



International Microbiota Observatory

L'Observatoire International
des Microbiotes

Second wave

Chinese results

A large, light-colored illustration of a diverse microbiome, featuring various shapes of bacteria and fungi, set against a dark blue background.

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)



Brazil (n=500)



Mexico (n=1,000)



France (n=1,000)



Portugal (n=500)



Spain (n=500)



China (n=1,000)



Morocco (n=500)



Poland (n=500)



Finland (n=500)



Vietnam (n=500)

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.

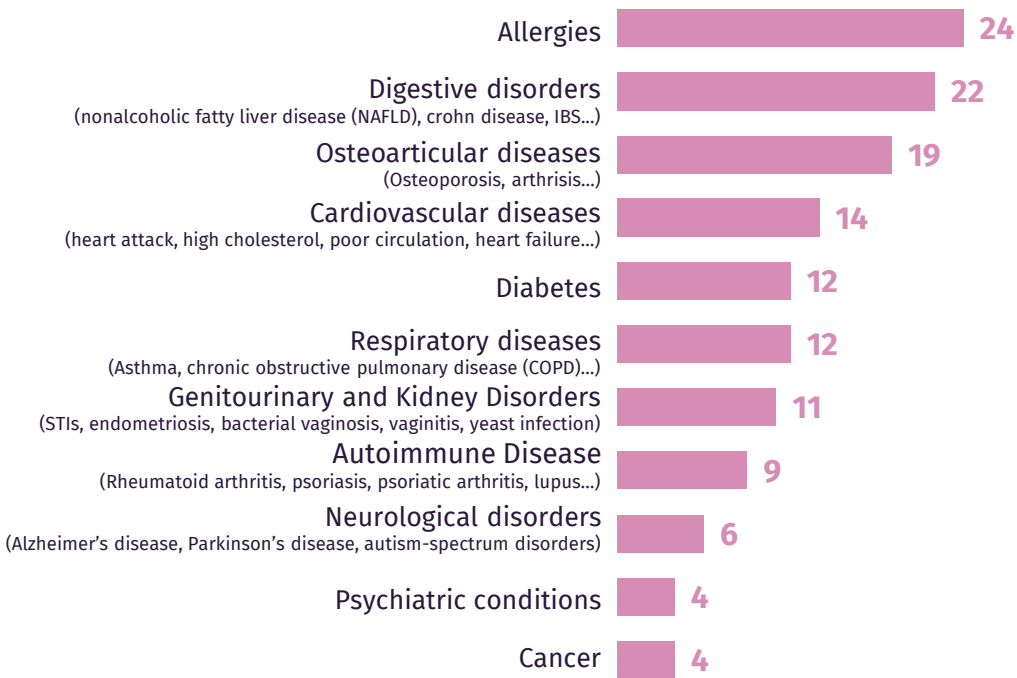


People with current conditions A focus detailed throughout the report

NEW
QUESTION

RS10. Among the following health problems, indicate those you suffer from.

Base: All respondents





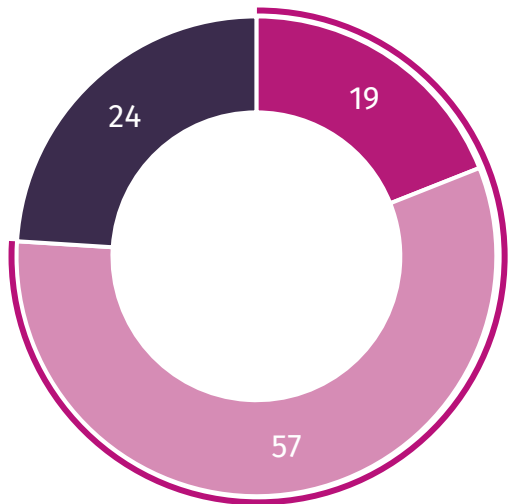
**Chinese are more aware
of the microbiome this
year, but their accurate
knowledge can be
improved**



Awareness of the microbiome has increased significantly in China this year. However, only 1 out of 5 respondents know exactly what it is.



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

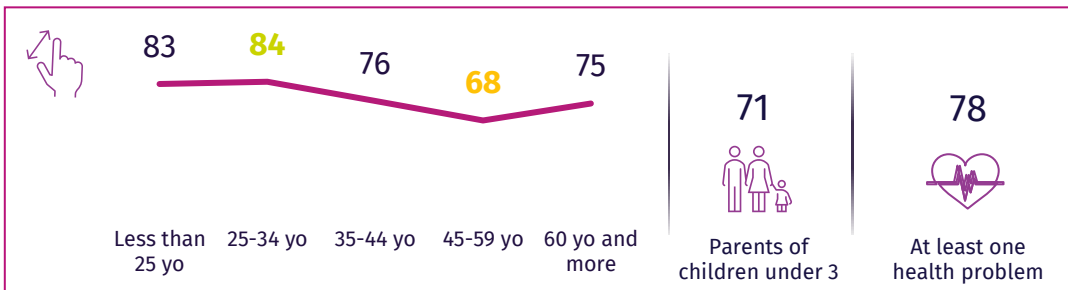


- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I never heard about it

76% have already heard about the term microbiome
2023: 57%, +19pts



70%



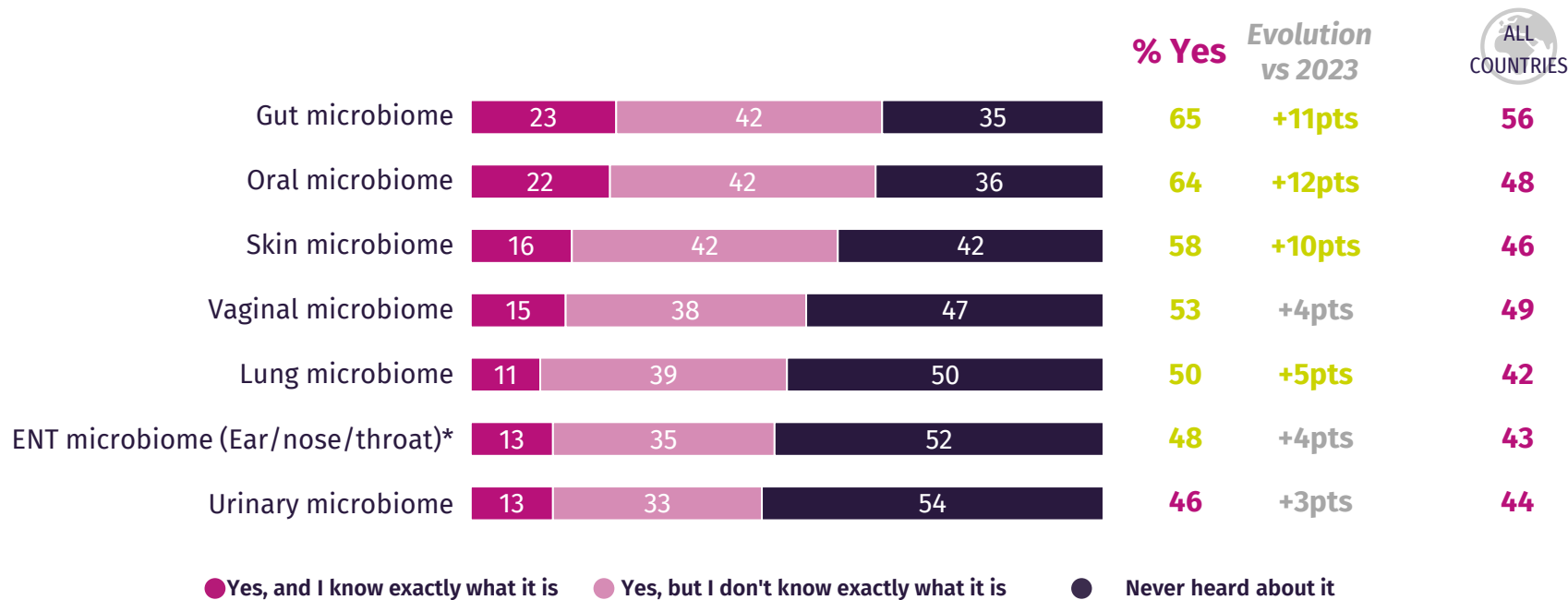
● Significant differences vs total - superior ● Significant differences vs total - inferior



In one year, more people have heard about the gut microbiome, but also the oral microbiome as well as the lung microbiome.



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

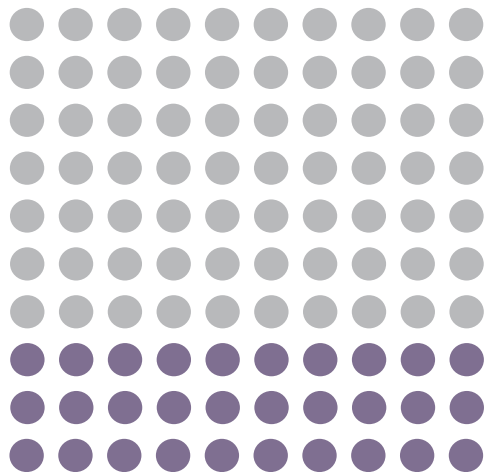


*This item is more precise this year



But overall, only 3 in 10 Chinese have already heard of each microbiome. Those aged over the age of 60 are even less aware.

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

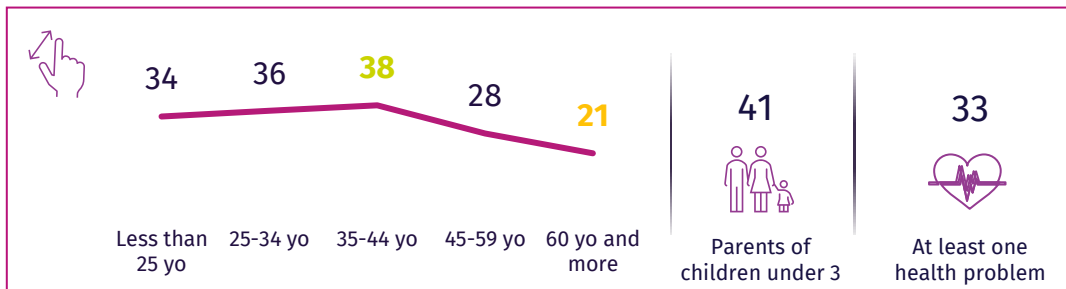


30% have already heard of each microbiome:
Gut, vaginal, skin, lung, urinary, oral and ENT microbiome

2023: 34%, -4pts



32%



But only **4%** know precisely all of them

2023: 3%, +1pt

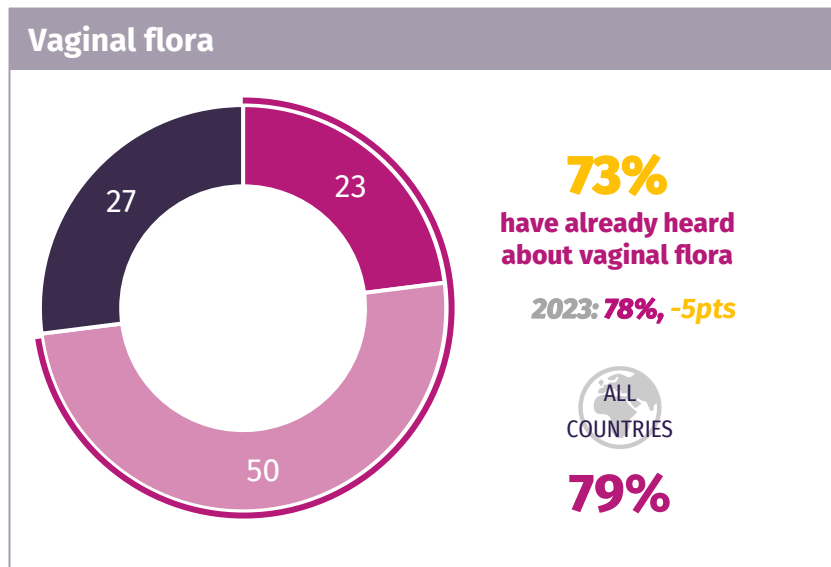
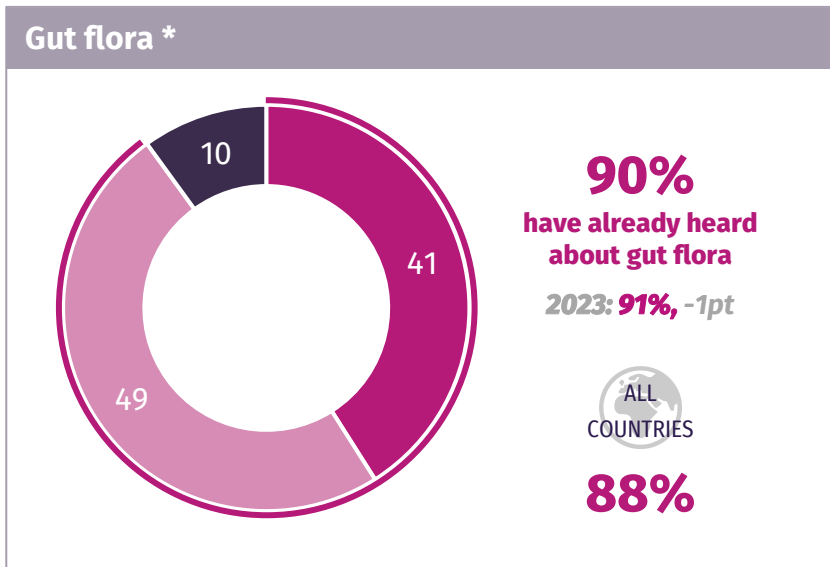


