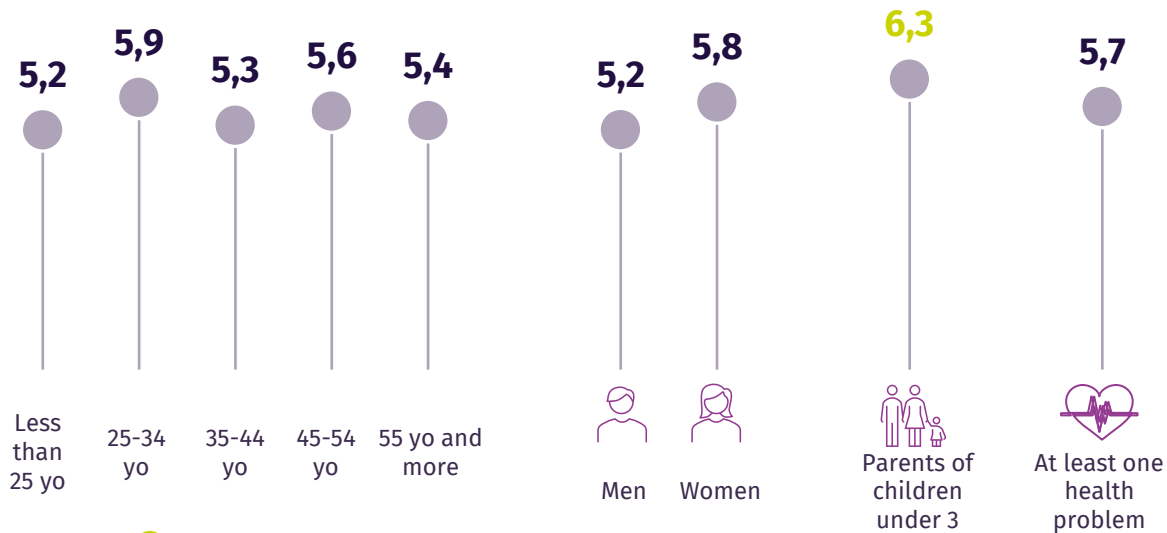
Base: All respondents



5,6

5,5/9

Number of good responses on average



● Significant differences vs total - superior

● Significant differences vs total - inferior



3

To maintain a balanced microbiome, Brazilians adopt healthy behaviors, especially consuming probiotics and prebiotics

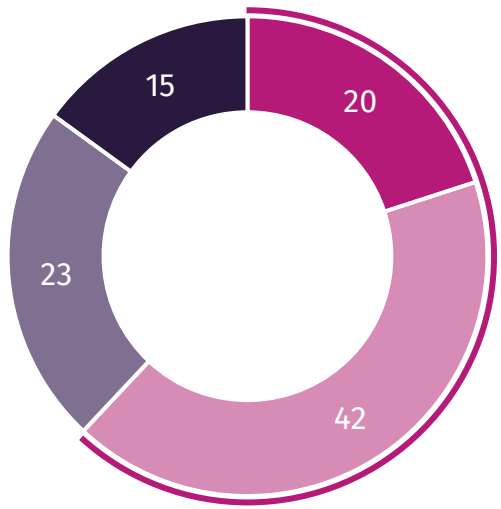


Almost 2 in 3 people have changed their behaviors to keep their microbiome balanced and functioning as smoothly as possible.

NEW QUESTION

Question 10. And in your daily life, have you changed your behaviors to keep your microbiome as balanced and functioning as smoothly as possible?

Base: All respondents



- Yes, a lot
- Yes, a little
- No, not really
- No, not at all

62% have changed their behaviors



58%

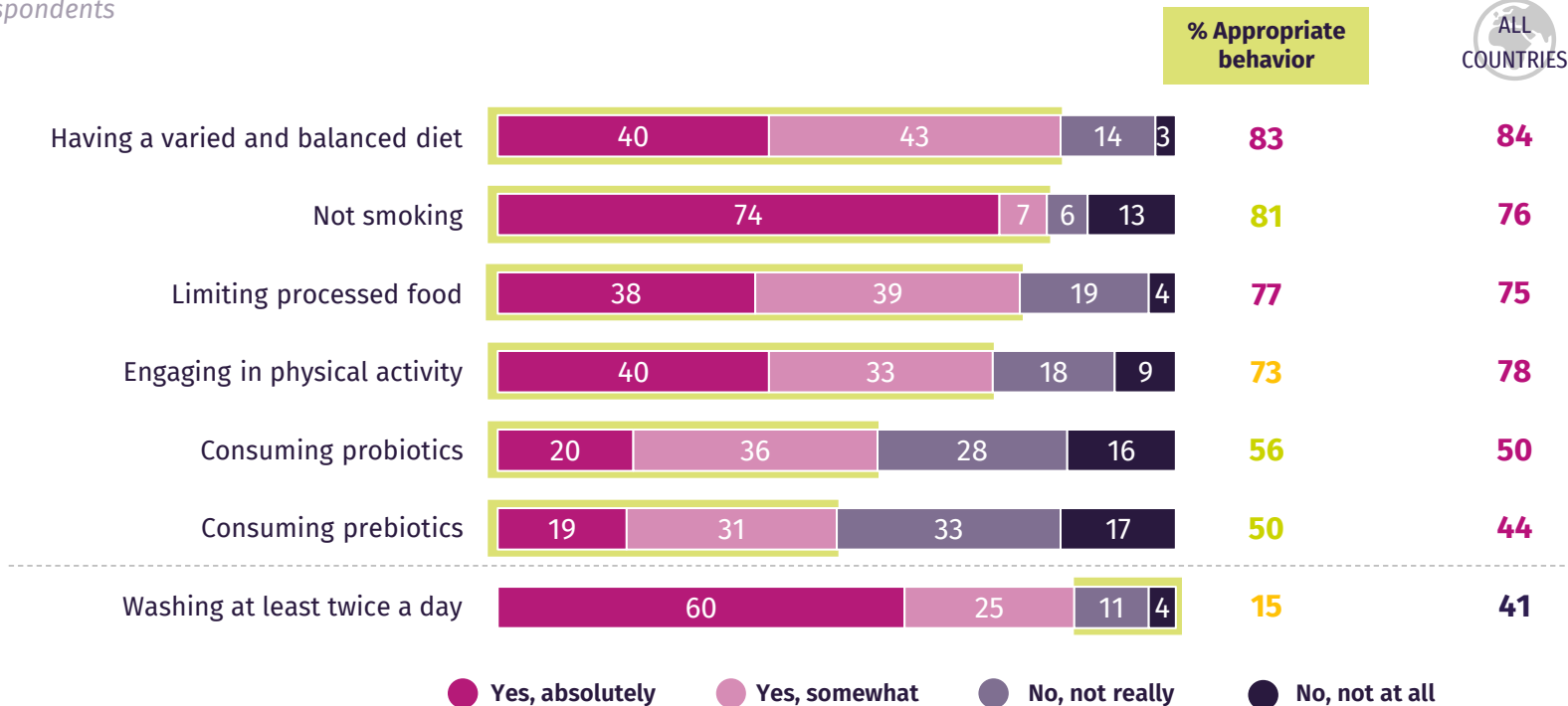


● Significant differences vs total - superior ● Significant differences vs total - inferior



Brazilians are more likely to consume probiotics and prebiotics than other countries. However, a significant proportion mistakenly shower several times a day.

NEW QUESTION Question 11. In your daily life, do you regularly adopt the following behaviors?
Base: All respondents





People under 25yo have adopted fewer positive behaviors for their microbiome.



NEW QUESTION

Question 11. In your daily life, do you regularly adopt the following behaviors?

