



# International Microbiota Observatory

L'Observatoire International  
des Microbiotes

Second wave

**Mexican results**

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

# Methods












## Methods

This international survey was conducted online in **11 countries** from January 26<sup>th</sup> – February 26<sup>th</sup>, 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 %.

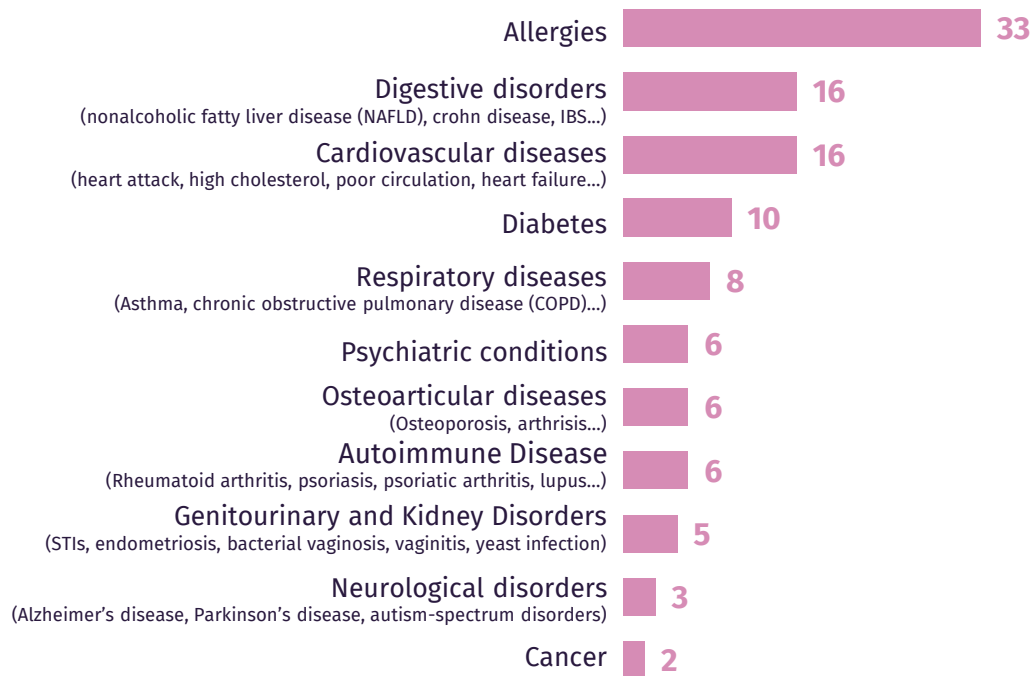


Some results have a low basis, results must be interpreted with cautious.



## 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



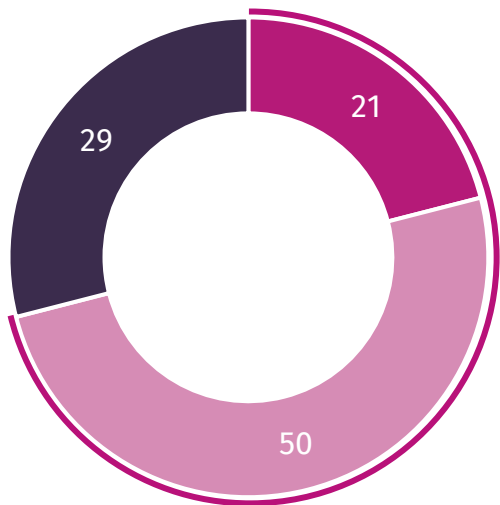


**A growing awareness of the microbiome among Mexicans this year, even though precise knowledge remains low**



# Awareness of the microbiome is significantly better this year: 7 out of 10 people have already heard of it, but still only 1/5 know exactly what it is.

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

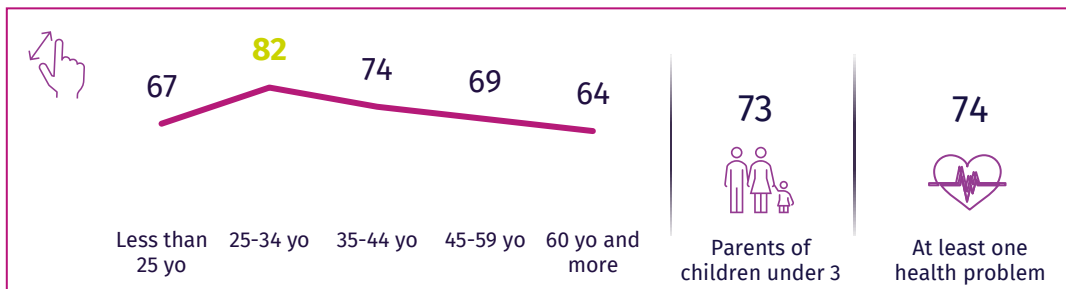


- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I never heard about it

**71%** have already heard about the term microbiome  
**2023: 66%, +5pts**



**70%**



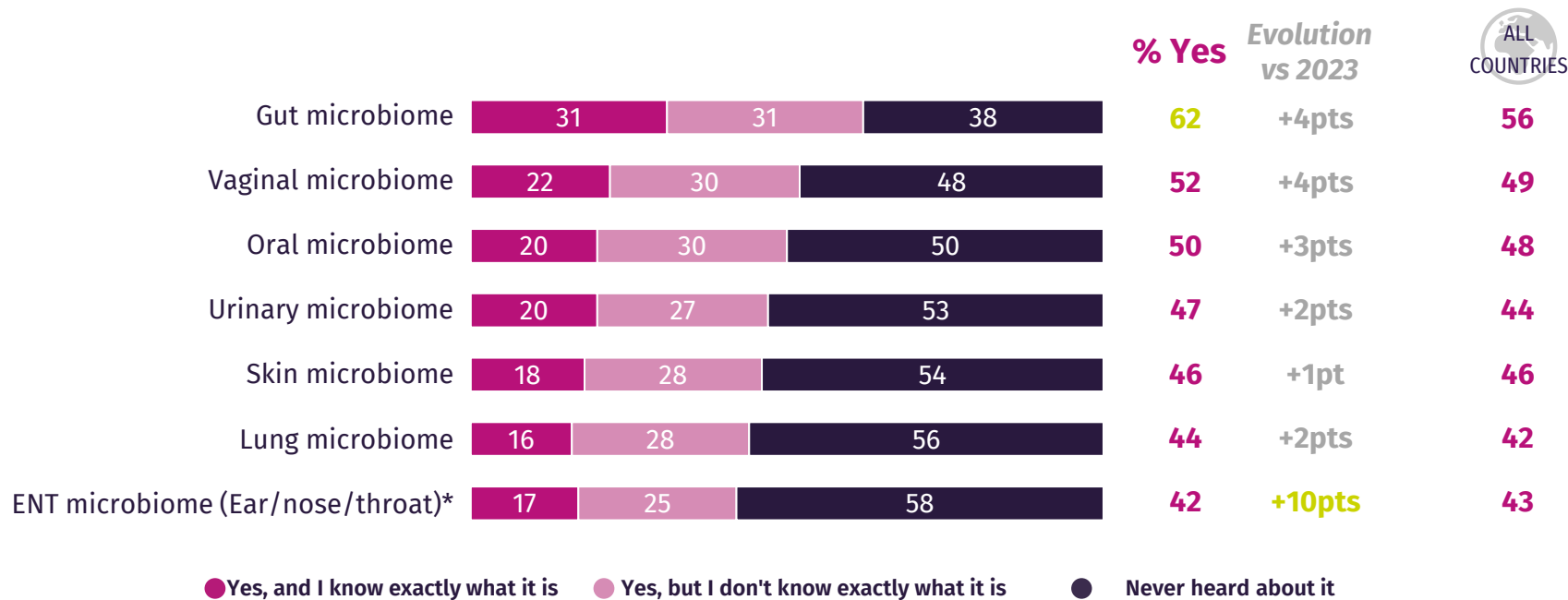
● Significant differences vs total - superior    ● Significant differences vs total - inferior



# Mexicans are more aware of the gut microbiome than the global average. Otherwise, their awareness is quite similar.



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



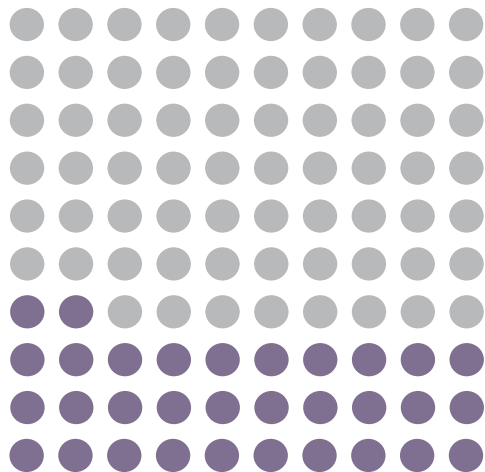
\*This item is more precise this year



# 1 out of 3 Mexicans have already heard about each microbiome, a growing proportion compared to last year. And Mexicans aged 25-34 yo stand out.