8%



While almost all the Chinese have already heard of gut flora, they seem to be less aware of vaginal 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

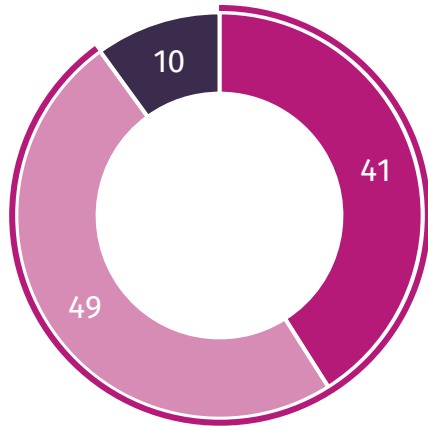


Respondents aged over 60 yo are less likely to know about gut flora.



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

Gut flora *

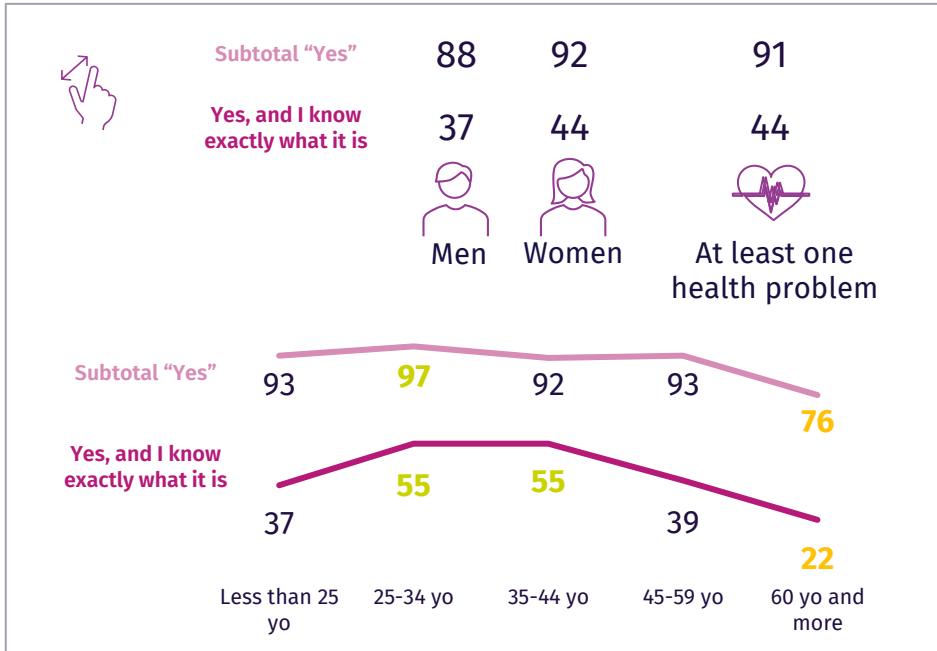


90%
have already heard
about gut flora
2023: **91%**, -1pt



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

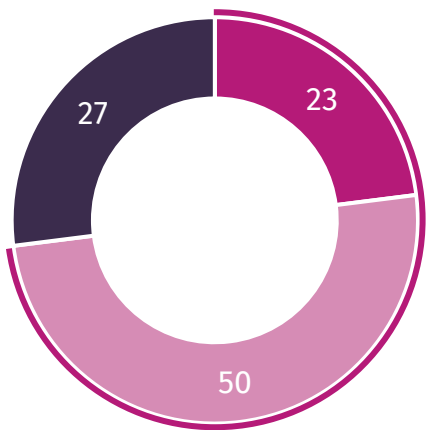


Men and respondents aged 60 and over are less aware of vaginal flora.



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

Vaginal flora



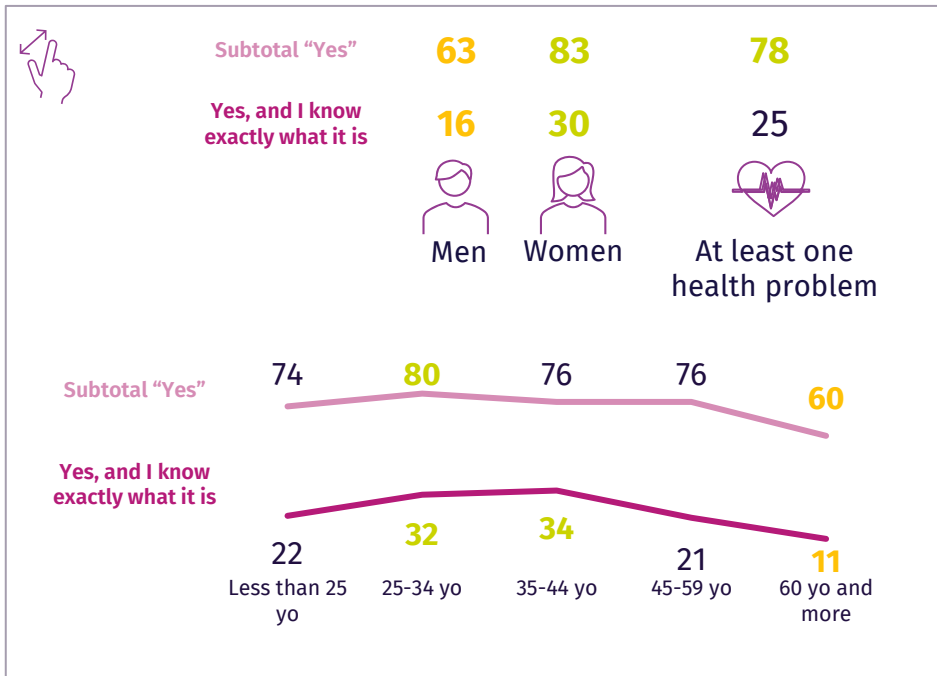
- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I never heard about it

73%
have already heard
about vaginal flora

2023: 78%, -5pts



79%





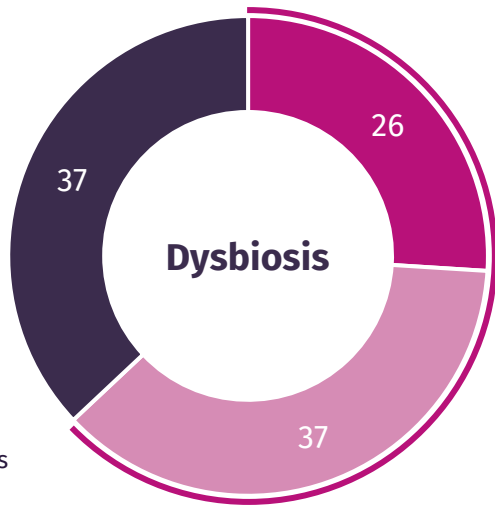
Rather good knowledge of the role and functions of the microbiome among Chinese, which has improved since last year



Almost 2 out of 3 Chinese have already heard of dysbiosis, which is much higher than in other countries.



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



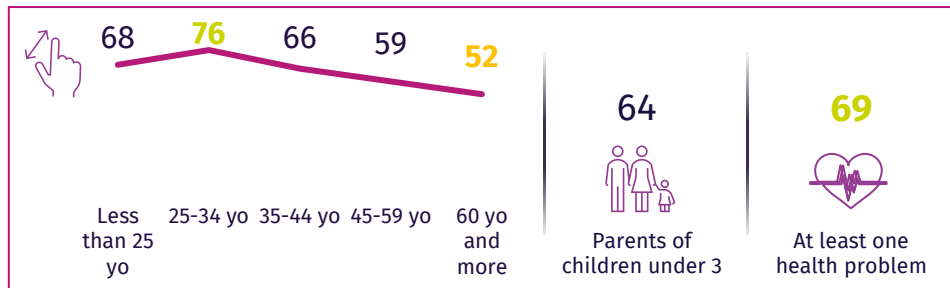
- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- Never heard about it

63% have already heard about the term 'dysbiosis'

2023: 54%, +9pts



34%



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

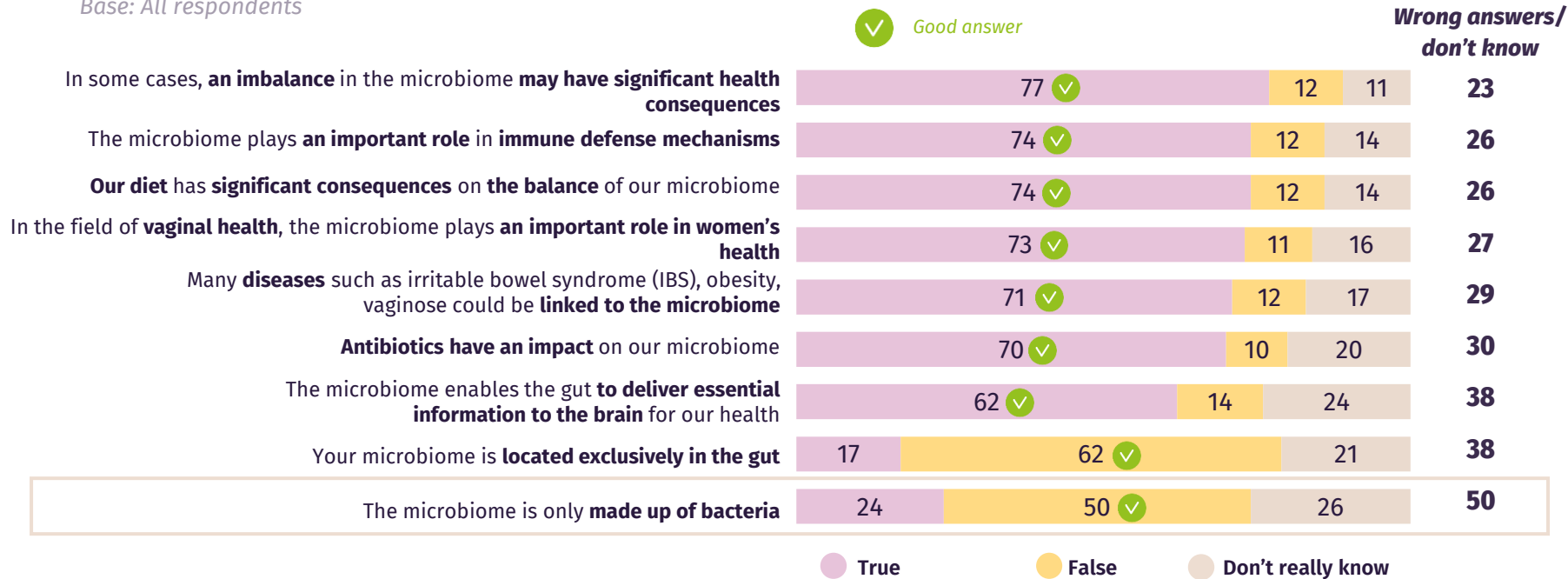


Chinese seem to have a good understanding of the role and function of microbiome.