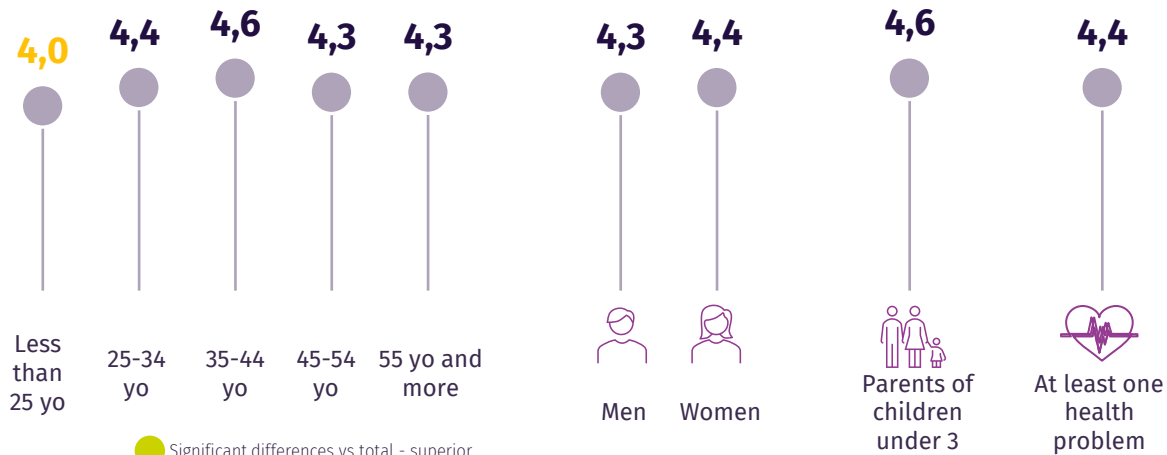
Base: All respondents



4,5



Number of good responses on average



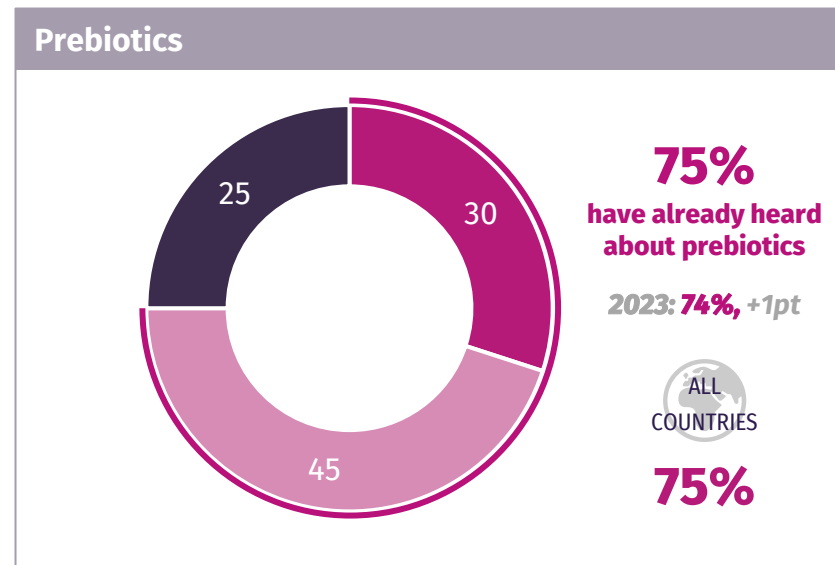
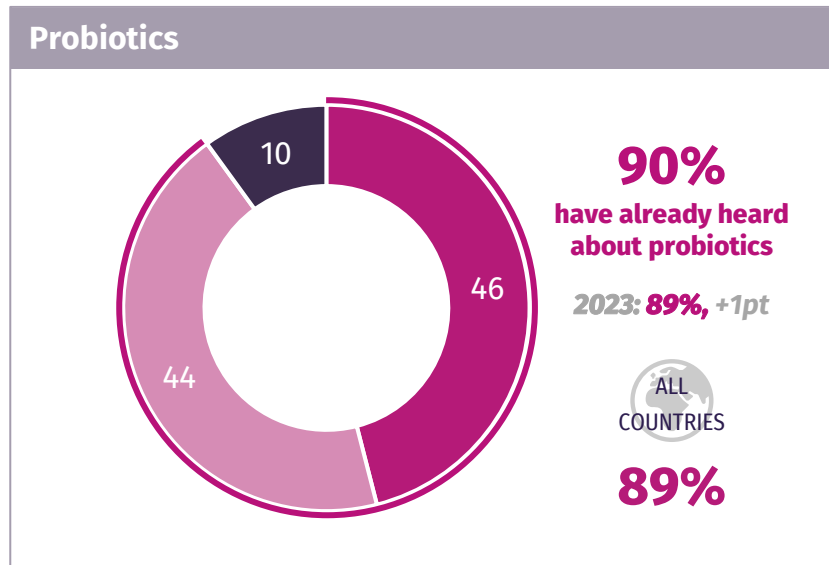
- Significant differences vs total - superior
- Significant differences vs total - inferior



Brazilians are more familiar with probiotics than prebiotics, a similar result compared to average and a significant part doesn't know exactly what they are.



Question 2bis. And have you ever heard of these terms?
Base: All respondents



● Yes, and I know exactly what it is ● Yes, but I don't know exactly what it is ● No, I never heard about it

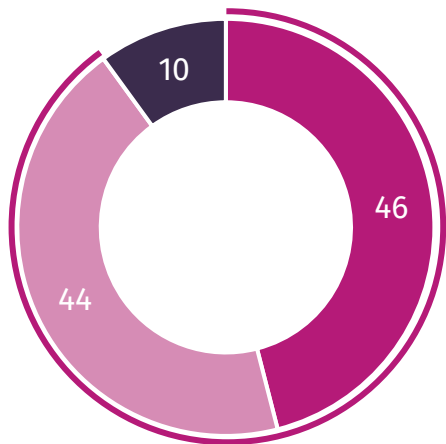


Women and people aged 25 to 34 yo have a more precise awareness of probiotics.



Question 2bis. And have you ever heard of these terms?
Base: All respondents

Probiotics



90%
have already heard
about probiotics

2023: **89%**, +1pt

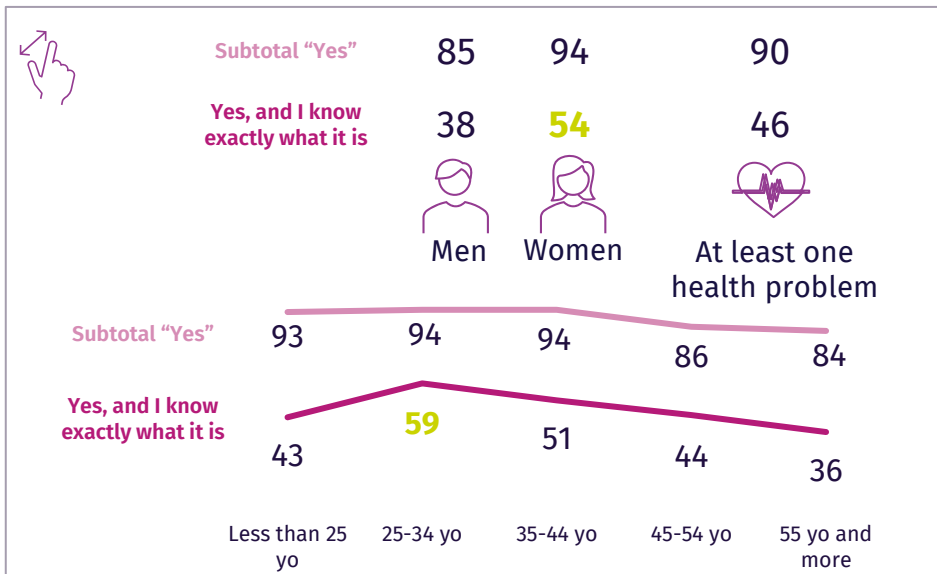


89%

Yes, and I know exactly what it is

Yes, but I don't know exactly what it is

No, I never heard about it



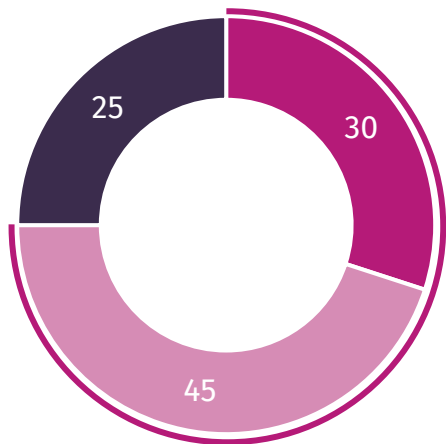


Regarding prebiotics, the 25-34 yo age group are more familiar with the term.