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: 26%, +6pts



**32%**



But only **10%** know precisely all of them

2023: 5%, +5pts



**8%**

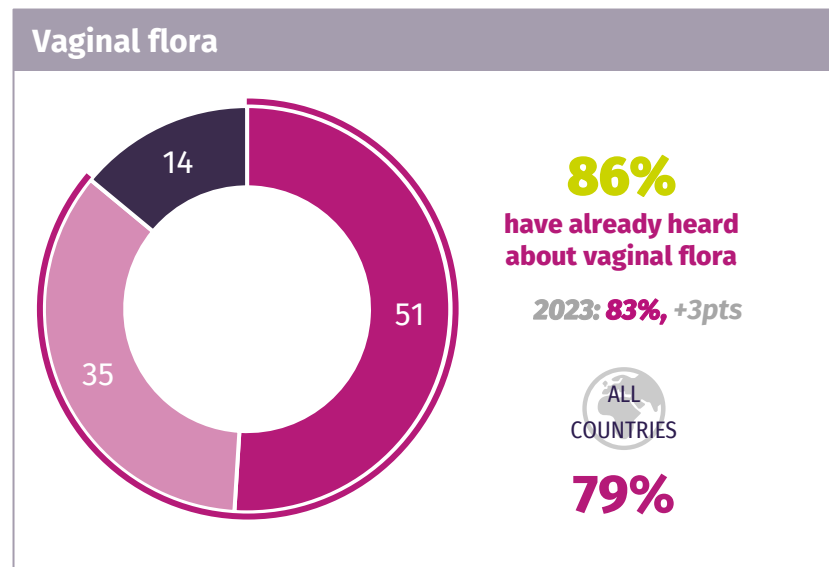
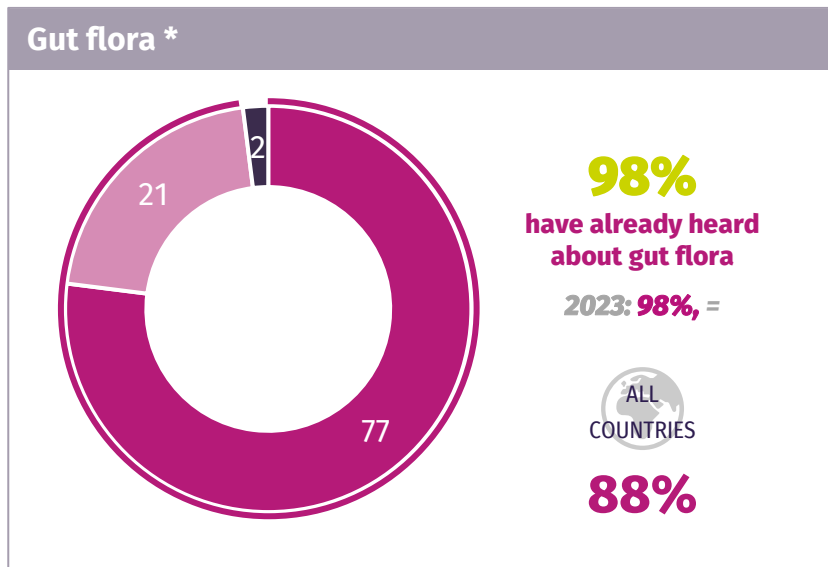




## Flora seems very popular in Mexico.



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

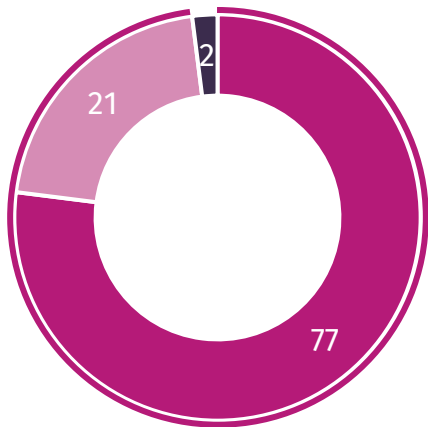


# All age categories have similar high awareness of the gut flora, except people aged less than 25 yo.

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



## Gut flora \*



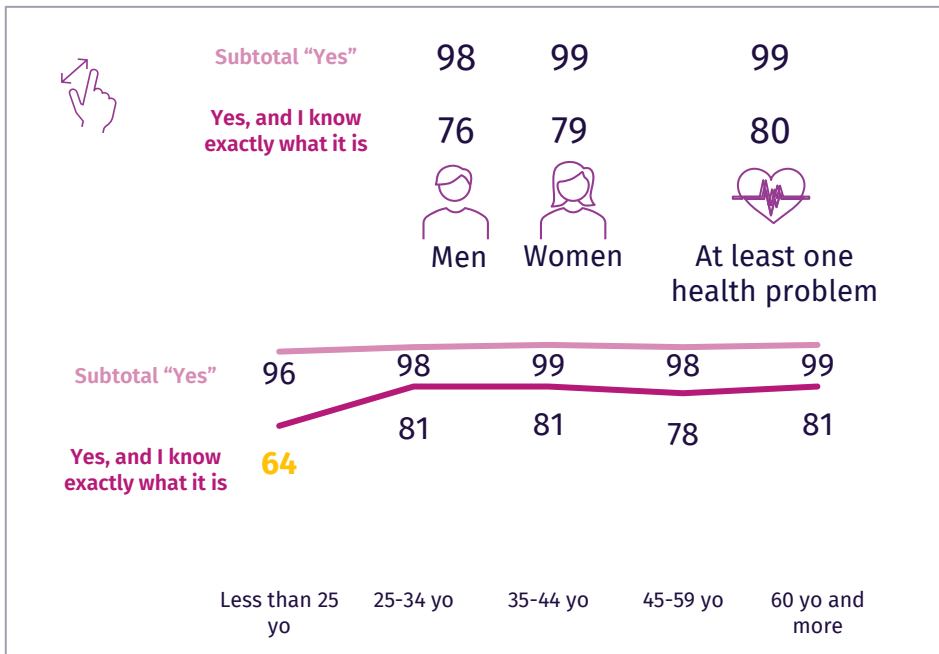
**98%**  
have already heard  
about gut flora