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



Good answer

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".



Chinese knowledge has improved significantly since last year. Their knowledge is also better than in other countries.

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	77	+7pts	77
The microbiome plays an important role in immune defense mechanisms	74	+6pts	74
Our diet has significant consequences on the balance of our microbiome	74	+8pts	78
In the field of vaginal health , the microbiome plays an important role in women's health	73	+8pts	68
Many diseases such as irritable bowel syndrome (IBS), obesity, vaginose could be linked to the microbiome	71	New item	64
Antibiotics have an impact on our microbiome	70	+6pts	70
The microbiome enables the gut to deliver essential information to the brain for our health	62	=	53
Your microbiome is located exclusively in the gut	62	+11pts	46
The microbiome is only made up of bacteria	50	New item	28



The younger the Chinese respondents are, the more knowledge they have 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.

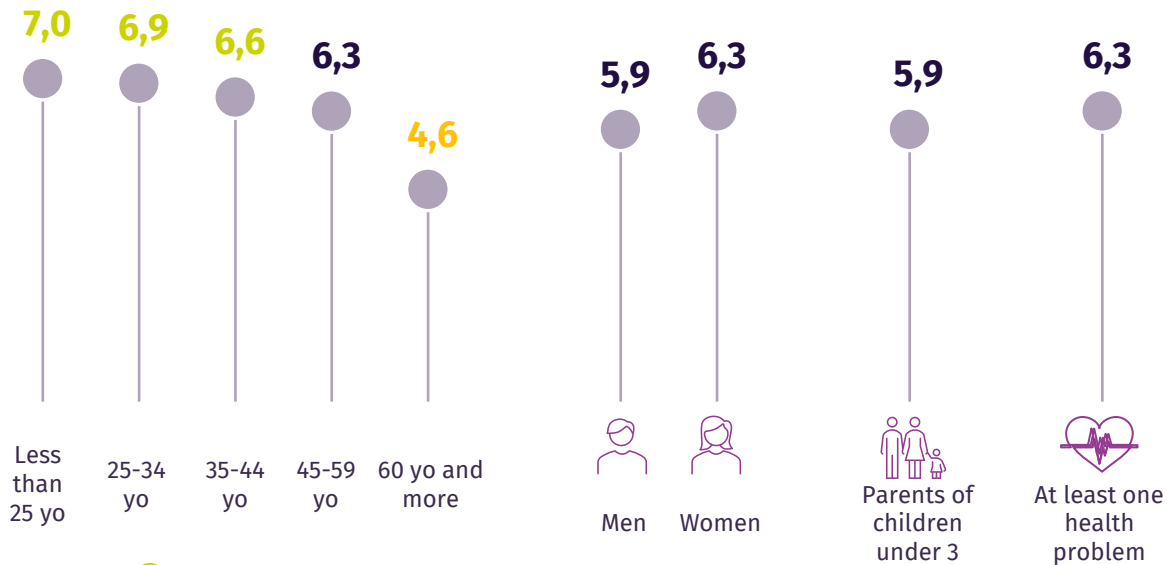
Base: All respondents



5,6

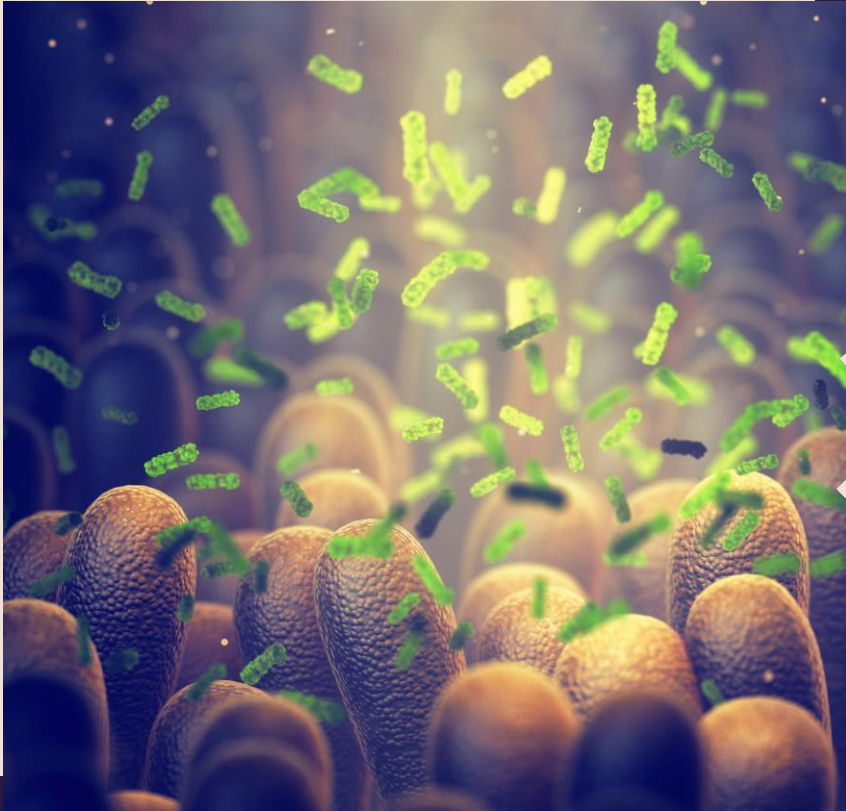
6,1/9

Number of good responses on average



● Significant differences vs total - superior

● Significant differences vs total - inferior



3

To maintain a balanced microbiome, Chinese tend to adopt appropriate behaviors, including the consumption of probiotics and prebiotics

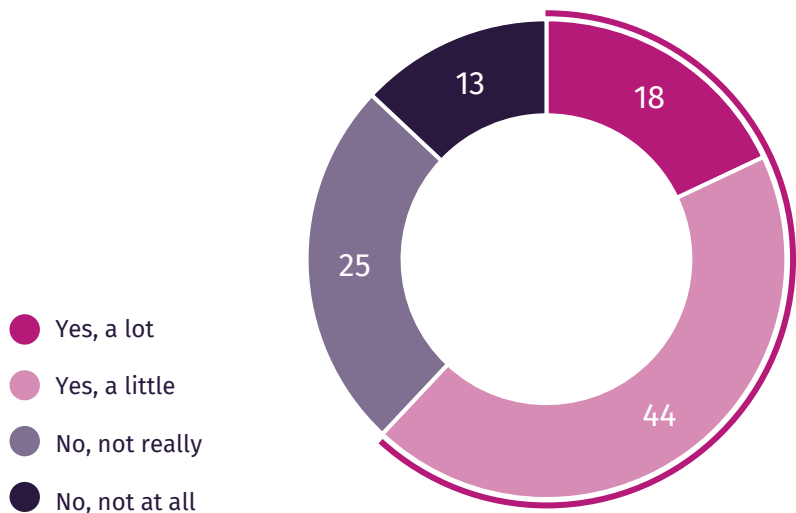


More than 3 out of 5 Chinese have changed their behaviors to keep their microbiome balanced and functioning as smoothly as possible, which is above average. But, around 1 out of 6 have changed a lot.

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?

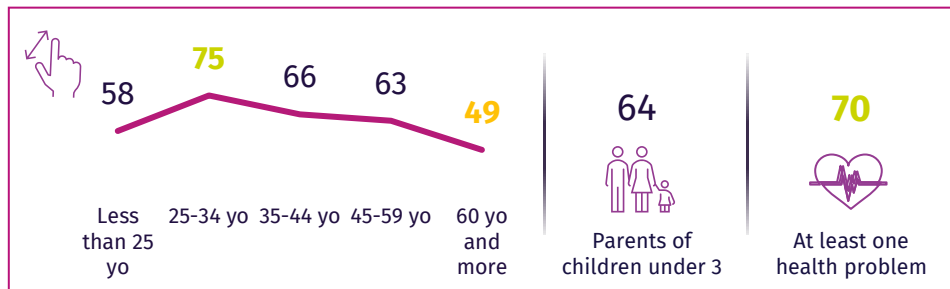
Base: All respondents



62% have changed their behaviors



58%



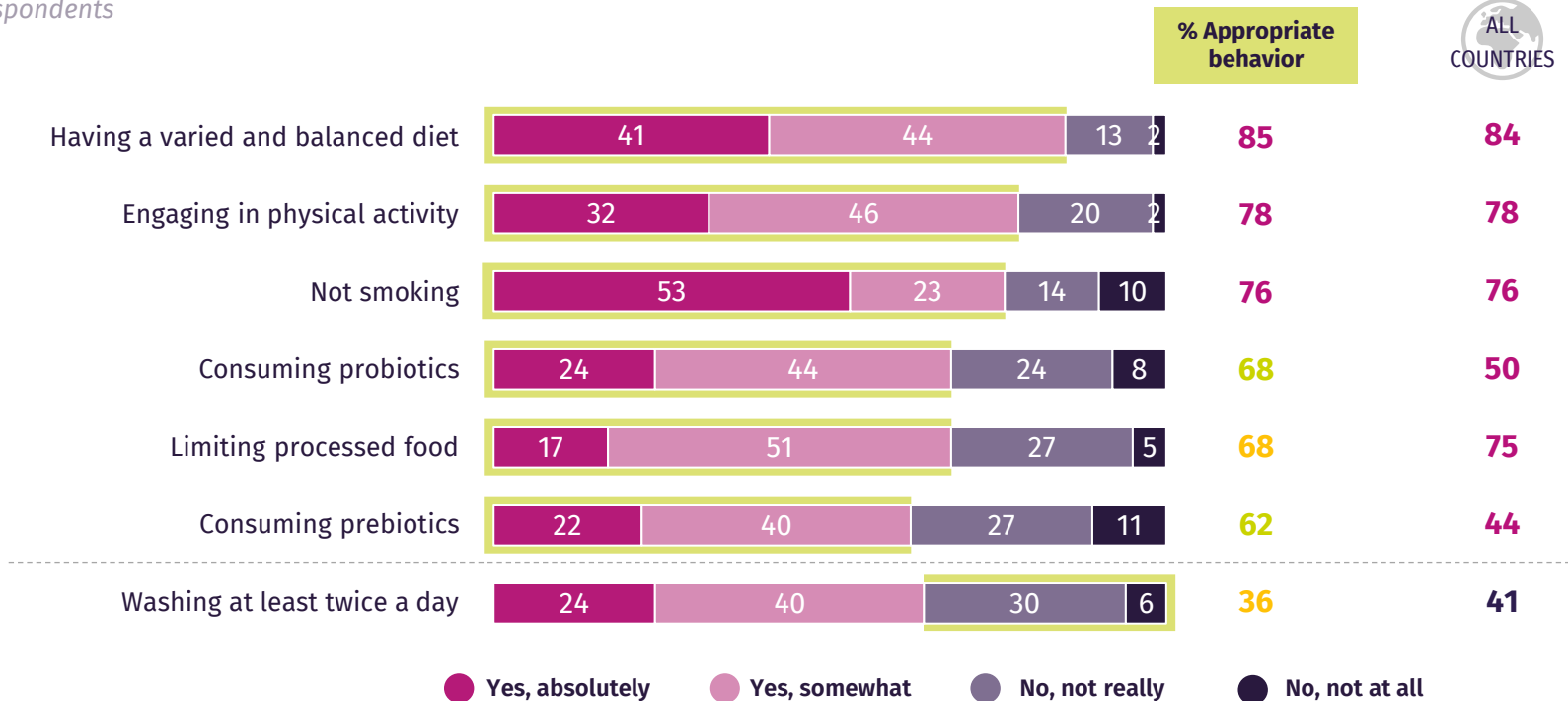
● Significant differences vs total - superior

● Significant differences vs total - inferior



Chinese people are more likely to consume probiotics and prebiotics compared to other countries. However, they are less likely to avoid washing multiple times a day.

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



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



Chinese aged 25-44yo have adopted more positive behaviors for their microbiome than average.