Question 2bis. And have you ever heard of these terms?
Base: All respondents

Prebiotics



75%
have already heard
about prebiotics

2023: 74%, +1pt

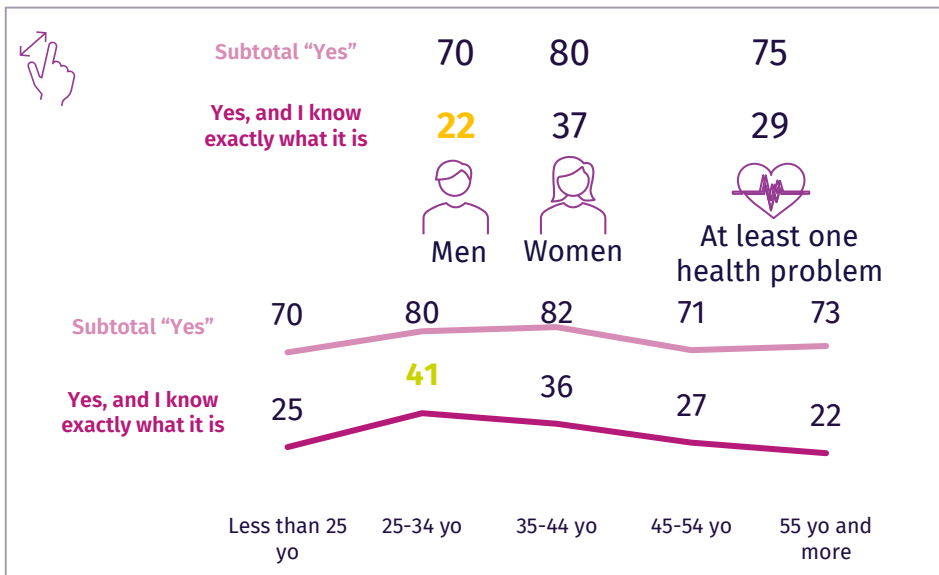


75%

● Yes, and I know exactly what it is

● Yes, but I don't know exactly what it is

● No, I never heard about it





4

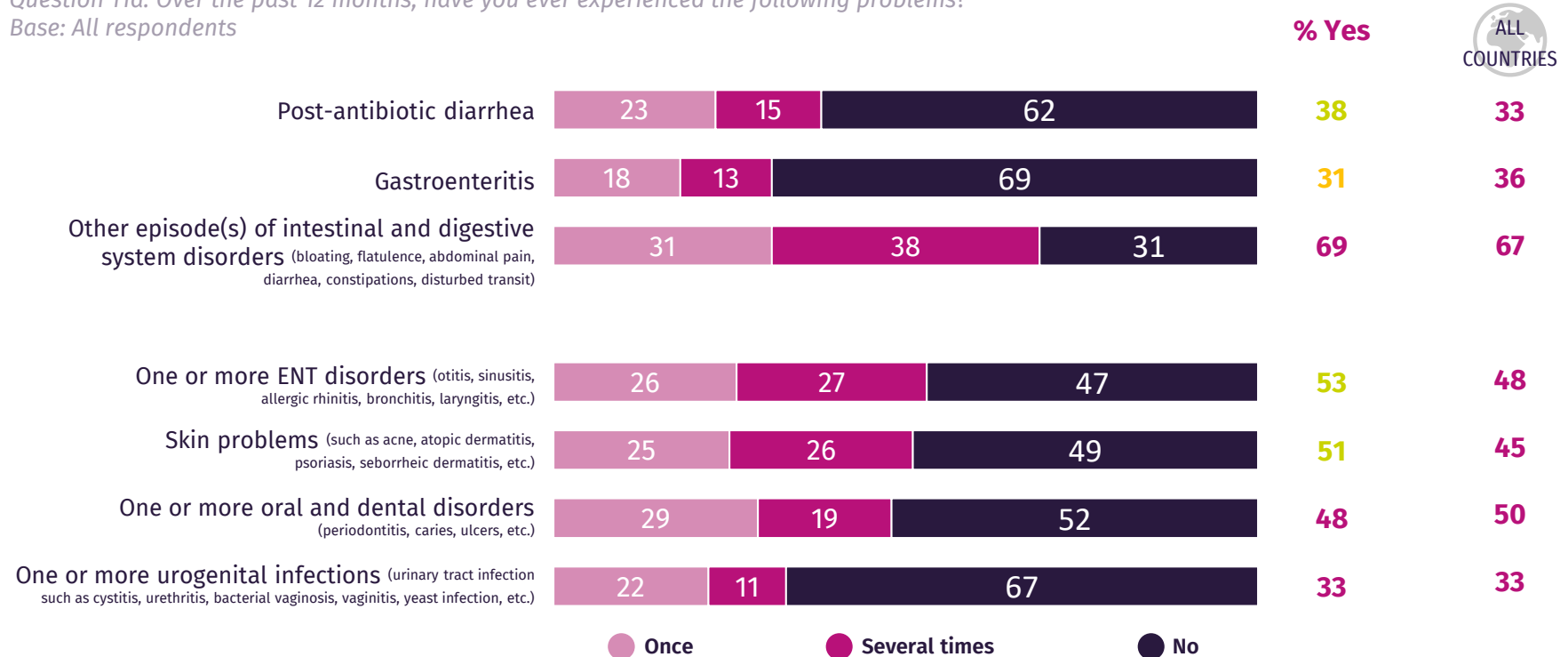
When faced with a microbiome-related health problem, some Brazilians link it to their microbiome



In the last 12 months, more than 1 out of 3 Brazilians have experienced post-antibiotic diarrhea, 31% have had a gastroenteritis, and 7 out of 10 had other episodes of intestinal and digestive system disorders.

NEW QUESTION

Question 11a. Over the past 12 months, have you ever experienced the following problems?
Base: All respondents

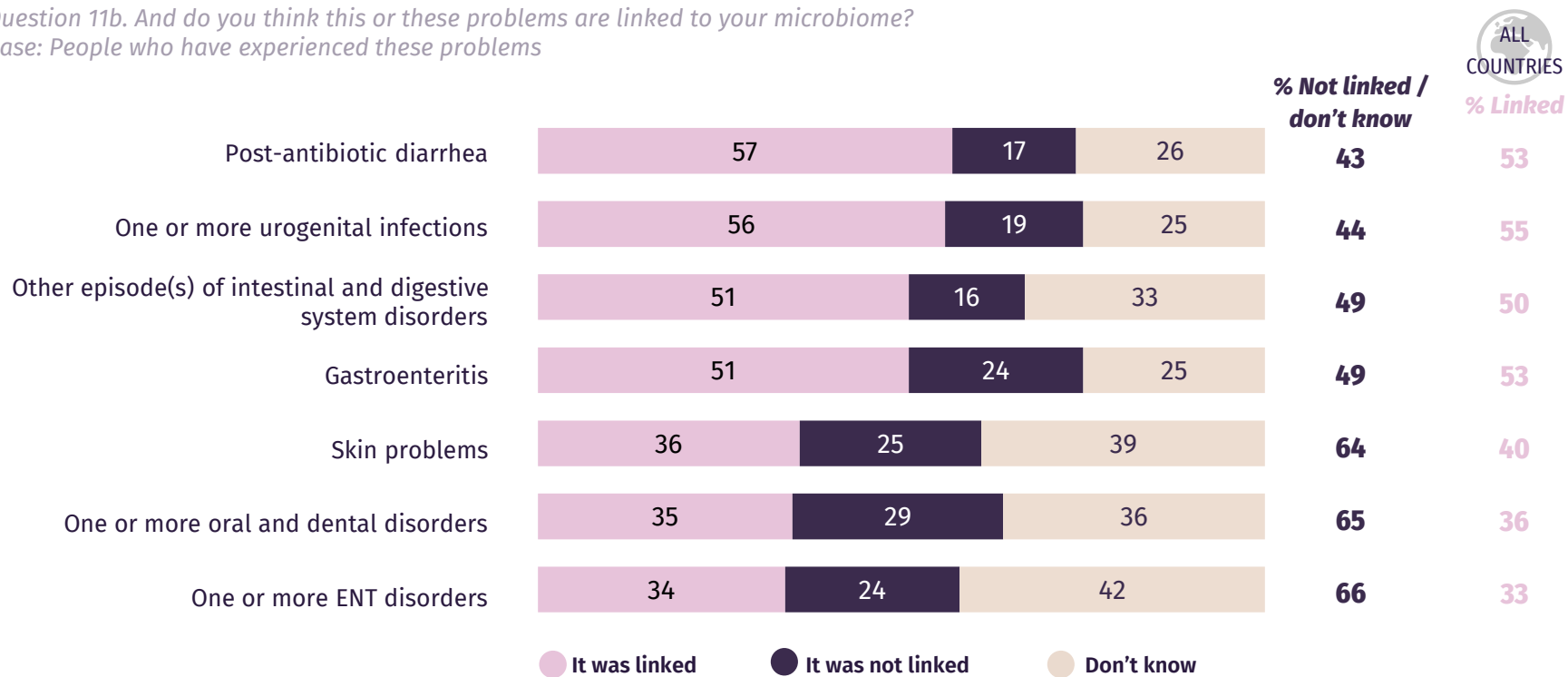


● Once ● Several times ● No



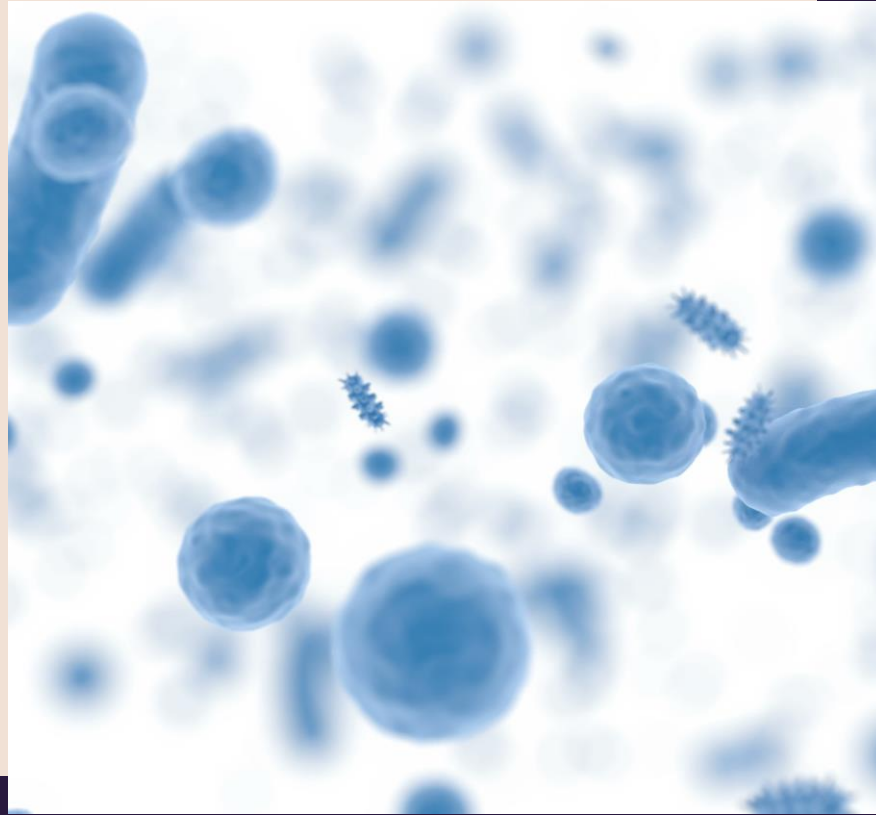
The majority of Brazilians know that their problem was linked to their microbiome, specially when it is related to digestive or urogenital problems.

NEW QUESTION Question 11b. And do you think this or these problems are linked to your microbiome?
Base: People who have experienced these problems





HCPs need to play a bigger role as providers of information on microbiome, even though Brazilians are slightly more informed than the average



Text displayed to respondents:

The microbiome (or microbial flora) is a group of microorganisms such as bacteria, viruses, fungi and archaea, which live in symbiosis in our body, mainly in our digestive tract but also on the skin, in the lungs, ears, mouth and vagina.

The microbiome has many consequences for our health because it fulfils essential functions such as digesting foods, synthesis of vitamins and stimulating our immune system.

An unbalanced microbiome could be involved in certain diseases such as allergies, obesity and chronic inflammatory bowel diseases.

Recent studies also suggest that the microbiome can have an impact on our mental health and behavior, influencing our mood, cognition and motivation.



1 in 4 people discover the microbiome answering the survey. Then, Brazilians were more likely than the average to heard about microbiome through schools and healthcare professionals.

NEW QUESTION

Question 1V2. The microbiome, you first heard about it...

Base: All respondents

ALL COUNTRIES





Respondents aged less than 35 yo first heard about the microbiome through school or studies.



Question 1V2. The microbiome, you first heard about it...