2023: 98%, =



**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

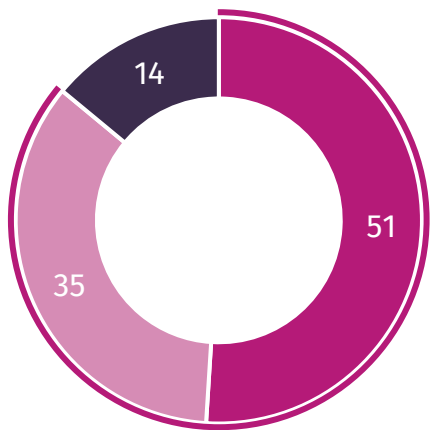


# Regarding vaginal flora, women and people aged 25-34 yo seem to have a higher level of awareness.

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



## Vaginal flora



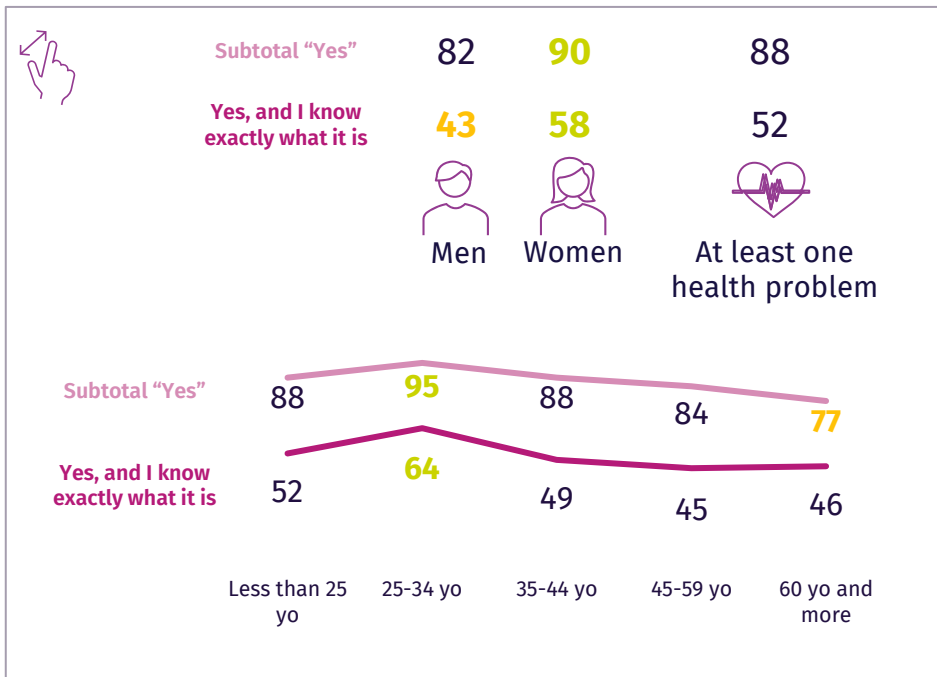
**86%**  
have already heard  
about vaginal flora

2023: 83%, +3pts



**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

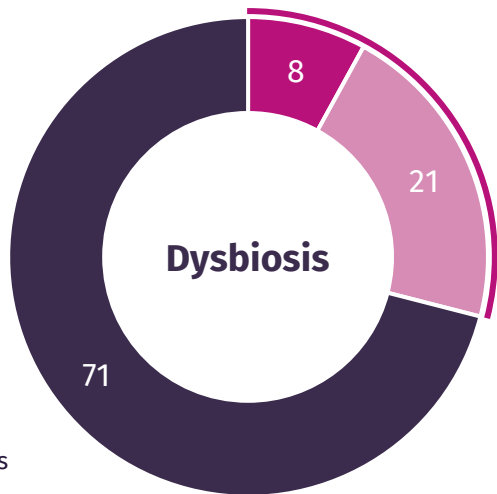
**Knowledge of the role and functions of the microbiome remains limited, and need to be reinforced**



# Dysbiosis is not a popular term among Mexican people, but it stands out among the 25-34 yo age group.



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

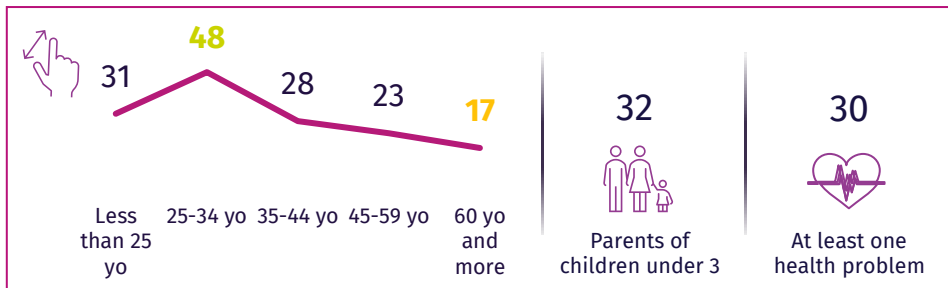


- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- Never heard about it

**29%** have already heard about the term 'dysbiosis'  
2023: 27%, +2pts



**34%**



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

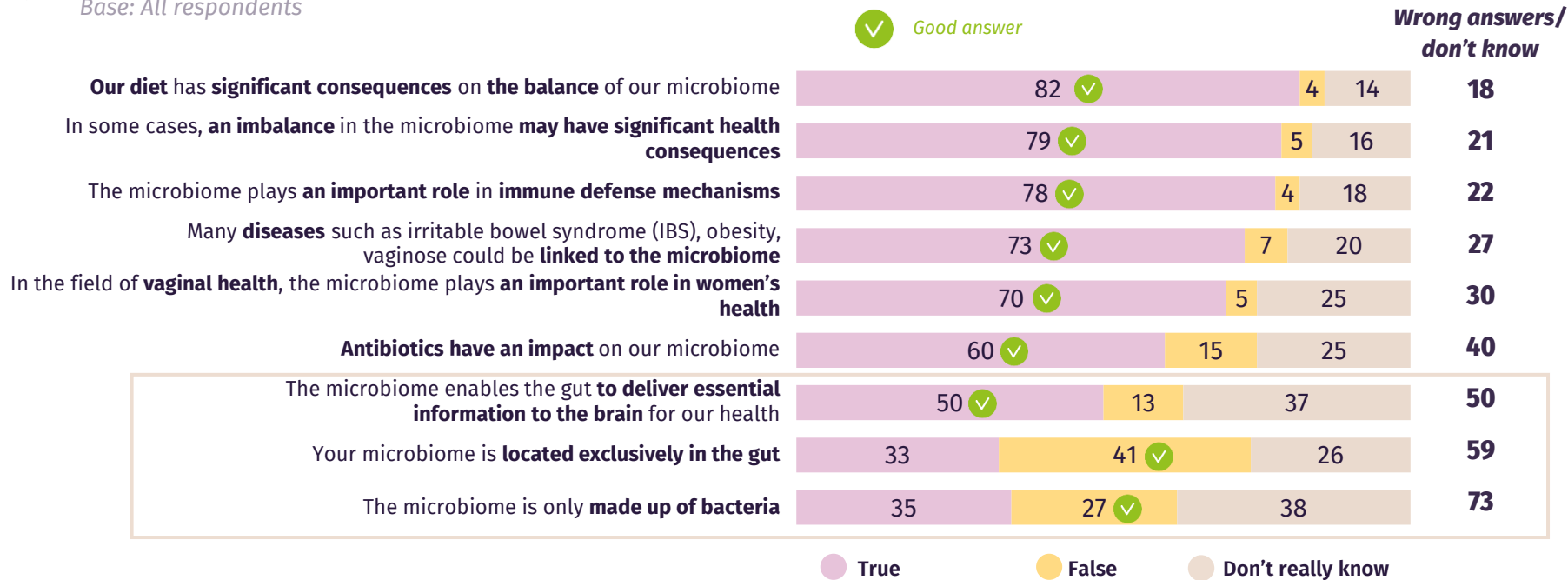


# Mexican knowledge about the microbiome appear moderate, especially about its function, diversity and composition.



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".



# Compared to other countries, Mexicans are less likely to know that the microbiome is not only located in the gut, and a lower knowledge is noticed about the antibiotics impact. More generally, this knowledge hasn't improved since last year.

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
Our diet has <b>significant consequences</b> on the <b>balance</b> of our microbiome	82	+1pt	78
In some cases, <b>an imbalance</b> in the microbiome <b>may have significant health consequences</b>	79	-2pts	77
The microbiome plays <b>an important role</b> in <b>immune defense mechanisms</b>	78	=	74
Many <b>diseases</b> such as irritable bowel syndrome (IBS), obesity, vaginose could be <b>linked to the microbiome</b>	73	New item	64
In the field of <b>vaginal health</b> , the microbiome plays <b>an important role in women's health</b>	70	=	68
<b>Antibiotics have an impact</b> on our microbiome	60	-1pt	70
The microbiome enables the gut <b>to deliver essential information to the brain</b> for our health	50	-2pts	53
Your microbiome is <b>located exclusively in the gut</b>	41	-4pts	46
The microbiome is only <b>made up of bacteria</b>	27	New item	28



# Knowledge of microbiome is fairly similar across all age groups, except for those under 25 yo, who are less informed.



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.