NEW QUESTION

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

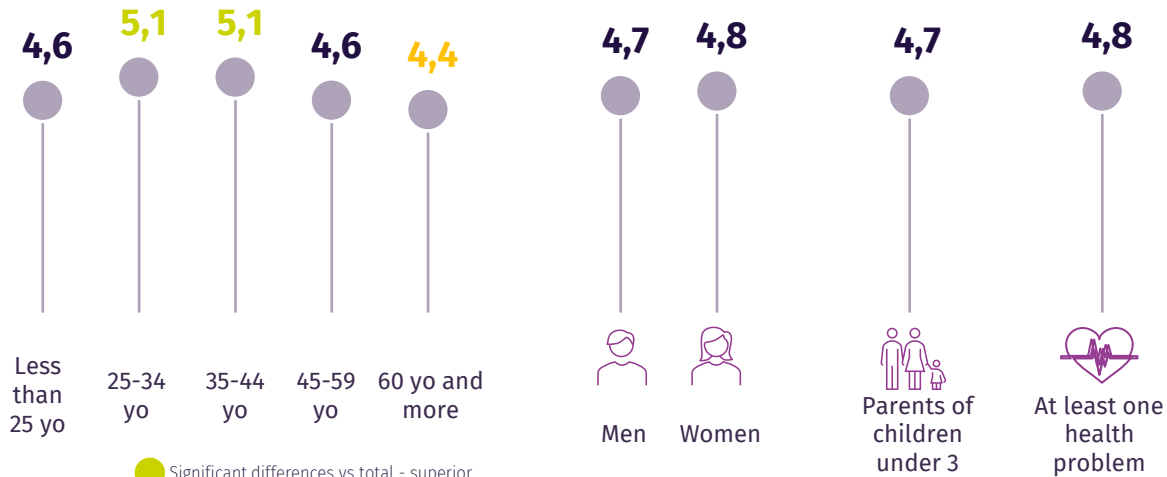
Base: All respondents

ALL COUNTRIES

4,5



Number of good responses on average



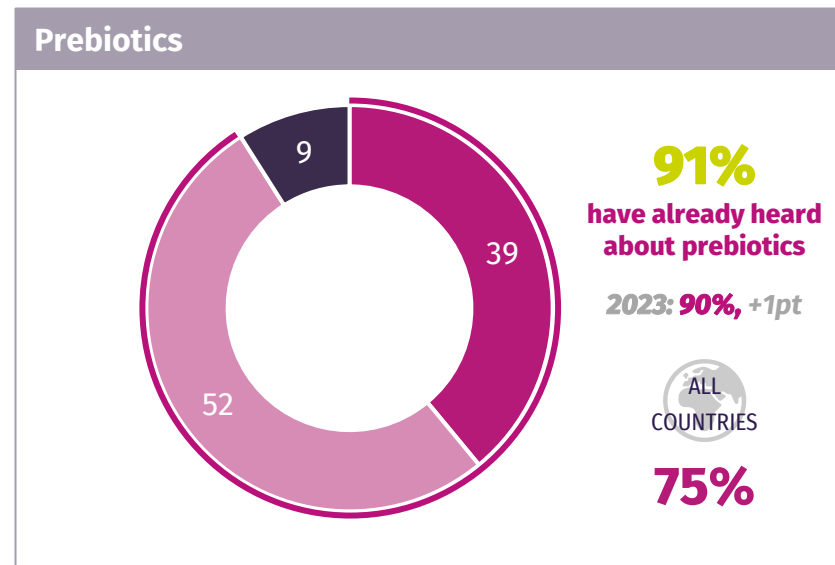
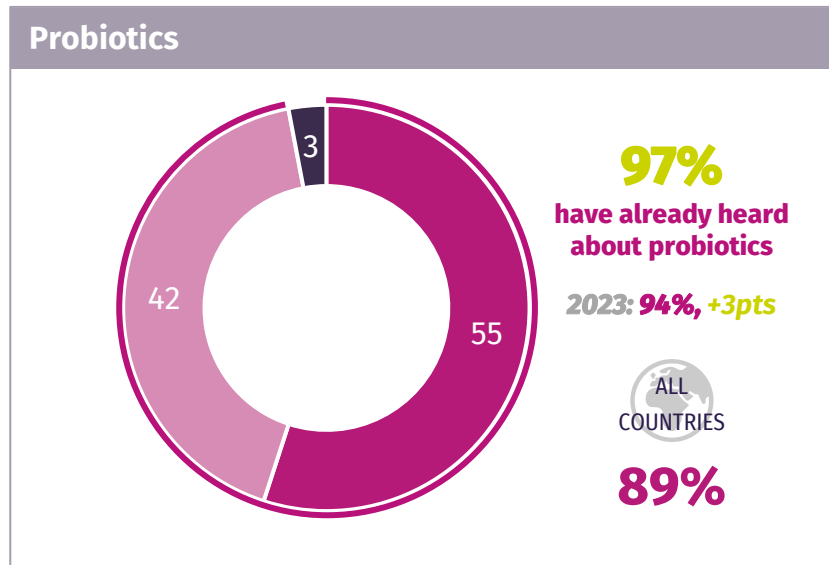
● Significant differences vs total - superior
 ● Significant differences vs total - inferior



China stands out for its better awareness of probiotics and prebiotics compared to the average. But an important part still don'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

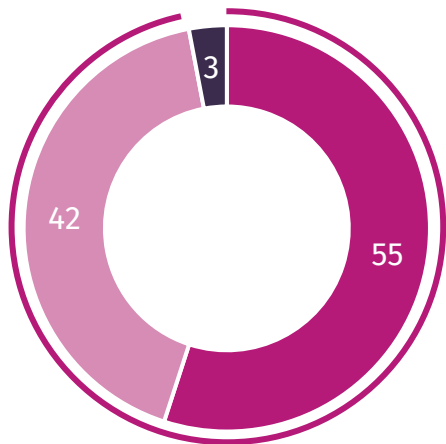


Chinese aged 25-44 yo seem to be more aware of probiotics compared to the oldest.



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

Probiotics



97%
have already heard
about probiotics

2023: **94%**, +3pts

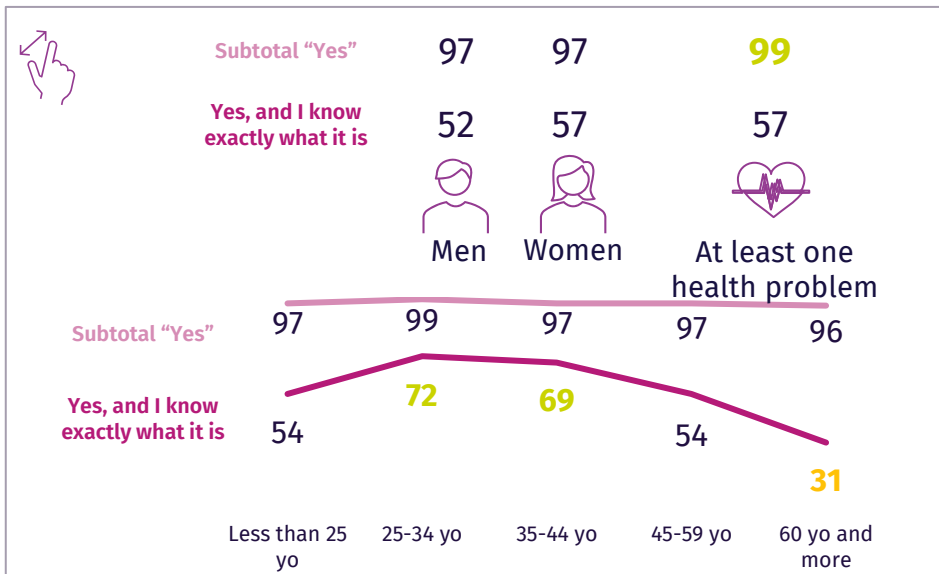


89%

● Yes, and I know exactly what it is

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

● No, I never heard about it



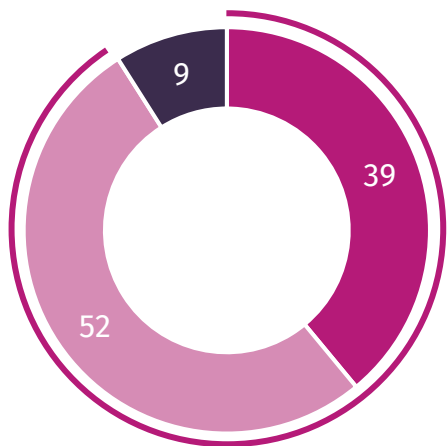


There is a similar trend for prebiotics, with older people being less aware of them.



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

Prebiotics



91%
have already heard
about prebiotics

2023: 90%, +1pt

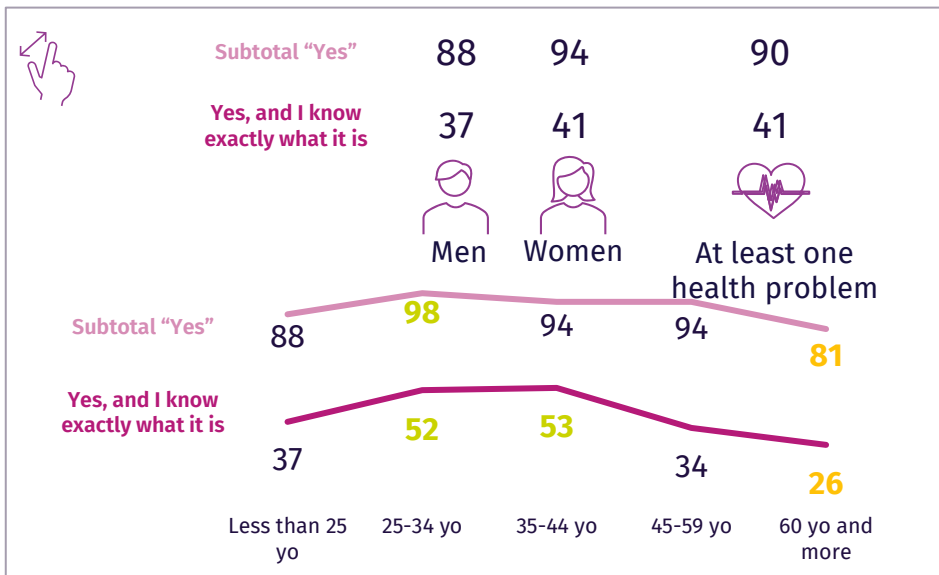


75%

● 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, Chinese are more likely to link it to their microbiome.

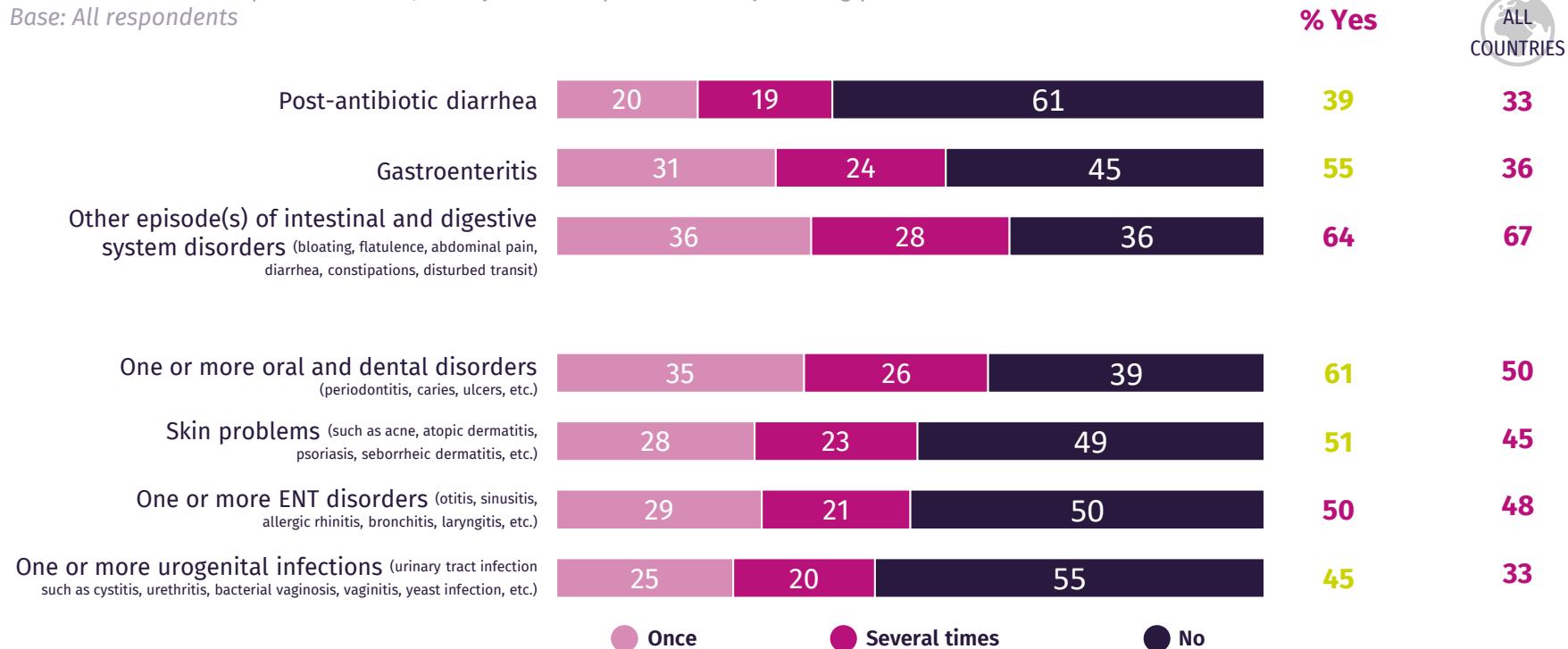


In the last 12 months, more than 1 in 3 Chinese have experienced post-antibiotic diarrhea, half have had gastroenteritis, and 2 out of 3 have suffered from other episodes of intestinal and digestive system disorders.