Base: All respondents

NEW QUESTION

	Total	Less than 25 yo	25-34 yo	35-44 yo	45-54 yo	55 yo and more	Men	Women	Parents of children under 3	At least one health problem
		n=75	n=112	n=113	n=87	n=113	n=226	n=274	n=59	n=319
While answering this questionnaire	23	15	16	16	26	34	30	15	25	22
School/studies	17	35	21	16	10	8	11	22	14	18
By a healthcare professional	15	13	15	15	15	17	12	19	17	17
On television, in health-related programs	10	3	7	12	16	10	12	8	9	9
On social media (influencers...)	5	4	7	4	7	5	6	5	3	4
On television during the news	4	5	5	3	3	3	3	4	2	5
Your family, friends, acquaintances	4	4	3	7	3	4	4	4	6	5
In specialized press (wellness, health magazines)	3	1	3	2	5	2	3	2	3	2
On a blog, an online article	3	0	4	4	3	4	3	3	5	2
Advertisements (TV, press, street ads...)	2	5	7	2	0	0	3	2	5	2
In national press (general, mainstream media)	2	2	2	2	2	1	3	1	1	2
Occupational doctor / workplace nurse	2	3	3	1	2	1	1	3	3	2
In a booklet/brochure at your healthcare professional's office	1	0	2	1	0	0	0	1	0	0
Scientific podcast	1	0	0	2	0	1	0	1	2	0
From your colleagues	1	1	0	4	0	0	0	2	1	1
On the radio	0	0	0	1	0	1	0	1	0	0
In regional daily press	0	0	1	0	0	0	1	0	0	0
During a sports activity	0	0	1	0	0	0	0	0	0	0
Other	7	9	3	8	8	9	8	7	4	9

● Significant differences vs total - superior

● Significant differences vs total - inferior

● First source by profile



Healthcare professionals stand out as the most trusted source of information about the microbiome. Moreover, journalists are more trusted by Brazilians than average.

NEW QUESTION

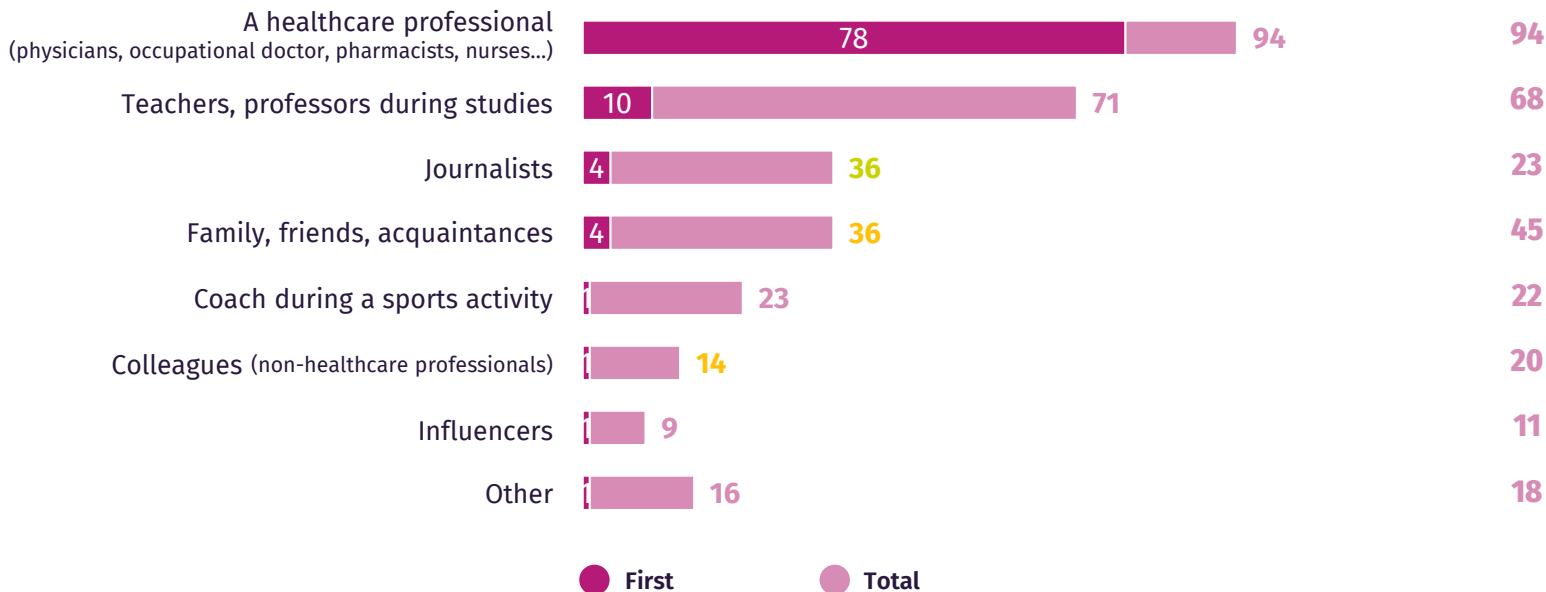
Question 2V2. For relevant and trustworthy information about microbiome, who would you trust the most?

Select the sources you would trust the most: 1st, 2nd, 3rd

Base: All respondents



% Total





For all age groups, the HCPs is the source of information they would trust the most. People aged under 25yo also rely on teachers and journalists.

NEW QUESTION

Question 2V2. For relevant and trustworthy information about microbiome, who would you trust the most?

Select the sources you would trust the most: 1st, 2nd, 3rd

Base: All respondents

	Total	Less than 25 yo <i>n</i> =75	25-34 yo <i>n</i> =112	35-44 yo <i>n</i> =113	45-54 yo <i>n</i> =87	55 yo and more <i>n</i> =113	Men <i>n</i> =226	Women <i>n</i> =274	Parents of children under 3 <i>n</i> =59	At least one health problem <i>n</i> =319
A healthcare professional (physicians, occupational doctor, pharmacists, nurses...)	94	94	90	91	98	98	95	93	93	96
Teachers, professors during studies	71	83	68	70	67	72	73	70	65	69
Journalists	36	51	42	40	39	20	30	42	46	36
Family, friends, acquaintances	36	22	36	34	36	44	34	37	40	38
Coach during a sports activity	23	21	28	29	11	22	23	23	18	23
Colleagues (non-healthcare professionals)	14	2	16	16	17	17	16	13	14	14
Influencers	9	8	9	7	11	12	12	7	10	9
Other	16	19	12	14	21	17	18	15	14	16

● Significant differences vs total - superior

● Significant differences vs total - inferior



This year, Brazilians have received more information from the HCPs but they are still a minority.



Question 5. Have any of the healthcare professionals you have seen ever done any of the following?
Base: All respondents

Only **37%** received **ALL THESE INFORMATION**, at least one time
11% received all these information several times

2023: **29%, +8pts**
10%, +1pt

% Yes

Evolution vs 2023

Educate you about the importance of preserving as much as possible the balance of your microbiome



55

+7pts

Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible



54

+5pts

Prescribe probiotics or prebiotics



54

+5pts

Explain to you what the microbiome is and what its role and function are *



51

+11pts

● Yes, several times ● Yes, once ● No, never



It's true that Brazilians have received more information from HCPs than in other countries. but there is still room for improvement.

Question 5. Have any of the healthcare professionals you have seen ever done any of the following?
Base: All respondents

% Yes	Total	ALL COUNTRIES
% Received ALL THESE INFORMATION, at least one time	37	30
% Received ALL THESE INFORMATION, several times	11	9
Educate you about the importance of preserving as much as possible the balance of your microbiome	55	48
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	54	48
Prescribe probiotics or prebiotics	54	50
Explain to you what the microbiome is and what its role and function are	51	45



This lack of information from HCPs appears to be even more important for people aged 55yo and over.



Question 5. Have any of the healthcare professionals you have seen ever done any of the following?
Base: All respondents

% Yes	Total	Less than 25 yo	25-34 yo	35-44 yo	45-54 yo	55 yo and more	Men	Women	Parents of children under 3	At least one health problem
	base n=500	n=75	n=112	n=113	n=87	n=113	n=226	n=274	n=59	n=319
Educate you about the importance of preserving as much as possible the balance of your microbiome	55	50	64	60	55	44	46	62	70	57
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	54	55	61	59	58	42	48	60	66	55
Prescribe probiotics or prebiotics	54	59	56	60	60	44	50	59	60	56
Explain to you what the microbiome is and what its role and function are	51	52	52	55	54	44	44	57	59	54

● Significant differences vs total - superior

● Significant differences vs total - inferior

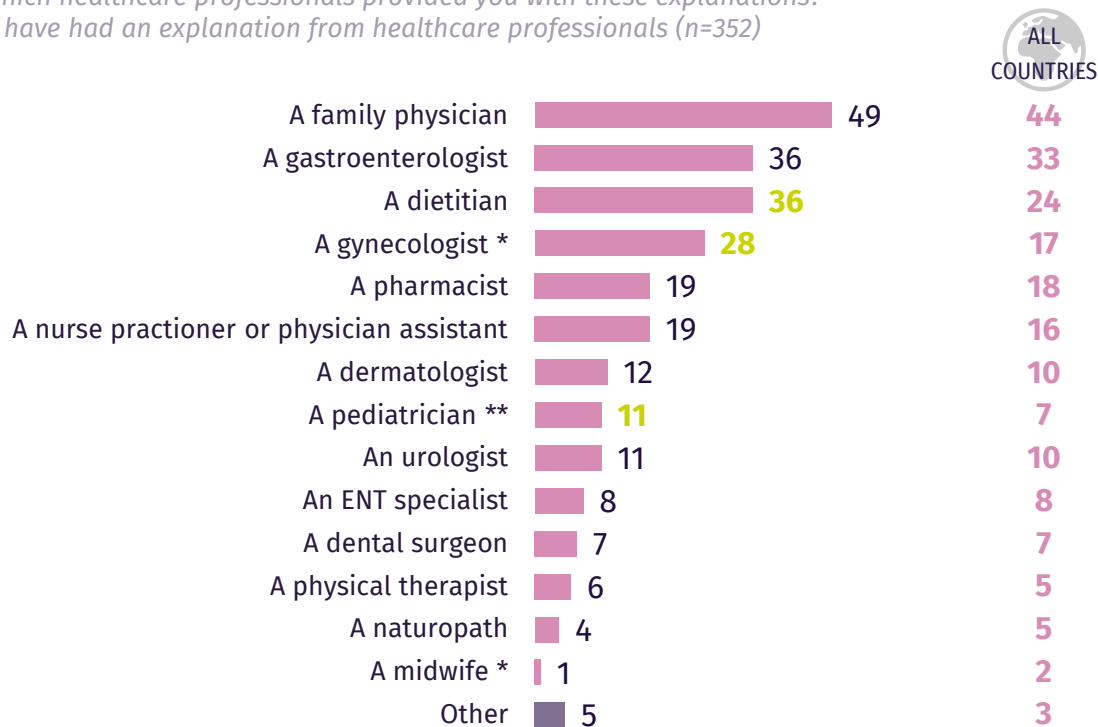


Family physician is the main source of information about the microbiome. Brazilians had more information than the average from dietitian and gynecologist.