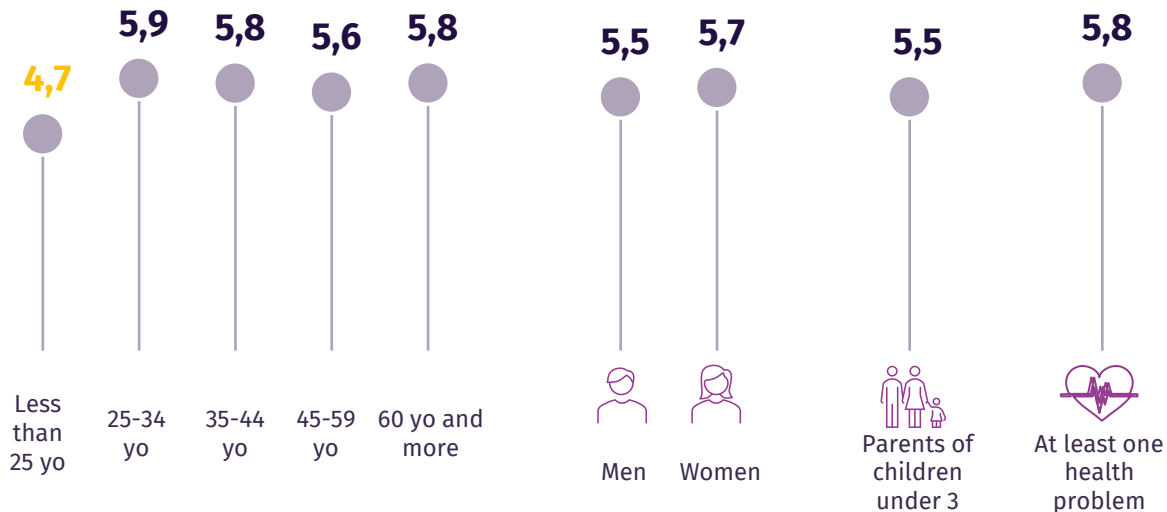
Base: All respondents



5,6

5,6/9

Number of good responses on average



● Significant differences vs total - superior

● Significant differences vs total - inferior





3

**To maintain a balanced microbiome, Mexicans are more likely to change their behaviors, and to consume probiotics and prebiotics**

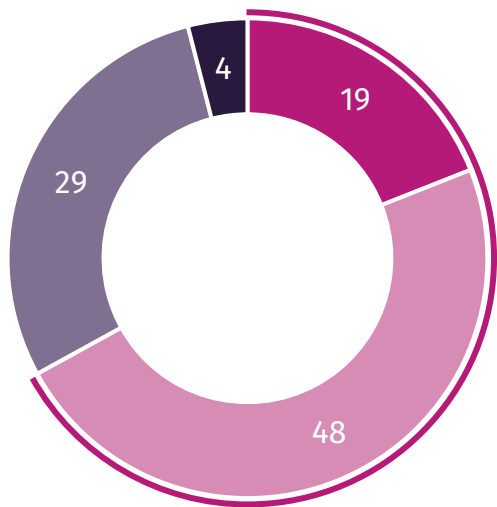


# Nearly 7 out of 10 Mexicans have changed their behaviors to keep their microbiome balanced and functioning as smoothly as possible, which is more than in other countries.

**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

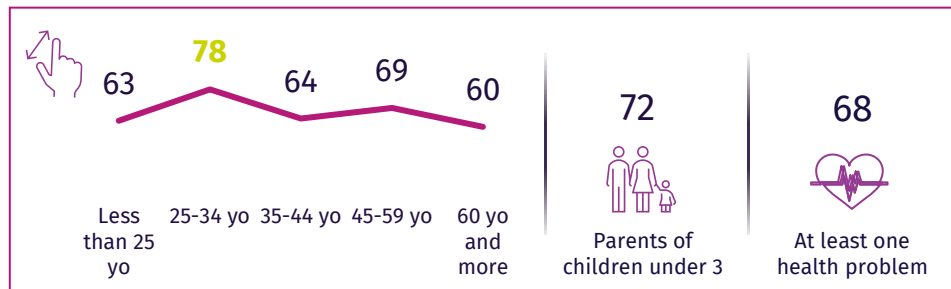


- Yes, a lot
- Yes, a little
- No, not really
- No, not at all

**67%** have changed their behaviors



**58%**



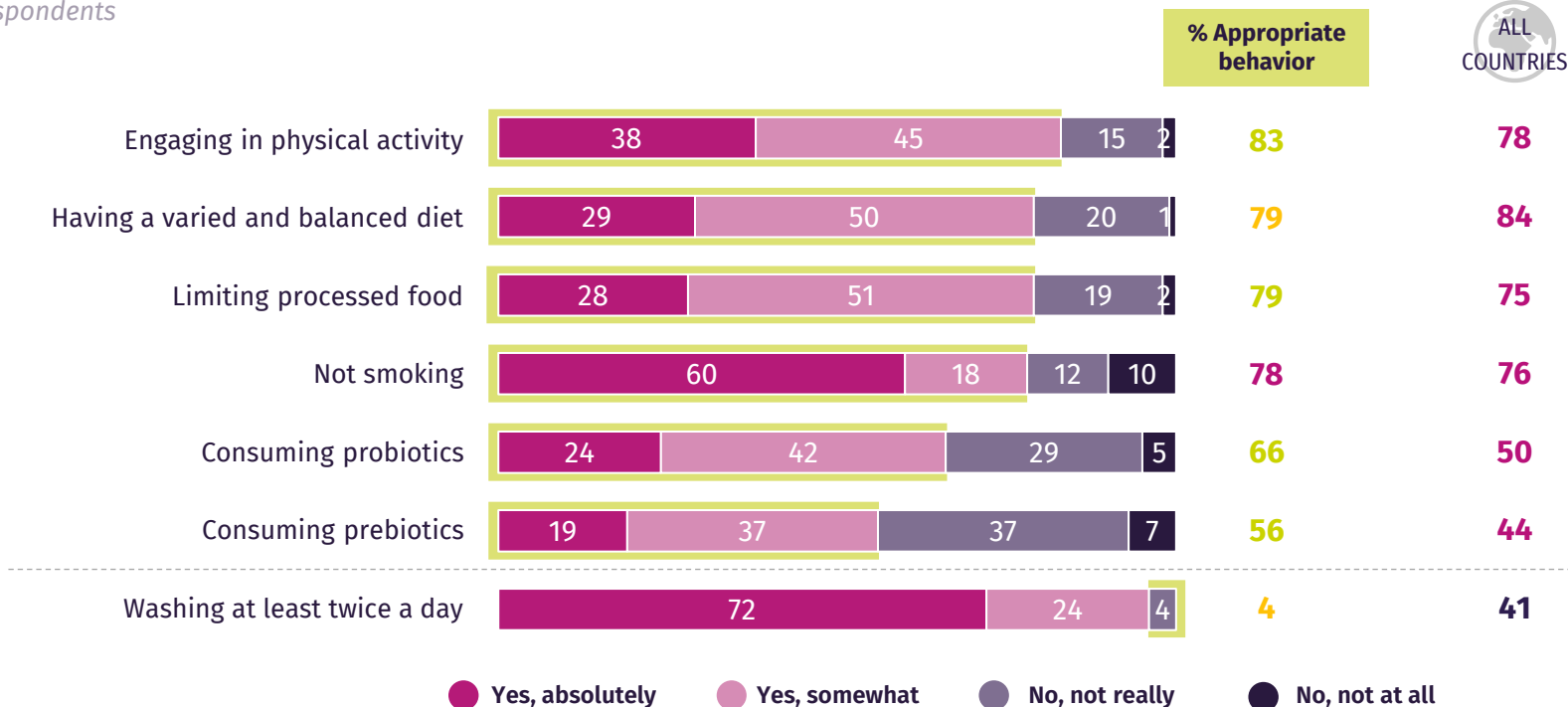
● Significant differences vs total - superior

● Significant differences vs total - inferior



# "Standard" healthy behaviors are mostly adopted by Mexicans. They are more likely to consume probiotics and prebiotics compared to other countries.