NEW QUESTION

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

Base: All respondents



● Once

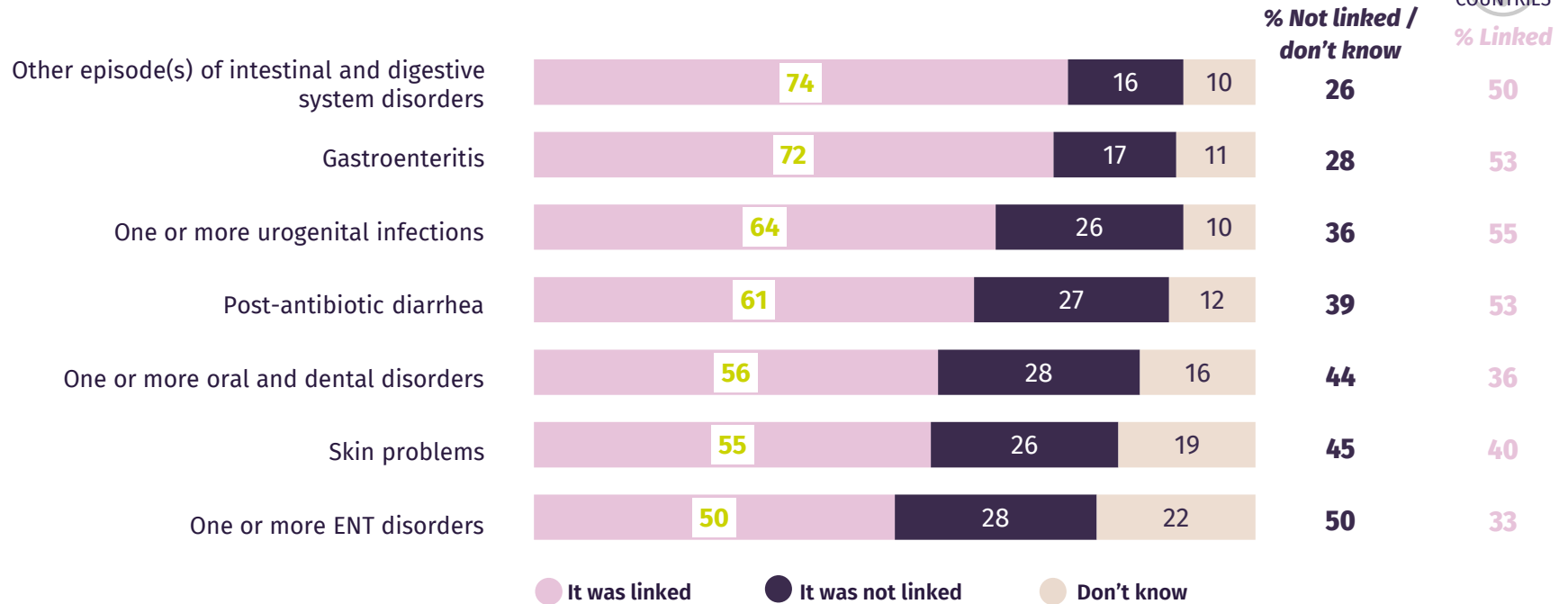
● Several times

● No



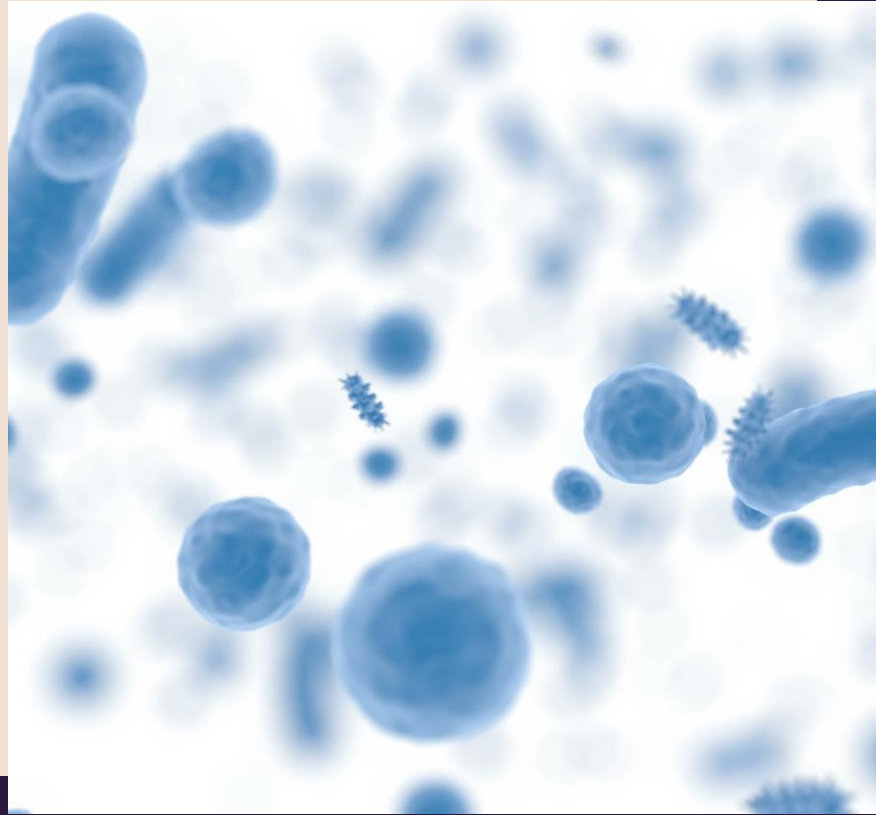
Chinese are much more likely than average to link their health problems to their microbiome.

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 have a key role to play in providing more information: although Chinese people are slightly more informed about the microbiome, there is a lot of room for improvement



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.



Chinese first heard about microbiome through health-related TV programs. They are also more to have discovered microbiome through social media or TV news.

NEW QUESTION

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

Base: All respondents

ALL COUNTRIES





Sources vary by age: people under 25 heard about the microbiome for the first time at school, 45-59 when answering the questionnaire, 60 and over from TV news.



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	45-59 yo	60 yo and more	Men	Women	Parents of children under 3	At least one health problem
		n=97	n=199	n=179	n=306	n=219	n=503	n=497	n=60	n=599
On television, in health-related programs	14	3	17	16	14	12	15	11	10	14
While answering this questionnaire	11	8	6	11	16	10	11	10	5	10
On social media (influencers...)	10	7	16	15	8	5	9	11	16	10
By a healthcare professional	9	7	12	7	10	8	9	9	15	11
On television during the news	9	5	6	11	6	14	9	8	2	8
Occupational doctor / workplace nurse	6	4	5	5	7	8	5	7	6	7
Your family, friends, acquaintances	6	6	5	2	9	8	6	7	7	5
School/studies	6	28	7	2	5	0	3	8	5	5
In a booklet/brochure at your healthcare professional's office	5	7	4	6	4	6	4	7	5	6
In specialized press (wellness, health magazines)	5	1	5	6	5	6	6	5	4	6
Advertisements (TV, press, street ads...)	4	3	4	4	6	3	6	3	5	4
On a blog, an online article	4	7	4	8	3	3	5	4	7	4
Scientific podcast	3	4	3	3	2	5	4	3	2	4
On the radio	2	0	0	1	1	5	2	2	3	1
In national press (general, mainstream media)	2	3	2	2	2	3	2	3	2	2
In regional daily press	1	2	1	1	0	1	1	0	4	1
From your colleagues	1	0	1	0	1	2	1	1	0	1
During a sports activity	1	0	1	0	0	1	1	0	2	0
Other	1	5	1	0	1	0	1	1	0	1

● Significant differences vs total - superior

● Significant differences vs total - inferior

● First source by profile



Healthcare professionals are the most trusted source of information about the microbiome for Chinese. They are more likely than average to also trust teachers or their relatives.

NEW QUESTION

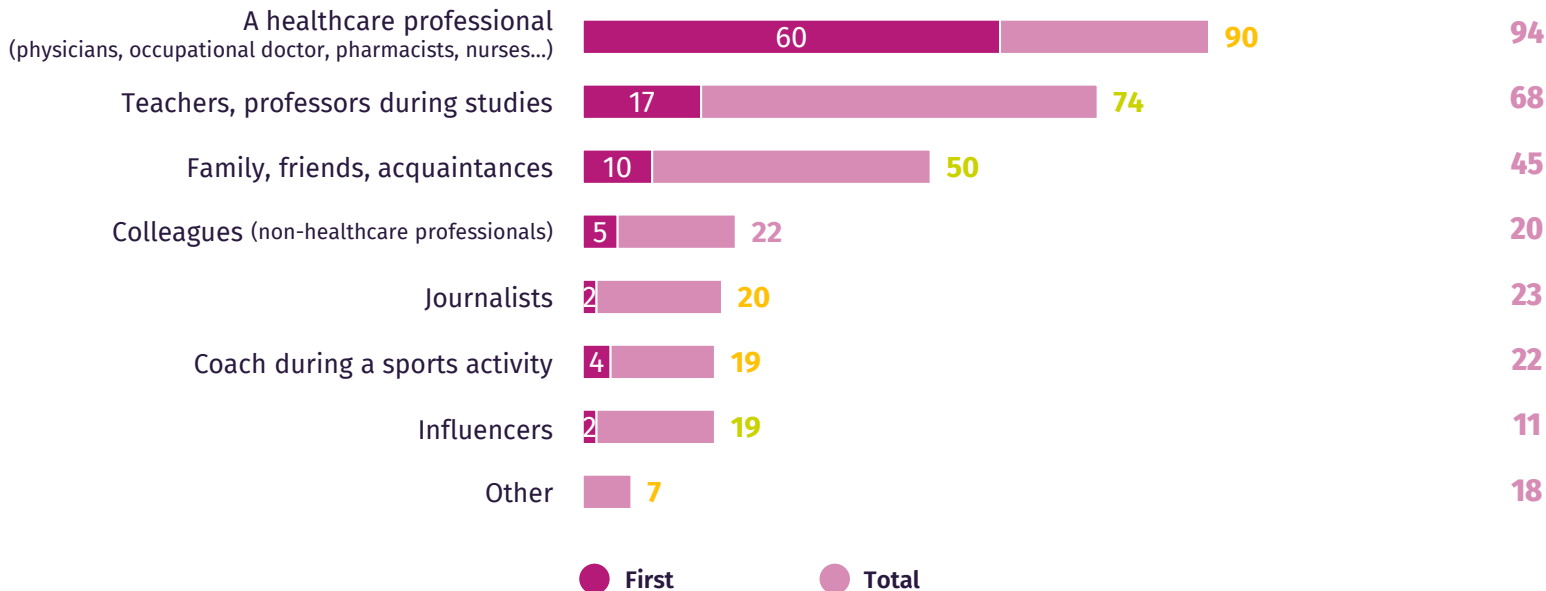
Question 2V2. For relevant and trustworthy information about microbiome, who would you trust the most?