NEW QUESTION

Question 6. And which healthcare professionals provided you with these explanations?

Base: People who have had an explanation from healthcare professionals (n=352)



* Item displayed to women

** Item displayed to parents



For Brazilian women, the top 1 source of information is the gynecologist.



NEW QUESTION

Question 6. And which healthcare professionals provided you with these explanations?

Base: People who've received some information from HCPs (n=352)

	Total	Less than 25 yo	25-34 yo	35-44 yo	45-54 yo	55 yo and more	Men	Women	Parents of children under 3	At least one health problem
base	n=352	n=57	n=83	n=84	n=62	n=66	n=142	n=210	n=45	n=233
A family physician	49	42	42	49	57	52	52	46	46	49
A gastroenterologist	36	16	39	34	41	42	46	28	40	34
A dietitian	36	28	39	36	39	36	47	28	38	34
A gynecologist	28	23	39	33	24	18	0	49	37	30
A pharmacist	19	27	18	19	23	13	21	18	31	20
A nurse practitioner or physician assistant	19	22	23	17	19	13	16	21	26	17
A dermatologist	12	11	13	11	14	13	13	12	8	15
A pediatrician	11	3	11	21	13	4	6	15	19	9
An urologist	11	11	5	14	10	15	14	9	4	14
An ENT specialist	8	17	8	8	7	5	12	6	10	8
A dental surgeon	7	5	5	7	4	11	10	4	5	9
A physical therapist	6	6	8	7	8	2	6	6	10	5
A naturopath	4	3	5	5	5	2	5	3	3	4
A midwife	1	0	2	1	0	1	0	2	0	1
Other	5	7	1	4	5	9	4	5	0	4

● Significant differences vs total - superior ● Significant differences vs total - inferior ● First source by profile



Only 1 out of 4 Brazilians have received information about microbiome after being prescribed antibiotics. No improvement since last year.



Question 7. The last time a doctor prescribed antibiotics, did they do the following?
Base: All respondents

Only **23%** received ALL THESE INFORMATION from their HCPs

2023: **21%**, +2pts

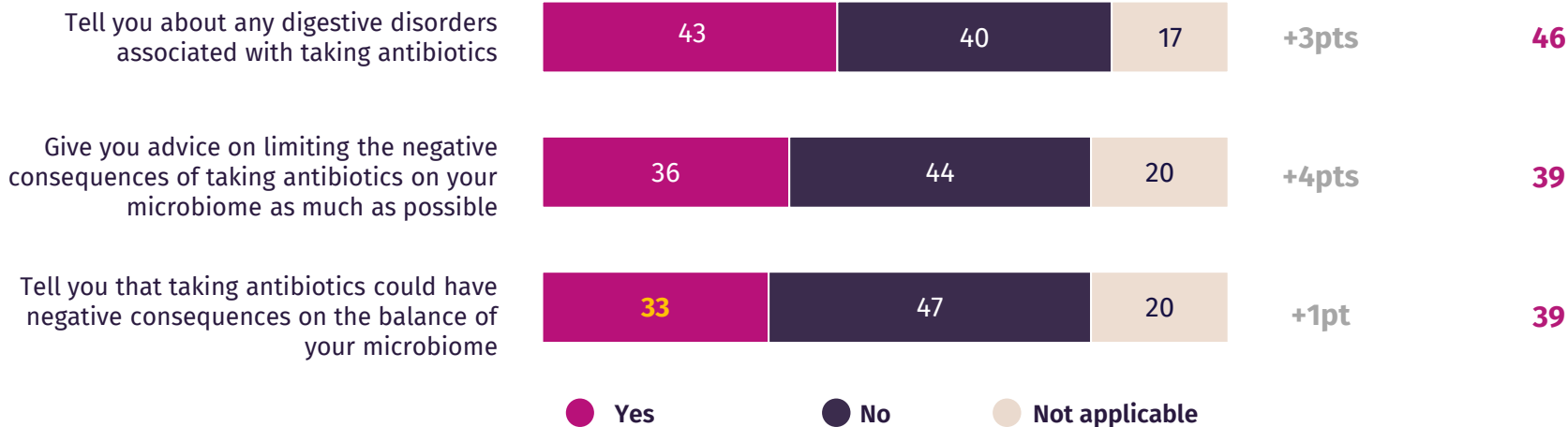


27%

Evolution
vs 2023



% Yes





The level of information is quite similar regardless the age.



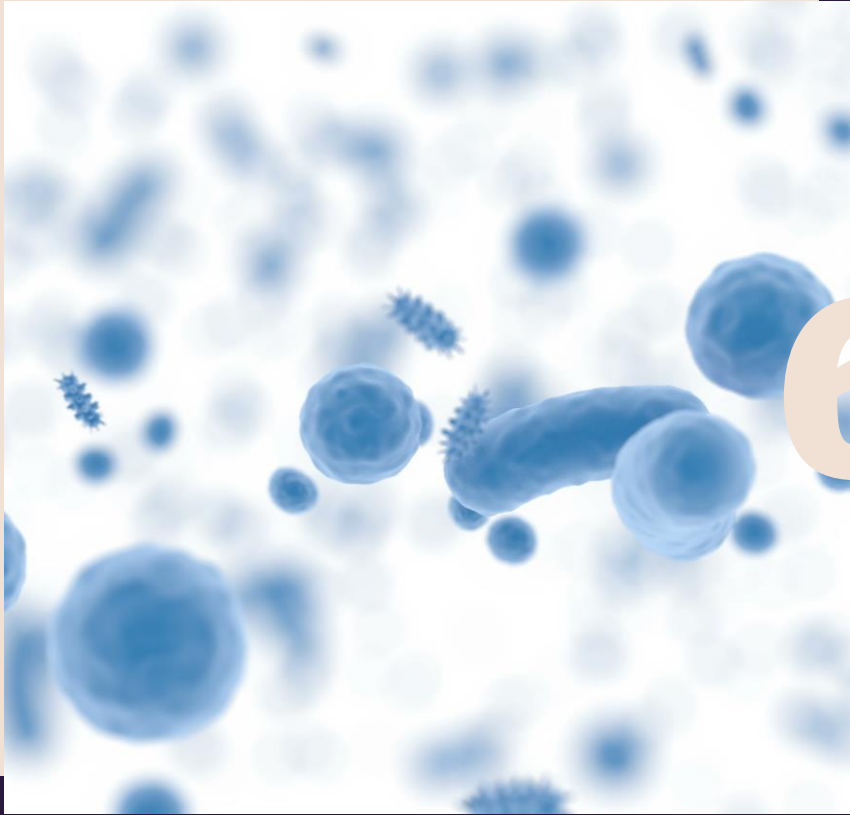
Question 7. The last time a doctor prescribed antibiotics, did they do the following?

Base: All respondents

% Yes	Total	Less than 25 yo	25-34 yo	35-44 yo	45-54 yo	55 yo and more	Parents of children under 3	At least one health problem
	base n=500	n=75	n=112	n=113	n=87	n=113	n=59	n=319
% HAVE RECEIVED ALL THESE INFORMATION FROM THEIR HCPS	23	18	21	22	25	25	29	23
Tell you about any digestive disorders associated with taking antibiotics	43	40	40	44	51	42	55	45
Give you advice on limiting the negative consequences of taking antibiotics on your microbiome as much as possible	36	34	38	35	41	34	44	36
Tell you that taking antibiotics could have negative consequences on the balance of your microbiome	33	30	36	39	32	30	47	32

● Significant differences vs total - superior

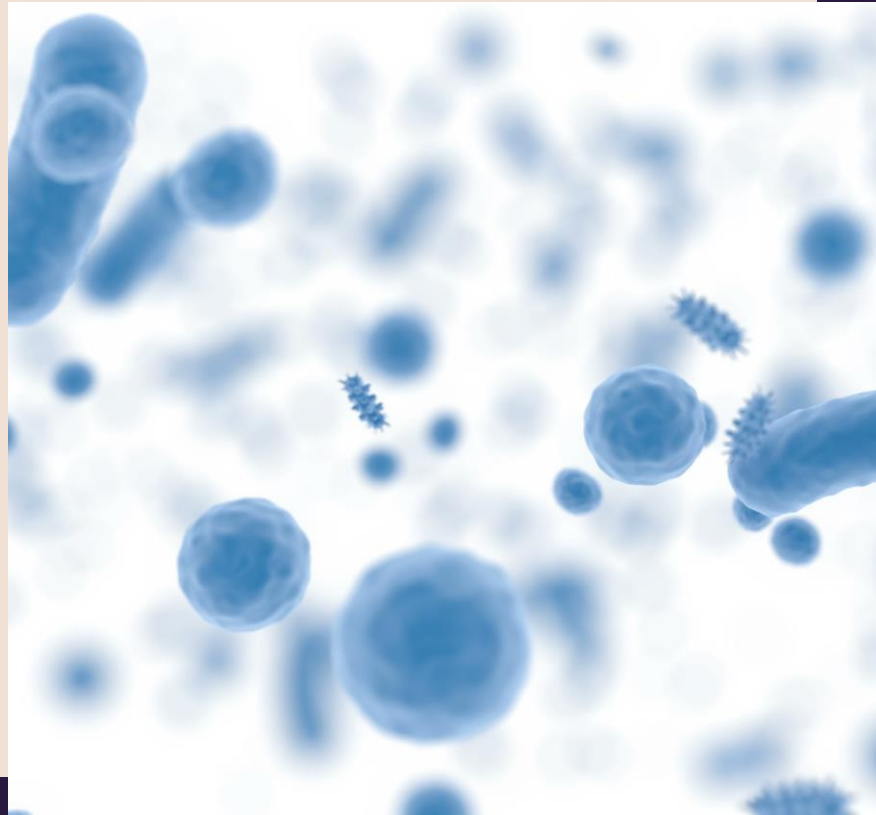
● Significant differences vs total - inferior



6

Focus on the vaginal microbiome

In the next questions, we will discuss the vaginal microbiome, also known as vaginal flora.