**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



# In Mexico, respondents aged 25-34yo have adopted more positive behaviors for their microbiome.

NEW QUESTION

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

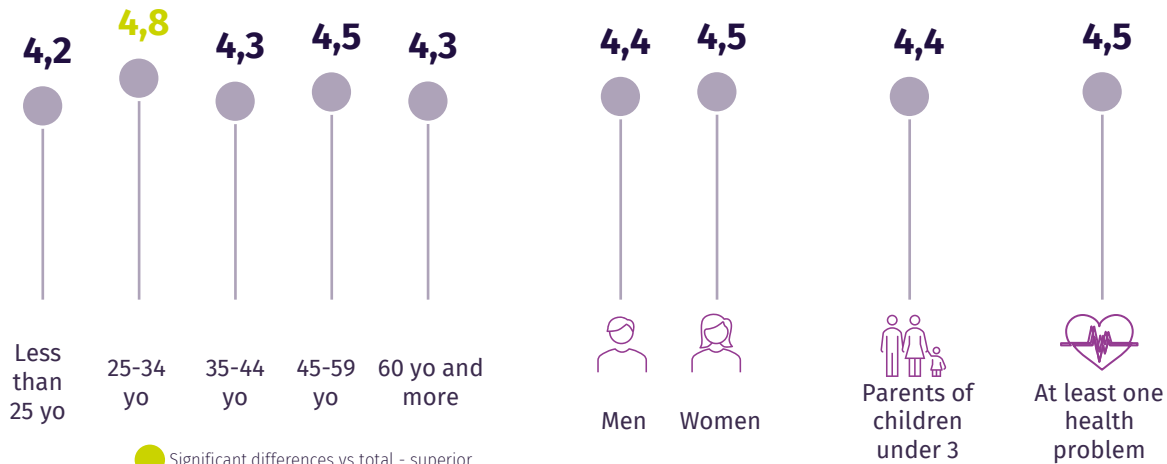
Base: All respondents

ALL COUNTRIES

4,5



Number of good responses on average



● Significant differences vs total - superior

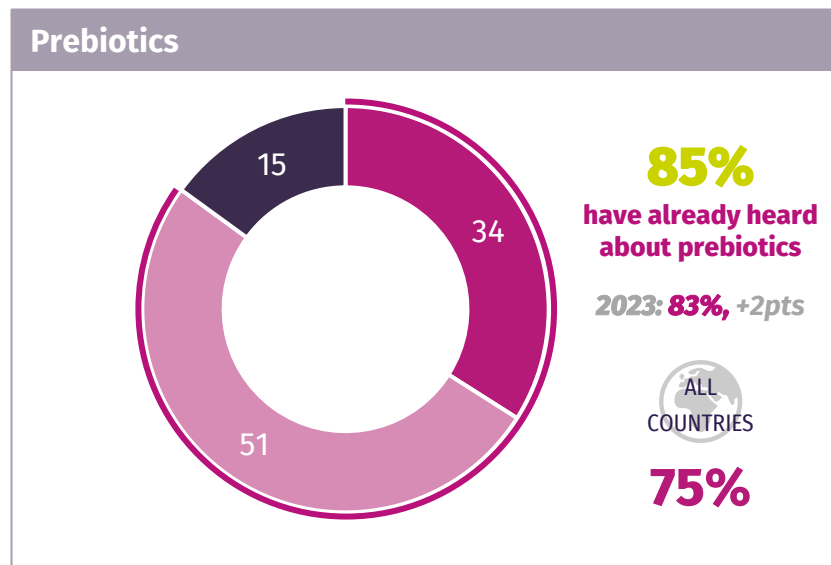
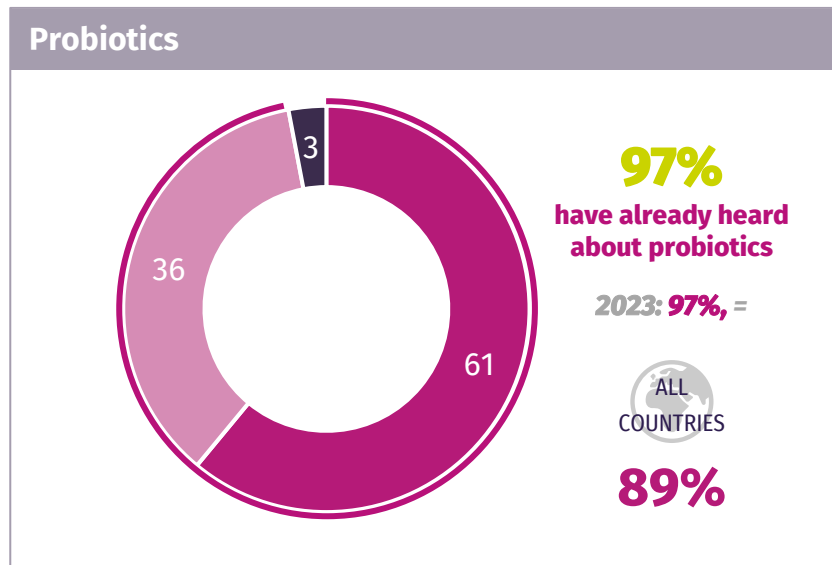
● Significant differences vs total - inferior



# Mexicans stand out for their better awareness of probiotics and prebiotics, although their knowledge of prebiotics is not so precise.



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

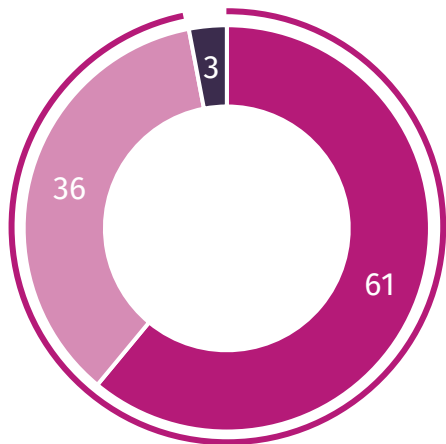


# In Mexico, the youngest are less likely to know exactly probiotics.



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

## Probiotics



**97%**  
have already heard  
about probiotics

2023: **97%**, =

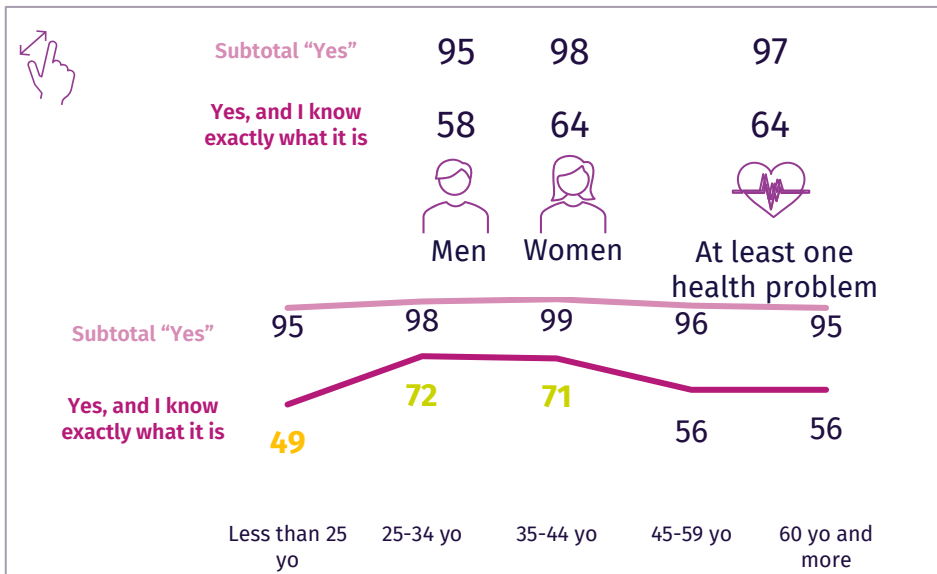


**89%**

● Yes, and I know exactly what it is

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

● No, I never heard about it



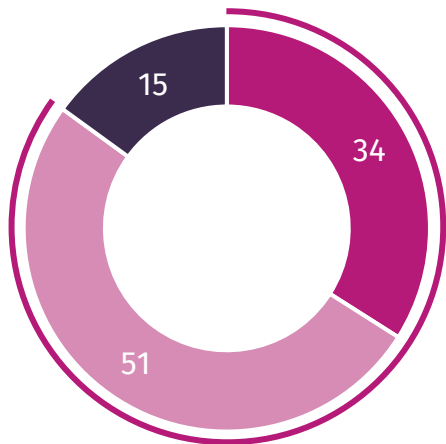


# In terms of awareness of prebiotics, there is a similar trend, with the youngest being less aware of what prebiotics are.