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

Base: All respondents



% Total





And among all age groups, healthcare professionals represent the most trusted source of information.

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

NEW QUESTION

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

Base: All respondents

	Total	Less than 25 yo <i>n=97</i>	25-34 yo <i>n=199</i>	35-44 yo <i>n=179</i>	45-59 yo <i>n=306</i>	60 yo and more <i>n=219</i>	Men <i>n=503</i>	Women <i>n=497</i>	Parents of children under 3 <i>n=60</i>	At least one health problem <i>n=599</i>
A healthcare professional (physicians, occupational doctor, pharmacists, nurses...)	90	87	94	90	92	86	88	92	83	93
Teachers, professors during studies	74	81	79	76	75	65	74	74	72	77
Family, friends, acquaintances	50	40	45	51	55	50	52	48	38	49
Colleagues (non-healthcare professionals)	22	15	19	23	21	29	24	21	31	23
Journalists	20	23	21	22	20	15	19	20	28	19
Coach during a sports activity	19	25	17	14	13	27	17	21	31	18
Influencers	19	17	21	19	17	20	20	17	17	17
Other	7	12	4	4	7	9	7	7	0	5



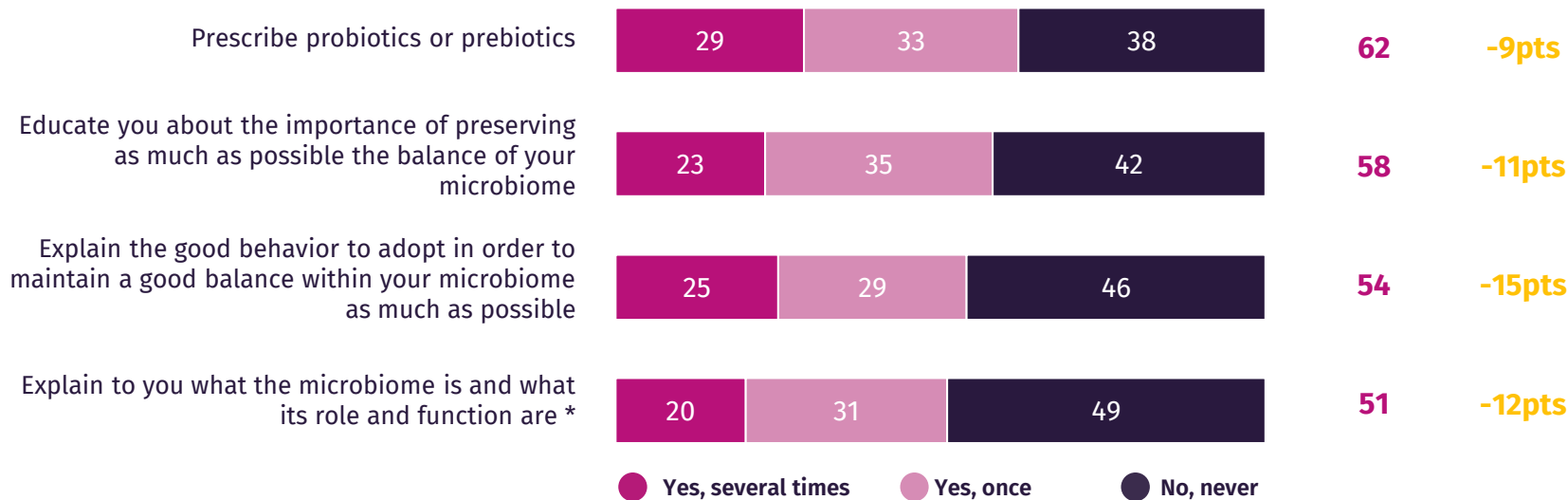
Only 1 out of 3 Chinese have received all the information on microbiome from healthcare professionals.



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

Only **35%** received **ALL THESE INFORMATION**, at least one time
6% received all these information several times **2023: 40%, -5pts**
5%, +1pt

% Yes **Evolution vs 2023**





However, Chinese were more likely than average to have received information on microbiome from healthcare professionals.

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	35	30
% Received ALL THESE INFORMATION, several times	6	9
Prescribe probiotics or prebiotics	62	50
Educate you about the importance of preserving as much as possible the balance of your microbiome	58	48
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	54	48
Explain to you what the microbiome is and what its role and function are	51	45



People aged 25-34 yo, parents of young children and people with a health condition have received more information from their HCPs.



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	45-59 yo	60 yo and more	Men	Women	Parents of children under 3	At least one health problem
	base n=1000	n=97	n=199	n=179	n=306	n=219	n=503	n=497	n=60	n=599
Prescribe probiotics or prebiotics	62	62	77	65	55	56	57	67	75	72
Educate you about the importance of preserving as much as possible the balance of your microbiome	58	56	68	60	55	52	55	60	79	67
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	54	50	68	56	49	50	54	55	75	63
Explain to you what the microbiome is and what its role and function are	51	53	58	51	47	47	50	52	69	60

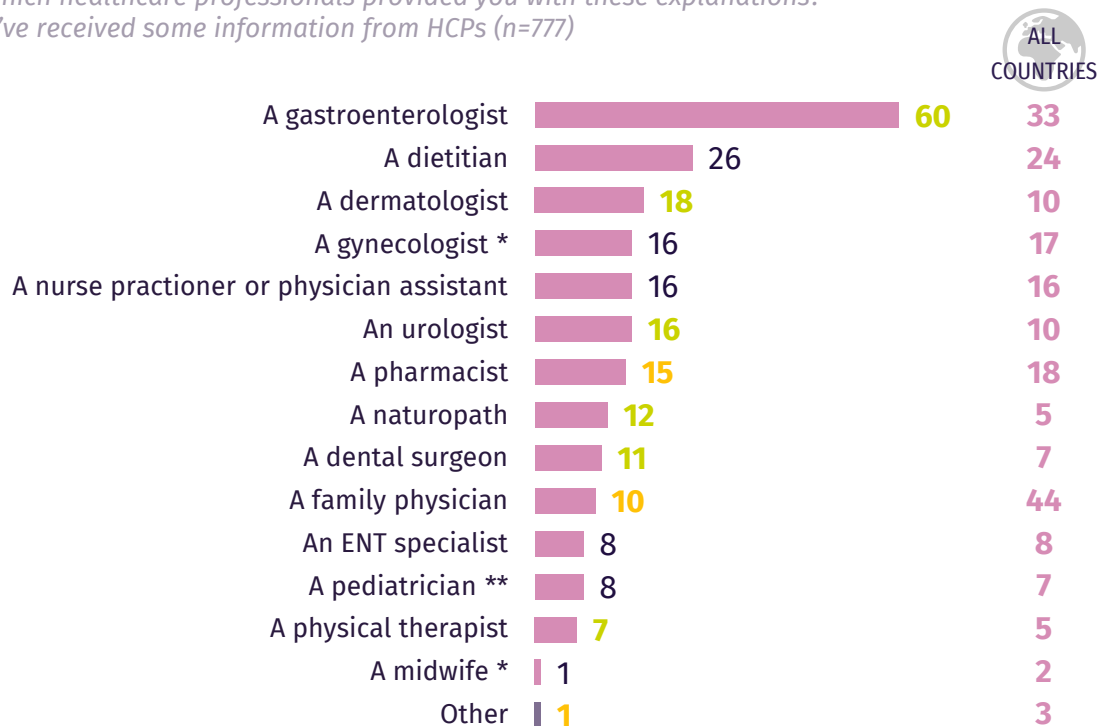


Gastroenterologists stand out as the main professional source of information on the microbiome, more so in China than in other countries.

NEW
QUESTION

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

Base: People who've received some information from HCPs (n=777)



* Item displayed to women

** Item displayed to parents



And gastroenterologists are the first source of information for all age groups. Among women, gynecologists is the 2nd provider for information.



NEW QUESTION

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

Base: People who've received some information from HCPs (n=777)

	Total	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	Men	Women	Parents of children under 3	At least one health problem
base	n=777	n=77	n=168	n=140	n=232	n=160	n=377	n=400	n=55	n=521
A gastroenterologist	60	54	66	72	64	43	65	55	55	60
A dietitian	26	33	25	30	20	30	28	25	25	27
A dermatologist	18	25	22	17	16	13	18	18	29	19
A gynecologist	16	13	16	22	14	15	0	31	21	18
A nurse practitioner or physician assistant	16	22	16	12	13	19	18	13	21	17
An urologist	16	17	15	20	17	13	21	12	15	18
A pharmacist	15	34	16	14	10	15	16	15	21	15
A naturopath	12	16	10	12	9	13	13	10	11	11
A dental surgeon	11	10	10	11	13	9	12	10	18	12
A family physician	10	9	13	12	10	7	11	9	13	10
An ENT specialist	8	7	12	6	9	4	8	7	23	9
A pediatrician	8	3	14	17	7	0	5	11	26	9
A physical therapist	7	7	7	6	4	11	7	7	9	8
A midwife	1	1	2	2	1	2	0	3	5	1
Other	1	0	1	0	2	0	1	0	0	1

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



After being prescribed antibiotics, only a minority of Chinese have received information about the microbiome.



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

Only **29%** received ALL THESE INFORMATION from their HCPs

2023: **28%**, +1pt



27%

Evolution vs 2023



% Yes

Give you advice on limiting the negative consequences of taking antibiotics on your microbiome as much as possible



-5pts

39

Tell you about any digestive disorders associated with taking antibiotics



-4pts

46

Tell you that taking antibiotics could have negative consequences on the balance of your microbiome



-9pts

39

● Yes

● No

● Not applicable



People over 60 yo have received less information and advice when prescribed antibiotics than those aged 25-34 yo.



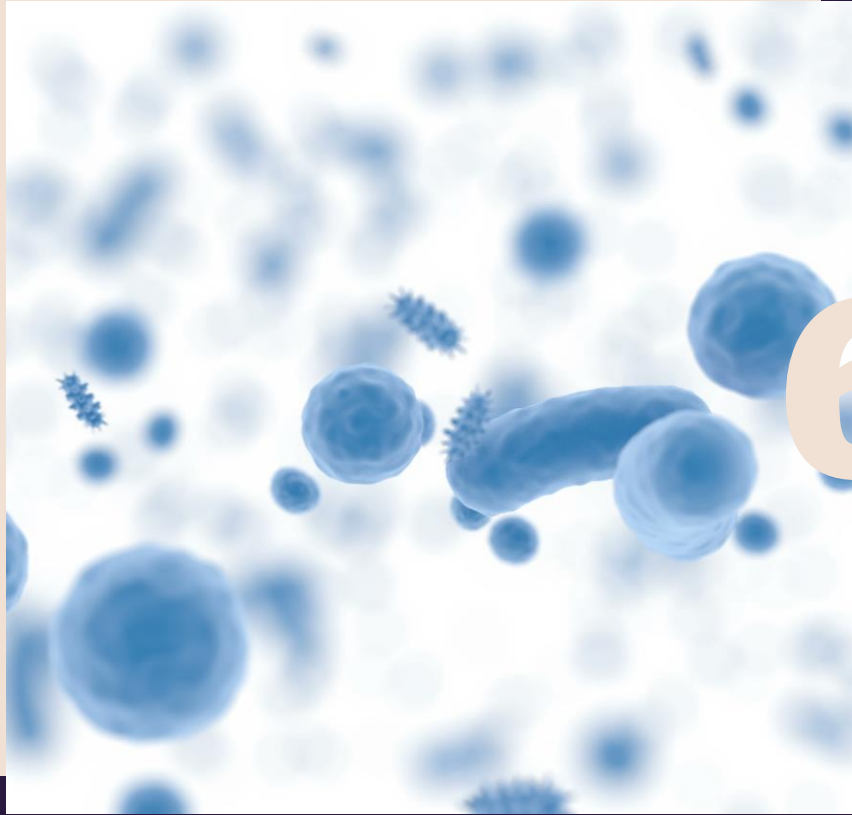
Question 7. The last time a doctor prescribed antibiotics, did they do the following?