Text displayed to respondents:

In the next questions, we will discuss the vaginal microbiome, also known as vaginal flora. Please read before answering the next questions.

Many people say “vagina” whereas they usually refer to the vulva. The vulva is the outside, visible part of your genitals — your labia (lips), clitoris, vaginal opening, and the opening to your urethra (the hole you pee out of). The vagina is the inside - the stretchy tube that connects your vulva to your cervix and uterus. The vagina allows for sexual intercourse and birth. It also channels menstrual flow.

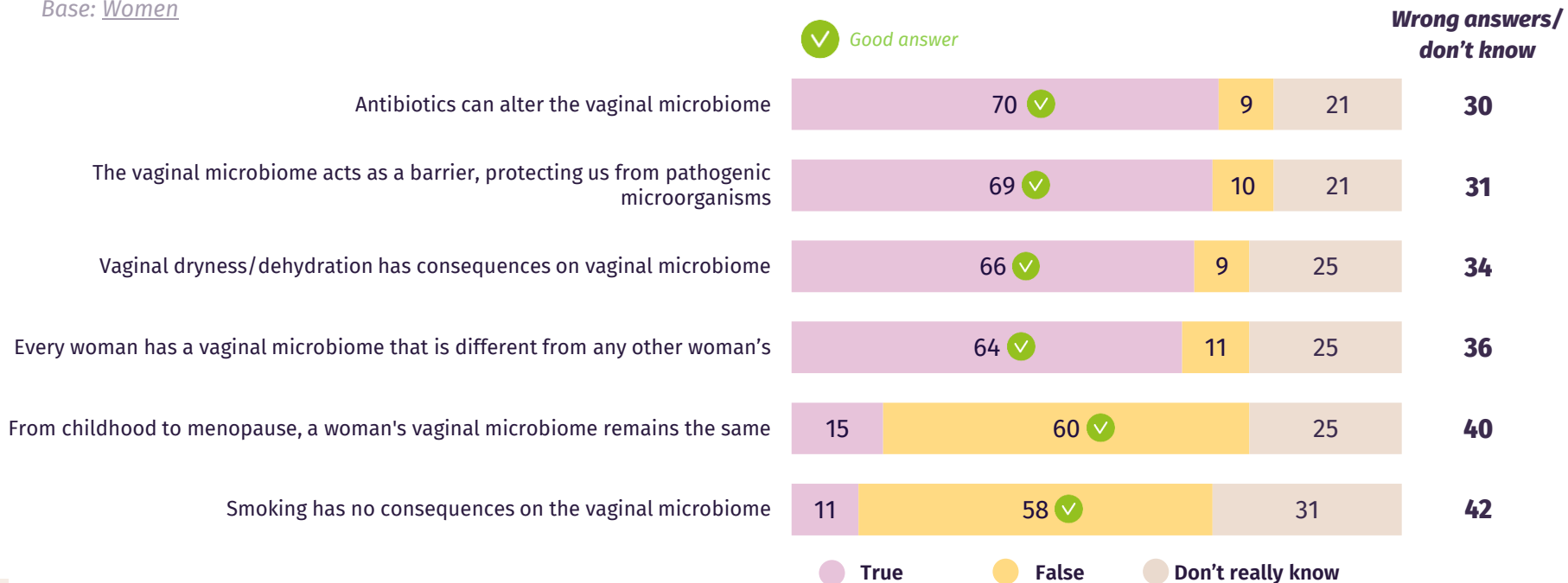


Some characteristics of the vaginal microbiome are well known among Brazilian women



Question 13. For each of the following statements, tell us if you think it is TRUE or FALSE. If you are unsure about your answer, answer I do not really know.

Base: Women



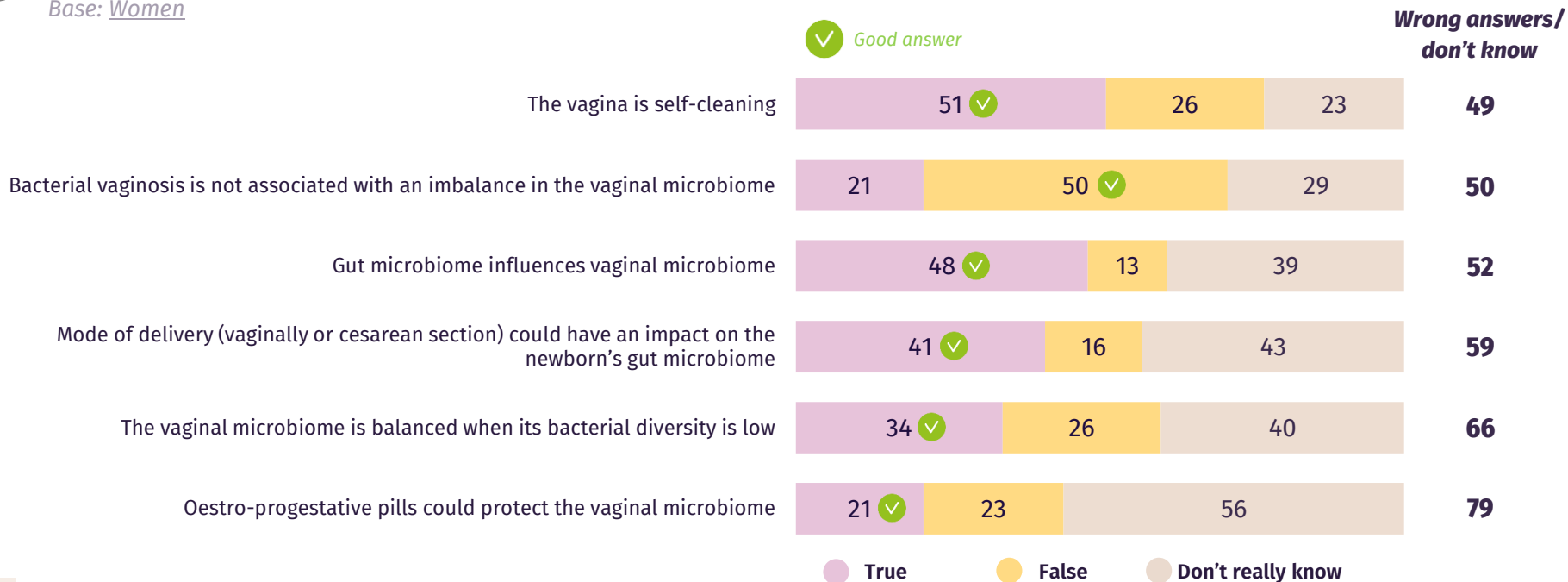


But many don't know about the positive effects of oestro-progestative pills or the bacterial diversity of the microbiome.



Question 13. For each of the following statements, tell us if you think it is TRUE or FALSE. If you are unsure about your answer, answer I do not really know.

Base: Women





However, some characteristics of the vaginal microbiome are better understood than they were last year, particularly its variability over time and its balance.

Question 13. For each of the following statements, tell us if you think it is TRUE or FALSE. If you are unsure about your answer, answer I do not really know.

Base: Women

% good answer

	Total	Evolution vs 2023	ALL COUNTRIES
Antibiotics can alter the vaginal microbiome	70	New item	69
The vaginal microbiome acts as a barrier, protecting us from pathogenic microorganisms	69	=	68
Vaginal dryness/dehydration has consequences on vaginal microbiome	66	New item	69
Every woman has a vaginal microbiome that is different from any other woman's	64	+6pts	64
From childhood to menopause, a woman's vaginal microbiome remains the same	60	+11pts	55
Smoking has no consequences on the vaginal microbiome	58	New item	55
The vagina is self-cleaning	51	+5pts	56
Bacterial vaginosis is not associated with an imbalance in the vaginal microbiome	50	+15pts	44
Gut microbiome influences vaginal microbiome	48	New item	43
Mode of delivery (vaginally or cesarean section) could have an impact on the newborn's gut microbiome	41	New item	40
The vaginal microbiome is balanced when its bacterial diversity is low	34	+1pt	30
Oestro-progestative pills could protect the vaginal microbiome	21	New item	22



Significant differences vs total - superior



Significant differences vs total - inferior



Among Brazilian women, the level of knowledge on vaginal microbiome appears to be fairly similar, regardless of the age of the respondent.



Question 13. For each of the following statements, tell us if you think it is TRUE or FALSE. If you are unsure about your answer, answer I do not really know.