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



## Prebiotics



**85%**  
have already heard  
about prebiotics

2023: **83%**, +2pts

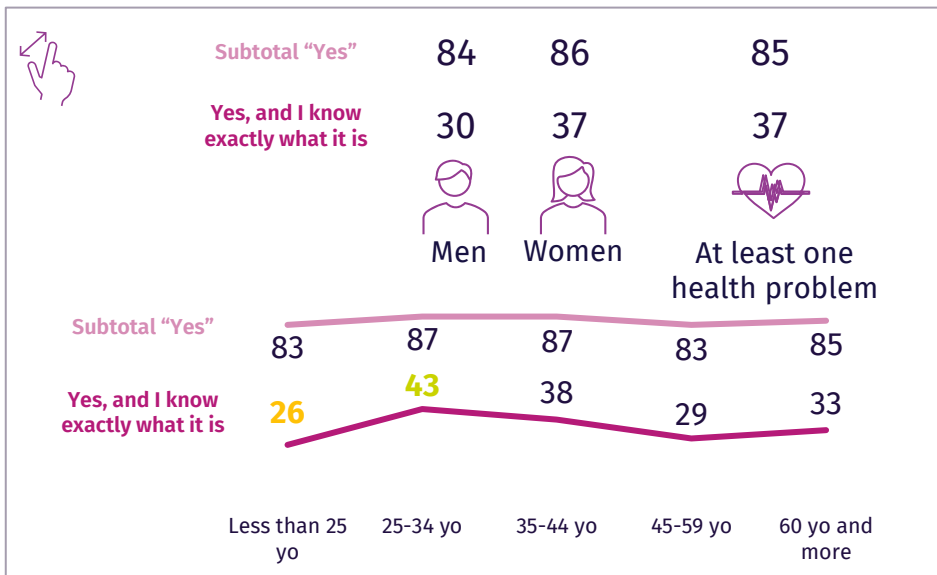


**75%**

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, Mexicans more easily connect it to their microbiome.**



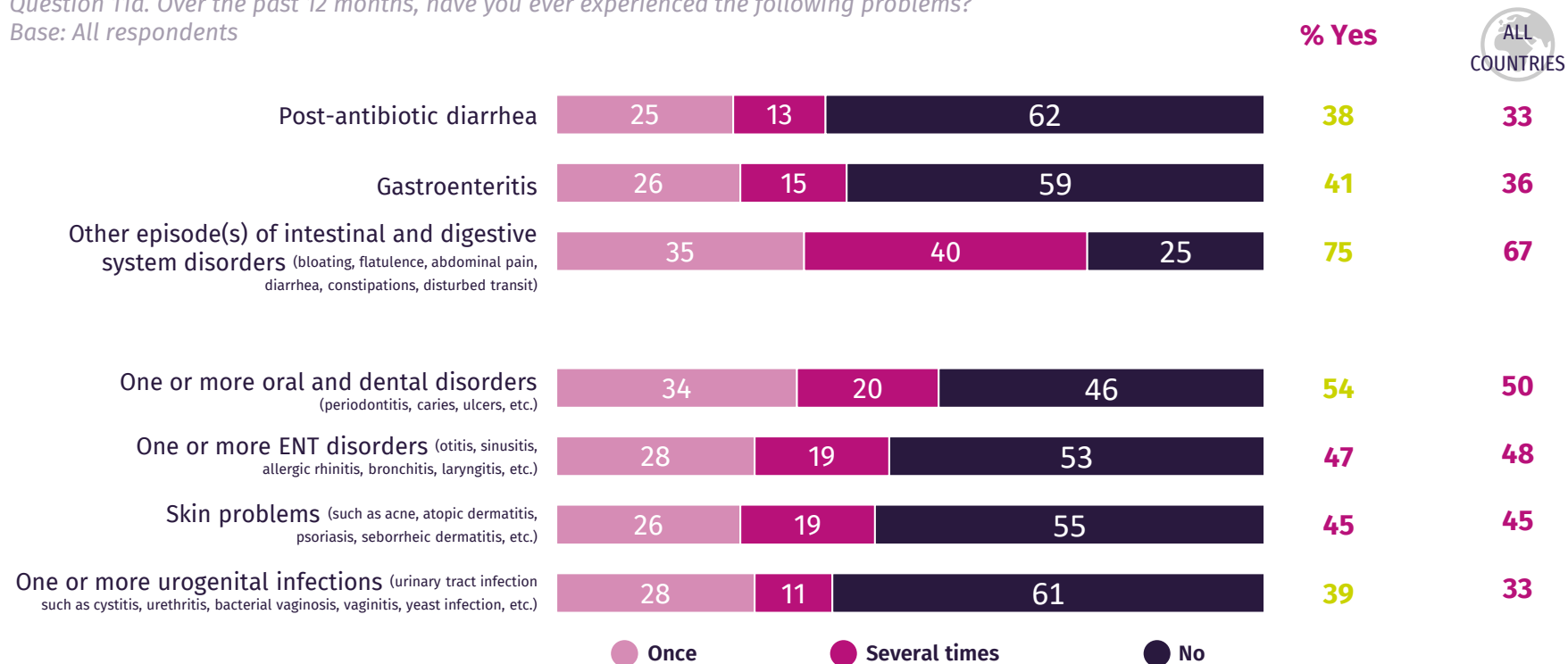


# In the past 12 months, 2 out of 5 had post-antibiotic diarrhea or gastroenteritis, 3 out of 4 had other episodes of intestinal and digestive system disorders.