Base: All respondents

% Yes	Total	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	Parents of children under 3	At least one health problem
	base n=1000	n=97	n=199	n=179	n=306	n=219	n=60	n=599
% HAVE RECEIVED ALL THESE INFORMATION FROM THEIR HCPS	29	29	38	37	30	16	39	32
Give you advice on limiting the negative consequences of taking antibiotics on your microbiome as much as possible	48	56	57	56	47	32	66	54
Tell you about any digestive disorders associated with taking antibiotics	47	45	59	51	46	38	54	55
Tell you that taking antibiotics could have negative consequences on the balance of your microbiome	45	50	59	49	46	29	58	50

● Significant differences vs total - superior

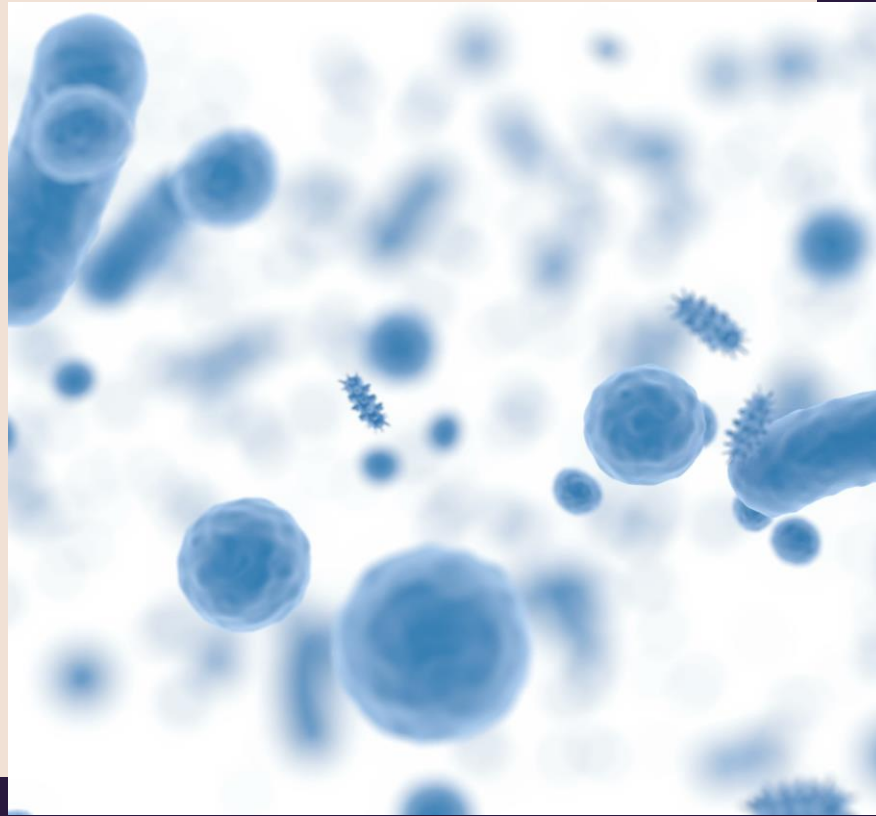
● Significant differences vs total - inferior



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.

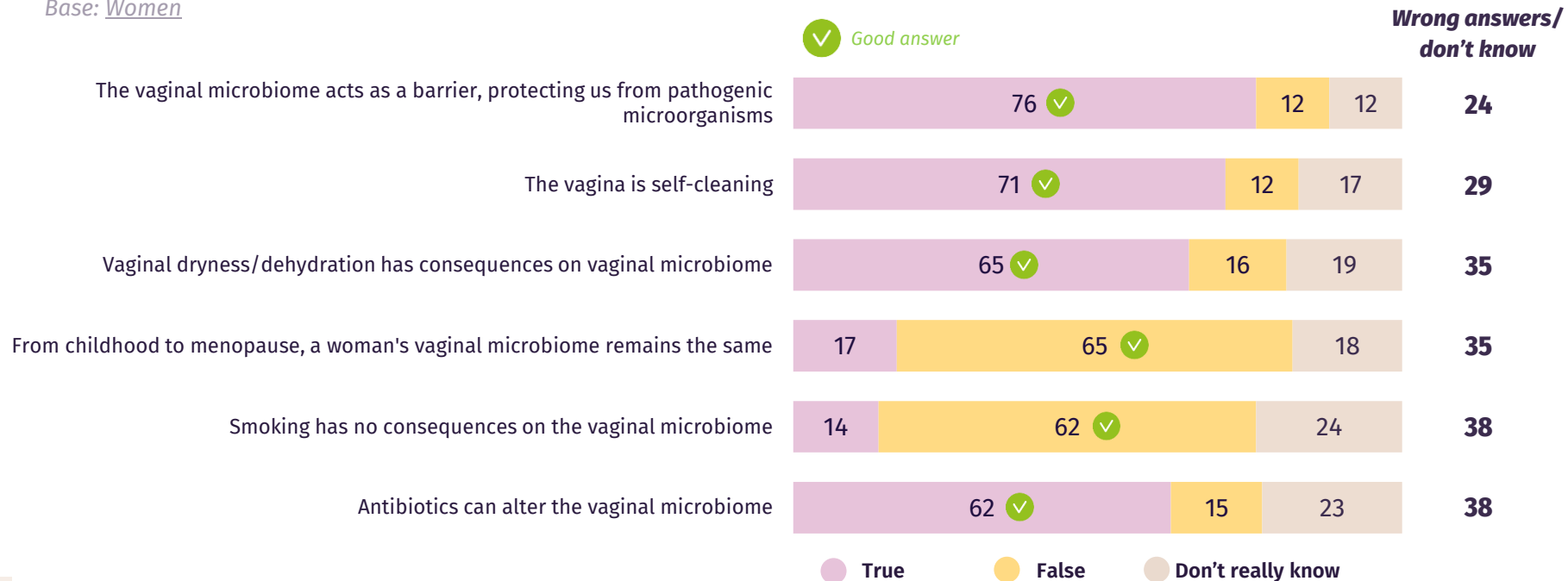


Chinese women seem to have good knowledge about the vaginal microbiome.



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



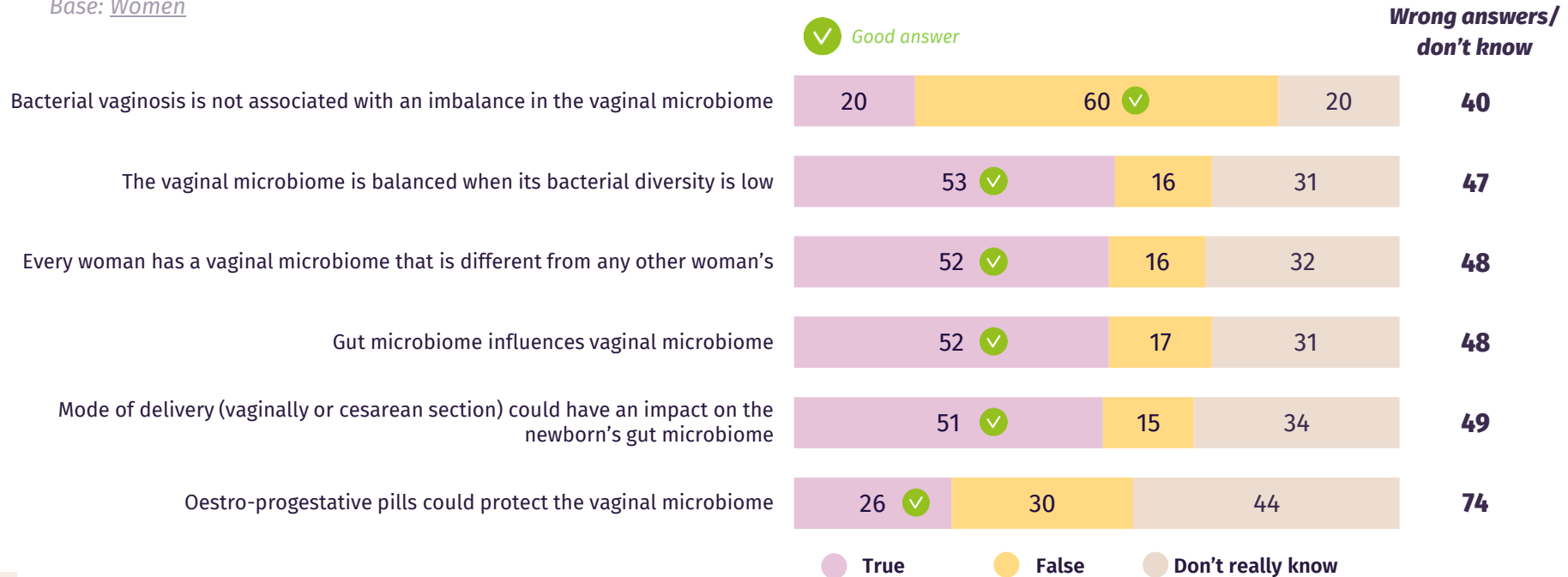


However, some aspects of the vaginal microbiome are less well understood, such as the effect of oestro-progestative pills, which many women say they are unaware of.



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





Chinese women appear to have better knowledge of the vaginal microbiome than other countries, except when it comes to the effects of antibiotics.

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
The vaginal microbiome acts as a barrier, protecting us from pathogenic microorganisms	76	+2pts	68
The vagina is self-cleaning	71	+5pts	56
Vaginal dryness/dehydration has consequences on vaginal microbiome	65	New item	69
From childhood to menopause, a woman's vaginal microbiome remains the same	65	+15pts	55
Smoking has no consequences on the vaginal microbiome	62	New item	55
Antibiotics can alter the vaginal microbiome	62	New item	69
Bacterial vaginosis is not associated with an imbalance in the vaginal microbiome	60	+12pts	44
The vaginal microbiome is balanced when its bacterial diversity is low	53	+6pts	30
Every woman has a vaginal microbiome that is different from any other woman's	52	-4pts	64
Gut microbiome influences vaginal microbiome	52	New item	43
Mode of delivery (vaginally or cesarean section) could have an impact on the newborn's gut microbiome	51	New item	40
Oestro-progestative pills could protect the vaginal microbiome	26	New item	22



Significant differences vs total - superior



Significant differences vs total - inferior



Chinese women aged 25-44 yo know more about the vaginal microbiome, in contrast to the elderly.



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.