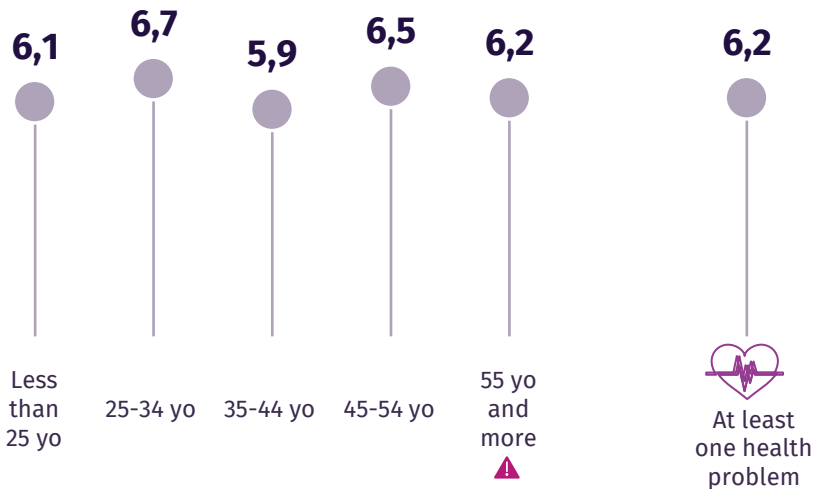
Base: Women



6,2

6,3/12

Number of good responses on average



- Significant differences vs total - superior
- Significant differences vs total - inferior
- ▲ Low basis, results must be interpreted with caution

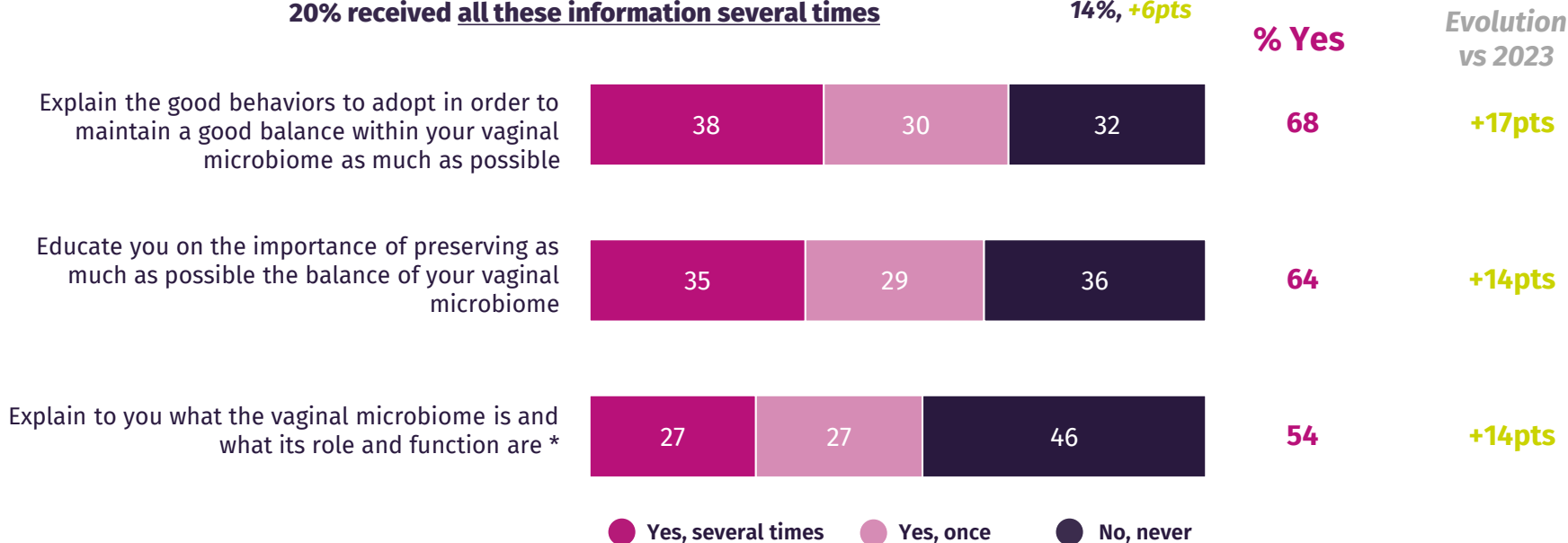


Half of Brazilian women have received all these information about the vaginal microbiome from their HCP, a significant improvement since last year.



Question 14. Has the healthcare professional following your gynecological health talked to you about the following?
Base: Women

50% received **ALL THESE INFORMATION**, at least one time
20% received all these information several times **2023: 35%, +15pts**
14%, +6pts



*The wording of this item was changed compared to last year



Brazilian women are more likely to have received information or advice from their HCPs, compared to other countries.

Question 14. Has the healthcare professional following your gynecological health talked to you about the following?
Base: Women

% Yes

	Total	ALL COUNTRIES
% Have received ALL THESE INFORMATION, at least one time	50	37
% Received ALL THESE INFORMATION, <u>several times</u>	20	14
Explain the good behaviors to adopt in order to maintain a good balance within your vaginal microbiome as much as possible	68	48
Educate you on the importance of preserving as much as possible the balance of your vaginal microbiome	64	48
Explain to you what the vaginal microbiome is and what its role and function are	54	43

● Significant differences vs total - superior ● Significant differences vs total - inferior

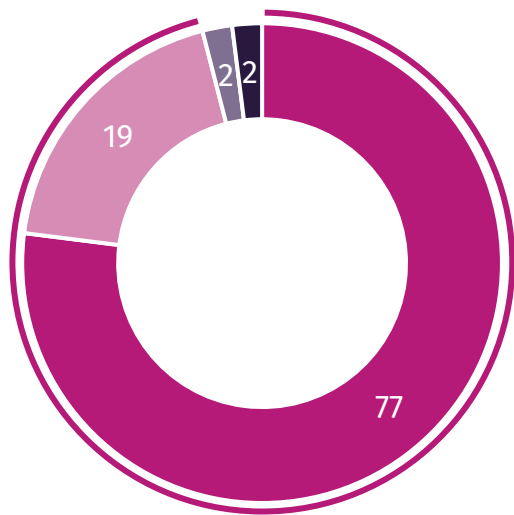


The large majority of women would like to have more information about the importance of the vaginal microbiome and its impact on health, even more than among all countries.



Question 15. And would you like the healthcare professional monitoring your gynecological health to tell you more about the importance of your vaginal microbiome and its impact on your health?

Base: Women



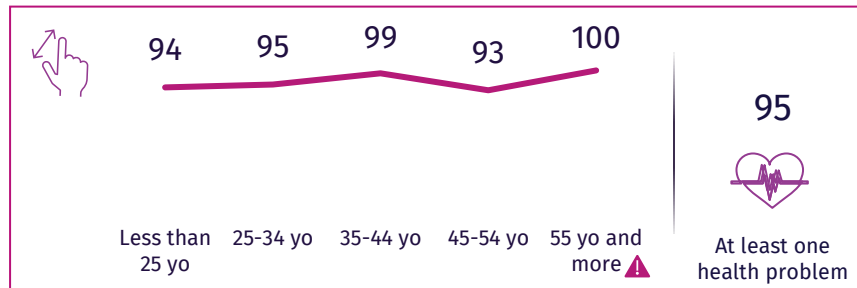
- Yes, absolutely
- Yes, somewhat
- No, not really
- No, not at all

96% would like to have more information about the importance of the vaginal microbiome and its impact on health

2023: 93%, +3pts



88%



● Significant differences vs total - superior ● Significant differences vs total - inferior

▲ Low basis, results must be interpreted with caution

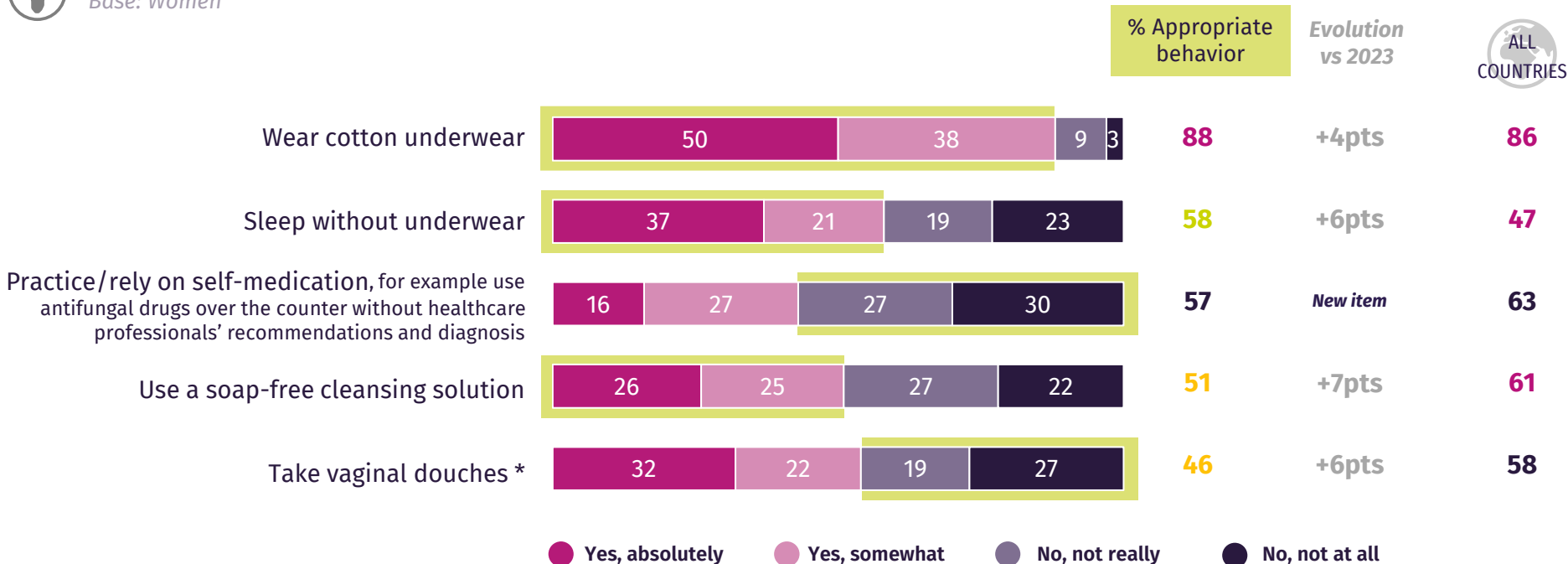


There are some bad habits in Brazil, much more than in other countries: many do not use a soap-free cleanser and many take vaginal douches.