**NEW QUESTION**

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

Base: All respondents

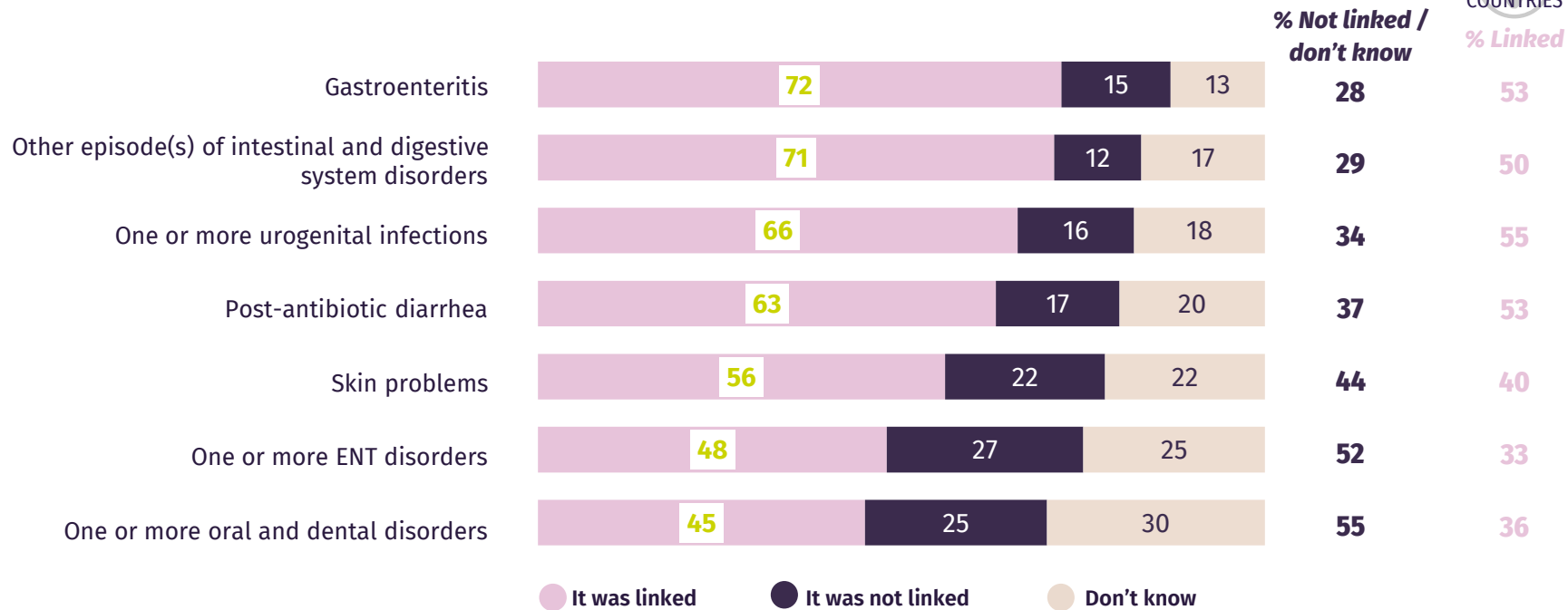


● Once      ● Several times      ● No



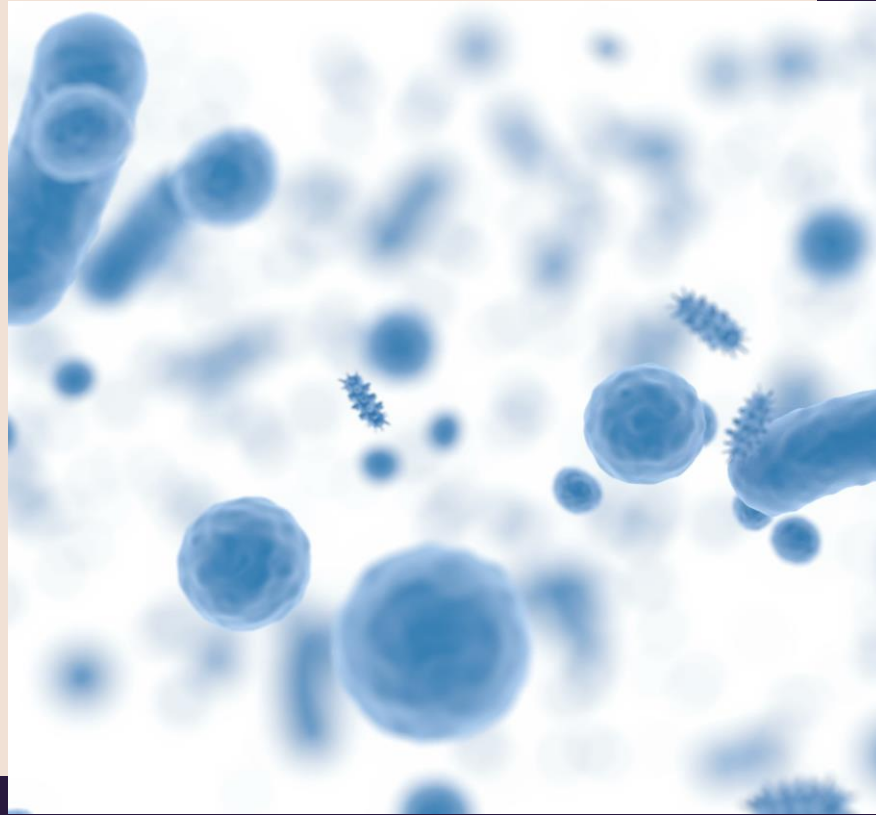
# Mexicans are more likely than other countries to link their health problems to the microbiome.

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





**Although Mexicans appear to be more informed than average, they still lack of information. Therefore, HCPs must play a greater role in providing information on the microbiome**



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 5 Mexicans discover the microbiome answering the survey. Otherwise, they heard about it from healthcare professionals, more often than in other countries.

NEW QUESTION

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

Base: All respondents

ALL COUNTRIES





# Younger respondents first heard about the microbiome through school or studies



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

Base: All respondents

	Total	Less than 25 yo <i>n=174</i>	25-34 yo <i>n=209</i>	35-44 yo <i>n=197</i>	45-59 yo <i>n=261</i>	60 yo and more <i>n=159</i>	Men <i>n=437</i>	Women <i>n=563</i>	Parents of children under 3 <i>n=115</i>	At least one health problem <i>n=599</i>
While answering this questionnaire	<b>21</b>	<b>14</b>	<b>13</b>	23	20	<b>35</b>	24	18	20	21
By a healthcare professional	<b>17</b>	12	19	22	18	15	14	21	17	19
School/studies	<b>10</b>	<b>21</b>	11	8	<b>5</b>	11	11	10	10	9
On television, in health-related programs	<b>7</b>	9	7	6	6	9	9	6	7	7
On a blog, an online article	<b>5</b>	4	6	7	6	2	6	4	5	5
On social media (influencers...)	<b>5</b>	5	6	6	3	2	3	6	6	5
Your family, friends, acquaintances	<b>5</b>	7	3	5	7	2	3	7	6	4
In a booklet/brochure at your healthcare professional's office	<b>4</b>	2	7	2	7	2	3	5	1	5
Advertisements (TV, press, street ads...)	<b>4</b>	4	6	1	5	1	3	4	5	4
Occupational doctor / workplace nurse	<b>4</b>	5	3	3	6	3	5	4	4	4
Scientific podcast	<b>3</b>	3	5	2	3	1	3	3	3	4
On television during the news	<b>3</b>	4	3	2	2	2	2	3	2	2
In specialized press (wellness, health magazines)	<b>3</b>	2	4	2	4	3	4	2	4	3
On the radio	<b>1</b>	1	0	0	2	1	1	1	0	1
In national press (general, mainstream media)	<b>1</b>	1	1	2	1	1	2	<b>0</b>	2	1
From your colleagues	<b>1</b>	0	1	2	0	1	0	1	1	1
During a sports activity	<b>1</b>	0	1	1	1	0	1	<b>0</b>	1	<b>0</b>
In regional daily press	<b>0</b>	0	0	0	0	0	0	0	0	0
Other	<b>5</b>	6	4	6	4	9	6	5	6	5



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. Otherwise, Mexicans trust their teachers more than average.

NEW QUESTION

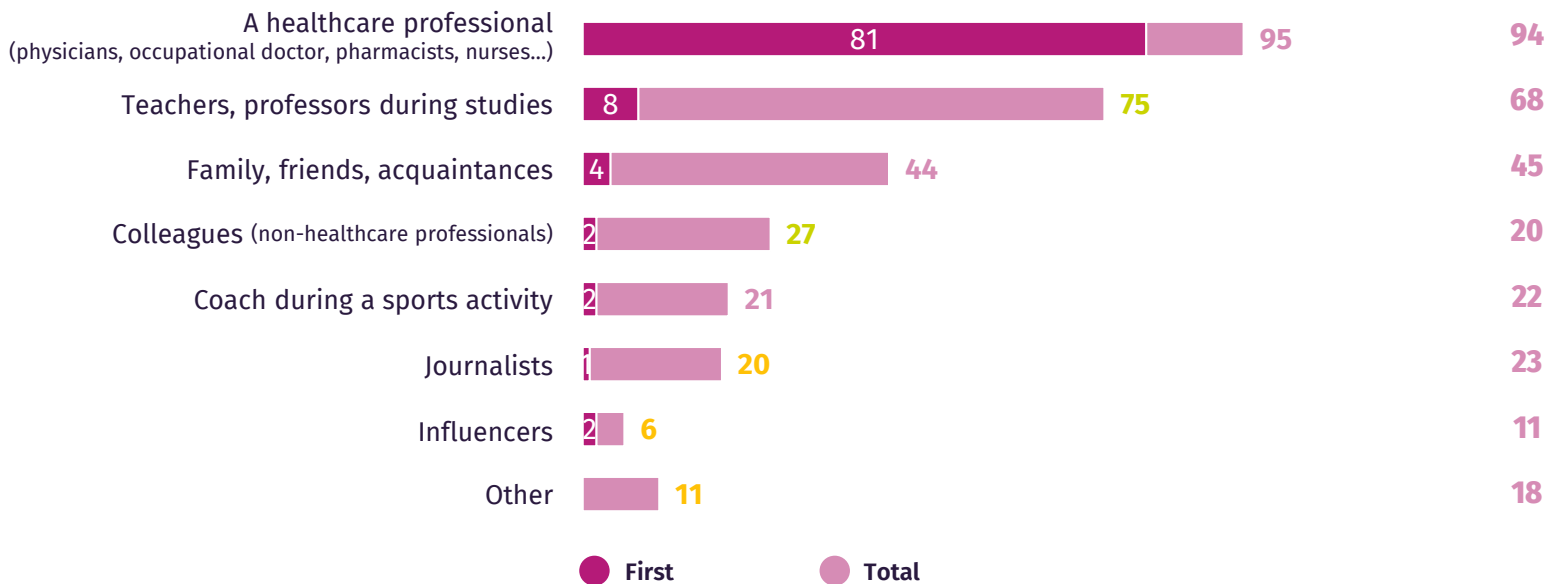
Question 2V2. For relevant and trustworthy information about microbiome, who would you trust the most?

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

Base: All respondents



% Total





# HCPs are the most trusted source of information for all categories. Those aged under 25 are more likely than average to also rely on their teachers.