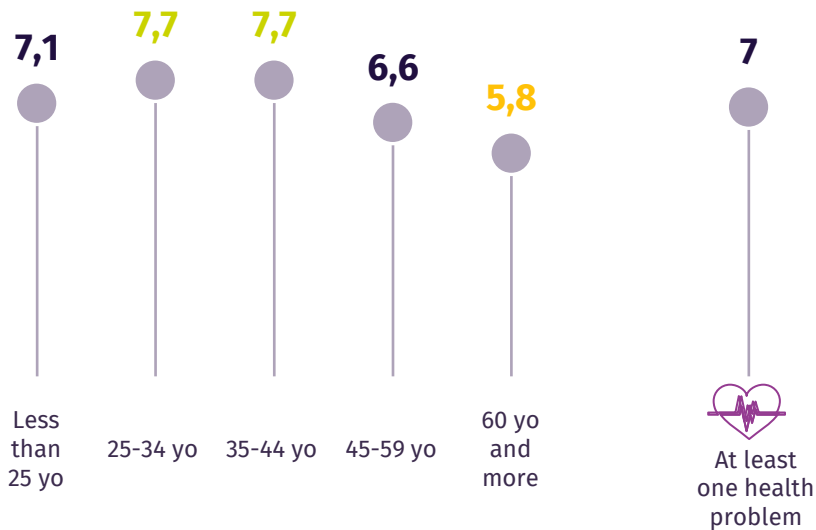
Base: Women



6,2

6,9/12

Number of good responses on average



● Significant differences vs total - superior

● Significant differences vs total - inferior

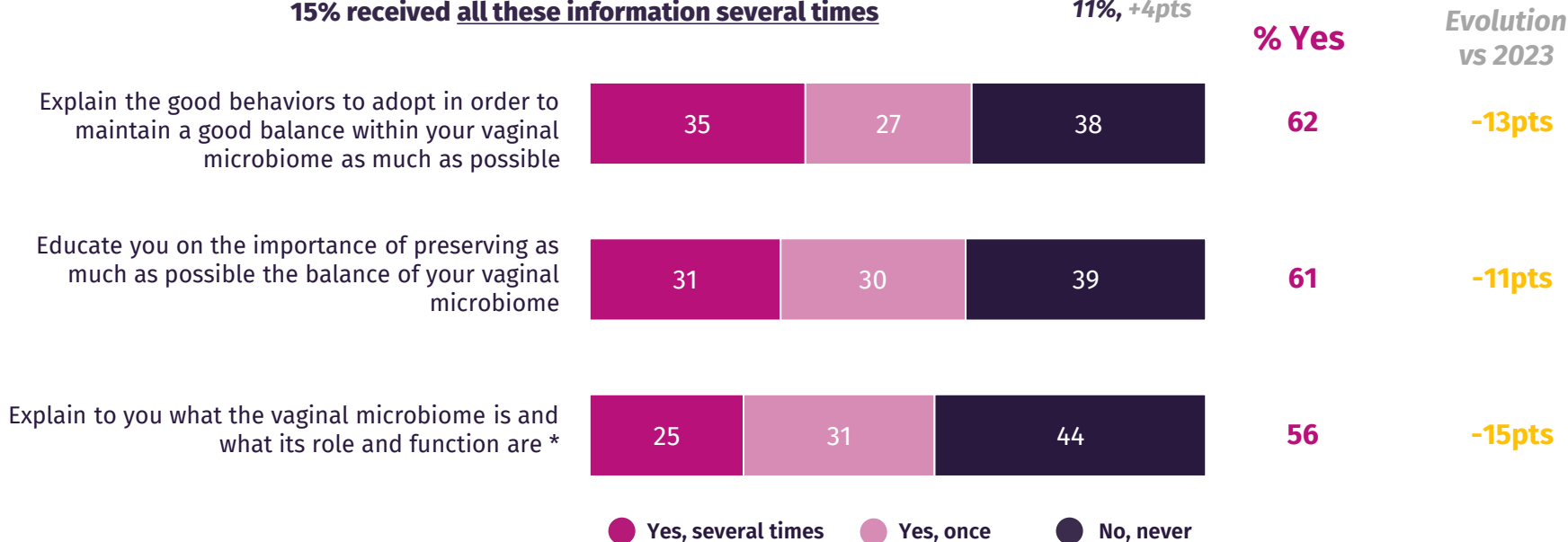


Nearly 1 in 2 Chinese women have received information about their vaginal microbiome from healthcare professionals.



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

47% received **ALL THESE INFORMATION**, at least one time
15% received all these information several times
2023: 55%, -8pts
11%, +4pts



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



However, Chinese women are more informed from healthcare professionals than in 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	47	37
% Received ALL THESE INFORMATION, <u>several times</u>	15	14
Explain the good behaviors to adopt in order to maintain a good balance within your vaginal microbiome as much as possible	62	48
Educate you on the importance of preserving as much as possible the balance of your vaginal microbiome	61	48
Explain to you what the vaginal microbiome is and what its role and function are	56	43

● Significant differences vs total - superior

● Significant differences vs total - inferior

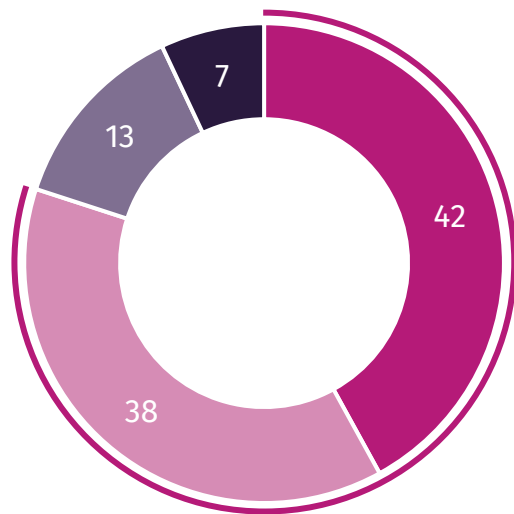


4 out of 5 Chinese women would like to have more information about the importance of the vaginal microbiome and its impact on health, especially those under 35 yo.



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



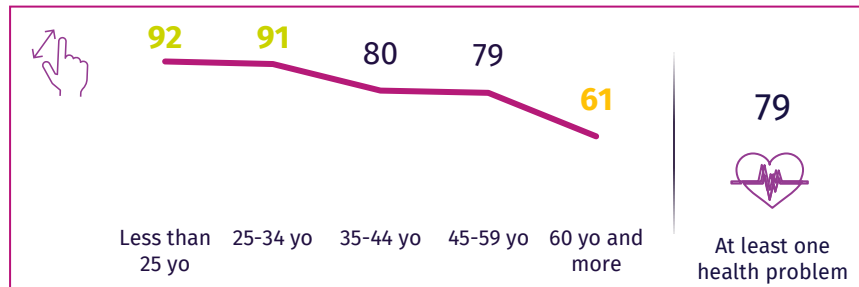
- Yes, absolutely
- Yes, somewhat
- No, not really
- No, not at all

80% would like to have more information about the importance of the vaginal microbiome and its impact on health

2023: **83%**, -3pts



88%



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

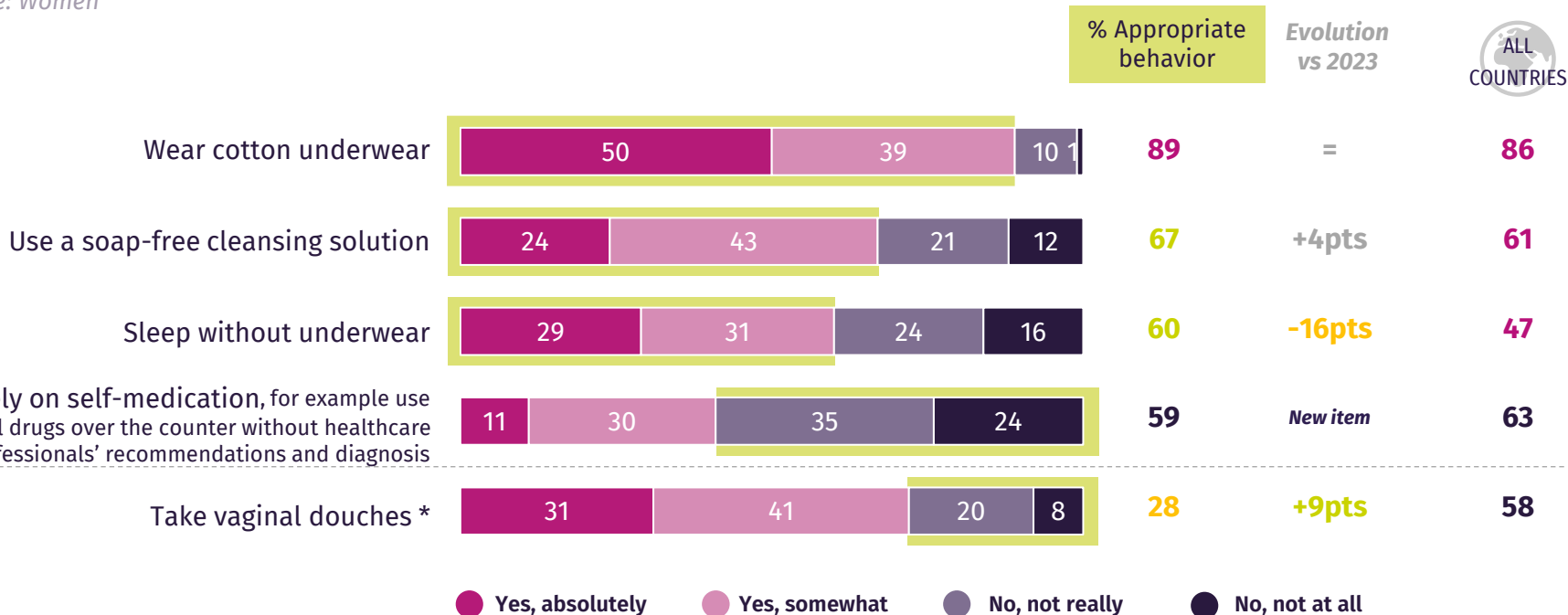


To protect their vaginal microbiome, Chinese women have adopted some behaviors. However, they are less likely than average to avoid taking vaginal douches, despite its harmful effects on the vaginal microbiome.



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).



Chinese women under 25 yo have adopted more appropriate behaviors for their vaginal microbiome than average.



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

3,3

2,9

3,2

3,0

3,0

3,0

Less than 25 yo

25-34 yo

35-44 yo

45-59 yo

60 yo and more



At least one health problem

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

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 Chinese results



China

Awareness of the microbiome & its diversity	
Know exactly what is « microbiome »	19%
Subtotal « Aware »	76% ↗
Subtotal Aware of the gut microbiome	65% ↗
Subtotal Aware of all microbiome	30%

Level of knowledge around the microbiota	
Mean of good answers	6,1/9

Level of knowledge around the solutions which can maintain the microbiota balanced	
Know exactly what are probiotics	55% ↗
Know exactly what are prebiotics	39%

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	9%
Received at least one piece of information at least once	75% ↘

Key learnings

Awareness of the microbiome has increased significantly in China this year. However, only 1 out of 5 respondents know exactly what it is.

Knowledge of the role and functions of microbiome is better in China than in other countries. Consequently, they are more likely to change their behaviors to maintain their microbiome balanced. For example, Chinese consume more probiotics and prebiotics than average.

Chinese appear to have received more information about the microbiome from their healthcare professionals than average but it remains a minority of them. Therefore, healthcare professionals should provide more information, especially as they are considered as the most trusted source of information about the microbiome. Chinese can rely on gastroenterologists to educate patients to the microbiome, as they are currently the main providers of information.

A large, light-colored rectangular area on the left side of the page contains a dense, overlapping pattern of stylized, greyish-white shapes that resemble various types of bacteria, including rods, cocci, and branching structures. The background of the entire slide is a solid dark blue.

ANNEXES

FIABILITÉ DES RÉSULTATS

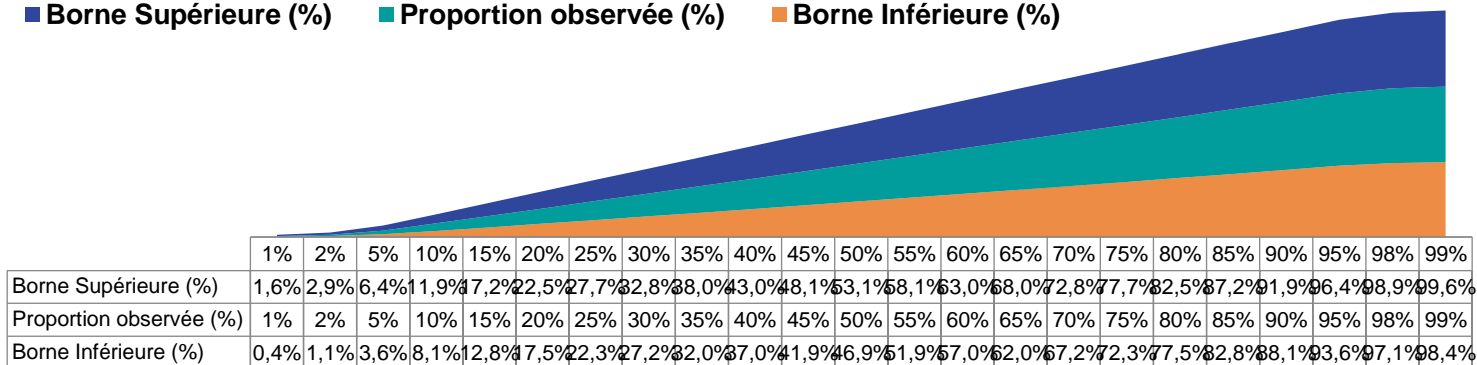
Feuille de calcul

En l'occurrence s'agissant de cette étude :

- Intervalle de confiance : **95%**
- Taille d'échantillon : **1000**

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



Document
Microsoft Word

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.