Question 16. In your daily life, do you regularly adopt the following behaviors?

Base: Women



*For this item, the following definition was provided: Vaginal douching is washing or cleaning out the inside of the vagina with water or a mixture of fluids to eliminate odors and "clean" the vagina. Please do not confuse the vaginal douching (The vagina is the inside) with vulvar washing (The vulva is the outside).



Brazilian women have adopted the same amount of appropriate behaviors for their vaginal microbiome, regardless of their age.

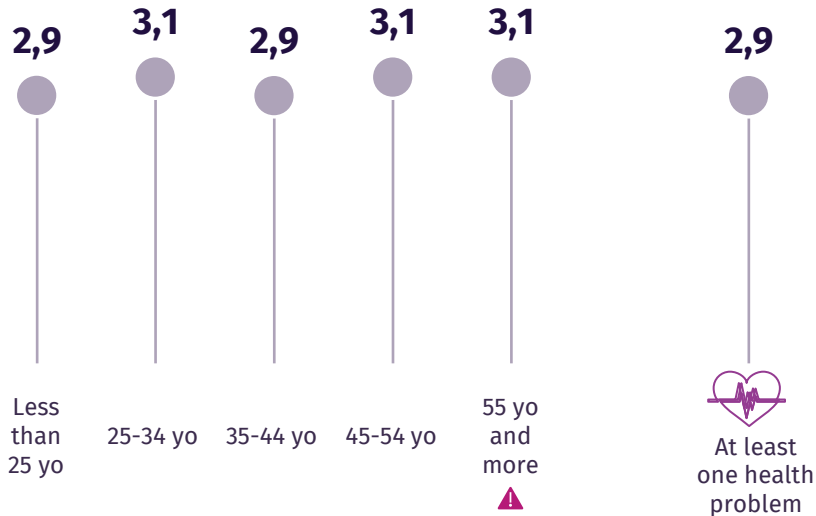
Question 16. In your daily life, do you regularly adopt the following behaviors?
Base: Women



3,2

3,0/5

Number of appropriate behaviors adopted on average



- Significant differences vs total - superior
- Significant differences vs total - inferior
- ▲ Low basis, results must be interpreted with caution

A large, light-colored illustration of a diverse microbiome, featuring various shapes of bacteria and fungi, is positioned on the left side of the slide. The illustration is semi-transparent and overlaps a white rectangular area.

Main results per country

Learnings on Brazilian results



Awareness of the microbiome & its diversity	
Know exactly what is « microbiome »	25%
Subtotal « Aware »	66%
Subtotal Aware of the gut microbiome	54%
Subtotal Aware of all microbiome	32%

Level of knowledge around the microbiota	
Mean of good answers	5,5/9

Level of knowledge around the solutions which can maintain the microbiota balanced	
Know exactly what are probiotics	46% ↗
Know exactly what are prebiotics	30% ↗

Adoption and identification of appropriate behaviors to maintain a balanced microbiota	
Have changed their behaviors	62%

Level of information provided by healthcare professionals	
Have heard about the microbiome from healthcare professional	15%
Received at least one piece of information at least once	68%

Key learnings

In Brazil, the awareness of the microbiome is slightly better compared to last year. They seem to be more familiar with the term “flora” compared to other countries.

The majority of Brazilians have changed their behaviors to maintain a balanced microbiota. And they are more likely to consume probiotics or prebiotics, compared to other countries.

When it comes to healthcare professionals, the level of information is better than last year, and more Brazilians have received information compared to other countries, but it is still a minority. The family physician is the first source of information on microbiome, but other specialists such as the gastroenterologist, the dietitian and the gynecologist also provide information. However, there is still a lack of information, and HCPs have a role to play, as they are considered by Brazilians as the most trusted source of information on the microbiome.

A large, light-colored illustration of a microbiome, showing various shapes representing different types of bacteria and fungi, set against a dark background.

ANNEXES

FIABILITÉ DES RÉSULTATS

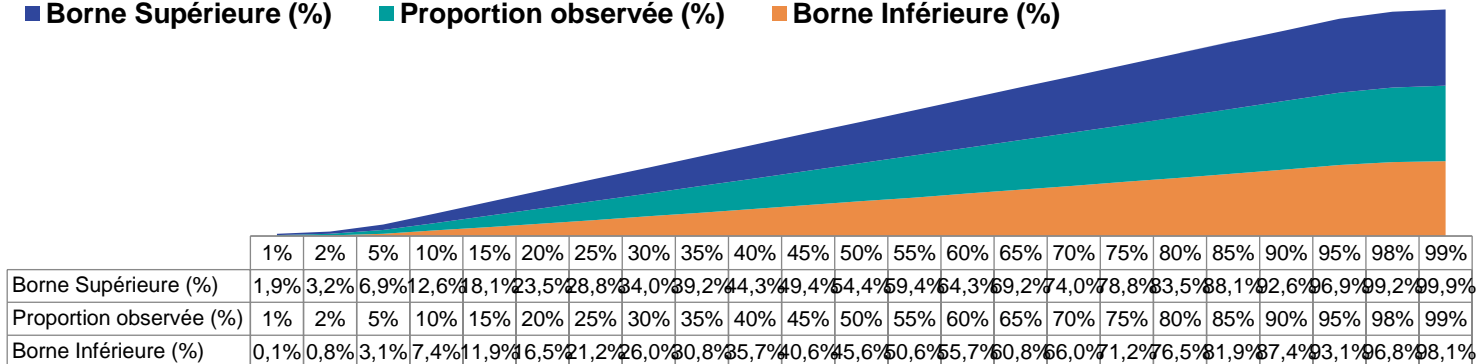
Feuille de calcul

En l'occurrence s'agissant de cette étude :

- Intervalle de confiance : **95%**
- Taille d'échantillon : **500**

Les proportions observées sont comprises entre :

■ Borne Supérieure (%) ■ Proportion observée (%) ■ Borne Inférieure (%)



SURVEY OVERVIEW

CAWI survey – Online panel



SAMPLE

- **Target** : Male/female 18 and more in each country
- **Selection of the respondent** : participant selection using quotas
- **Sample representativeness** : criteria and sources : gender, age, active/inactive status, regions



DATA COLLECTION

- **Fieldwork dates** : January 26th – February 26th 2024
- **Sample achieved** : **7,500** interviews (1000 for France, Mexico, US and China, 500 in other countries)
- **Data collection** : on line
- **Loyalty program with points- based award system for panelists**
- **Response quality control methods**: monitoring of participants' response behavior (identification of responses that are too quick or careless, e.g. ticked in a straight or zigzag line)
- **Checking of IP and consistency of demographic data.**



DATA PROCESSING

- Weighted sample
- Method used: Rim Weighting Method
- Weighting criteria: criteria and sources : gender, age, active/inactive status, regions

SURVEY MATERIAL THE QUESTIONNAIRE



Questionnaire

RELIABILITY OF RESULTS : SELF COMPLETION ONLINE SURVEYS IIS

To ensure the overall reliability of a survey, all possible error components must be taken into account. That is why Ipsos imposes strict controls and procedures at each stage of the survey process.

UPSTREAM OF THE DATA COLLECTION

- **Sample** : structure and representativeness
- **Questionnaire** : the questionnaire is worded by following an editing process with 12 compulsory standards. It is proofread and approved at a senior level and then sent to the client for final validation. The programming (or questionnaire script) **is tested by at least 2 people and validated.**
- **Data collection** : the interviewers are trained in survey techniques through a dedicated training module prior to any participation in a survey. In addition, they receive or attend a detailed briefing at the start of each survey.

DURING THE DATA COLLECTION

- **Sampling** : Ipsos imposes very strict operating rules for its selection frame in order to maximize the random nature of the sample selection : random selection from telephone listings, quota method, etc.

- **Fieldwork monitoring** : collection is monitored and checked (exclusive link, IP validation, panelists' behavior monitoring penetration, interview length, consistency of responses, participation rate, number of reminders, etc.)

DOWNSTREAM OF THE DATA COLLECTION

- The results are analyzed in accordance with the statistical analysis methods (confidence interval versus sample size, significance tests). The first results are systematically checked against the raw results from the data collection. The consistency of results is also checked (particularly the results observed versus comparison sources in our possession).
- In cases where sample weighting is used (margin calibration method), this is checked by the processing teams (DP) and then validated by the survey teams.

SURVEY OVERVIEW

Organization (CAWI survey - Online panel)



ACTIVITIES CARRIED OUT OR COORDINATED BY IPSOS TEAMS IN FRANCE

- Design and methodology
- Validation of scripting
- Coordination and validation of translation
- Coordination of data collection
- Data processing
- Validation of the statistical analyses
- Creation of survey report
- Results presentation design
- Oral presentation Analyses



ACTIVITIES CARRIED OUT BY IPSOS EXPERT LOCAL TEAMS

- Translation
- Scripting
- Sampling (IIS panel)
- Emailing
- Data collection
- Data Map

ABOUT IPSOS

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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GAME CHANGERS

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:
You act better when you are sure.