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=174</i>	25-34 yo <i>n=209</i>	35-44 yo <i>n=197</i>	45-59 yo <i>n=261</i>	60 yo and more <i>n=159</i>	Men <i>n=437</i>	Women <i>n=563</i>	Parents of children under 3 <i>n=115</i>	At least one health problem <i>n=599</i>
A healthcare professional (physicians, occupational doctor, pharmacists, nurses...)	<b>95</b>	93	93	97	96	98	95	95	93	95
Teachers, professors during studies	<b>75</b>	<b>84</b>	77	76	70	72	74	76	82	76
Family, friends, acquaintances	<b>44</b>	<b>34</b>	46	38	49	49	42	46	41	43
Colleagues (non-healthcare professionals)	<b>27</b>	21	24	28	29	32	29	26	<b>18</b>	29
Coach during a sports activity	<b>21</b>	24	19	22	21	19	22	20	23	20
Journalists	<b>20</b>	21	23	25	22	<b>11</b>	22	19	21	21
Influencers	<b>6</b>	10	8	6	5	2	5	7	11	6
Other	<b>11</b>	13	11	8	9	16	11	12	10	11

● Significant differences vs total - superior

● Significant differences vs total - inferior





# This year, an increasing proportion of Mexicans have received information from their HCPs, they have received more explanation about what the microbiome is, its role and function and also the importance of keeping it balanced.



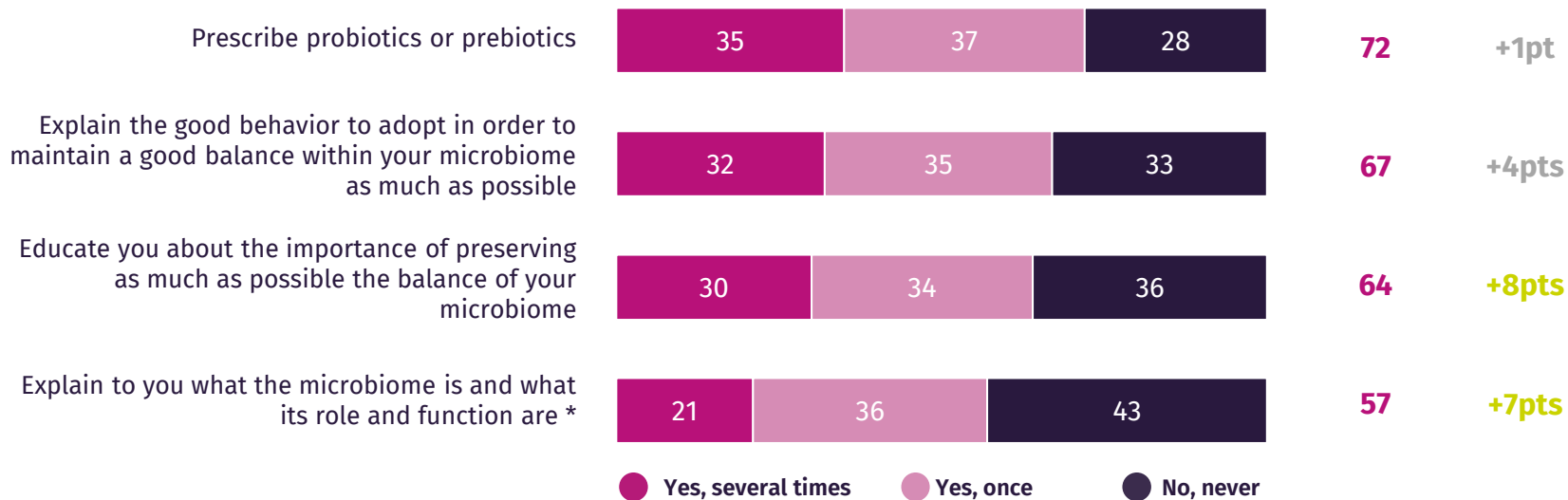
Question 5. Have any of the healthcare professionals you have seen ever done any of the following?  
Base: All respondents

Only **44%** received **ALL THESE INFORMATION**, at least one time  
11% received all these information several times

2023: **37%, +7pts**  
**9%, +2pts**

**% Yes**

**Evolution vs 2023**





## More than 2 out of 5 Mexicans have received information from their HCPs, a higher proportion compared to other countries.

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	44	30
% Received ALL THESE INFORMATION, several times	11	9
Prescribe probiotics or prebiotics	72	50
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	67	48
Educate you about the importance of preserving as much as possible the balance of your microbiome	64	48
Explain to you what the microbiome is and what its role and function are	57	45



# In Mexico, those aged 25-34 yo have received more information from their HCPs than the average.



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=174	n=209	n=197	n=261	n=159	n=437	n=563	n=115	n=599
Prescribe probiotics or prebiotics	<b>72</b>	70	<b>83</b>	<b>81</b>	71	<b>55</b>	<b>66</b>	<b>78</b>	79	74
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	<b>67</b>	69	<b>79</b>	65	66	59	66	69	73	68
Educate you about the importance of preserving as much as possible the balance of your microbiome	<b>64</b>	68	<b>75</b>	62	64	<b>51</b>	63	65	71	65
Explain to you what the microbiome is and what its role and function are	<b>57</b>	55	<b>68</b>	56	59	<b>46</b>	55	59	64	58

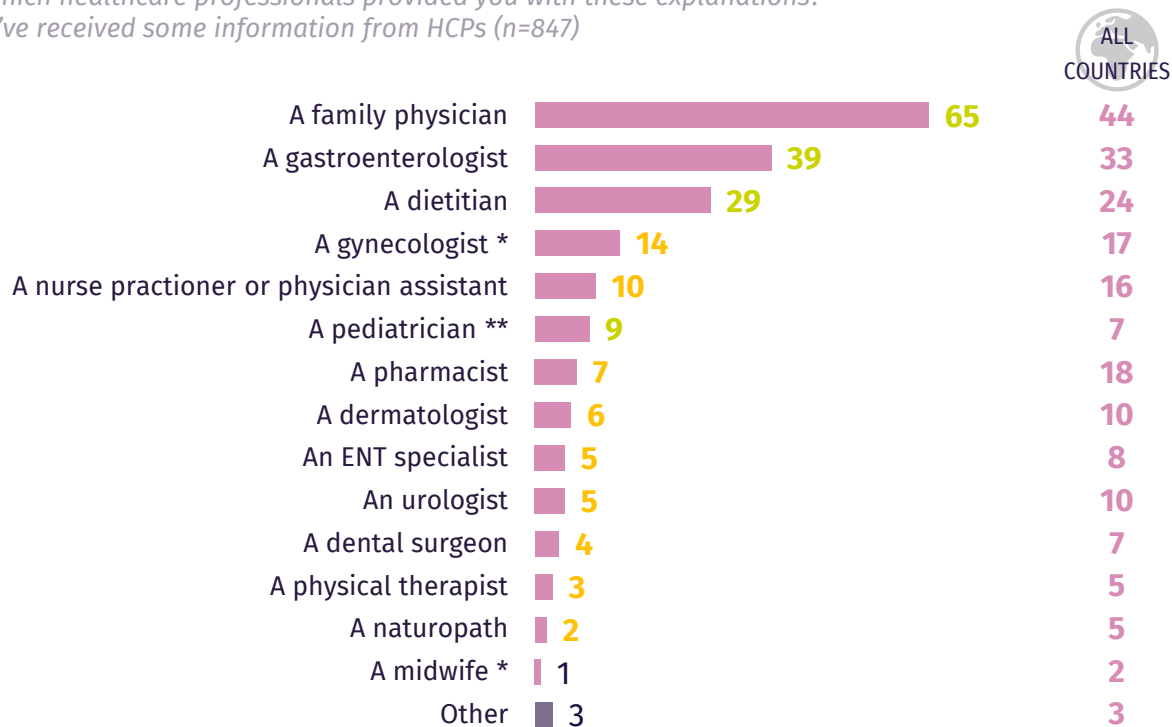


# Family physicians, gastroenterologists and dietitians are the top 3 sources of information about the microbiome, even more so in Mexico than in other countries.

NEW QUESTION

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

Base: People who've received some information from HCPs (n=847)



\* Item displayed to women

\*\* Item displayed to parents



# The family physician is the first source of information, regardless the age or the gender.

NEW QUESTION

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

Base: People who've received some information from HCPs (n=847)

	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=847	n=155	n=192	n=174	n=210	n=116	n=351	n=496	n=101	n=518
A family physician	<b>65</b>	61	65	67	64	71	70	62	60	63
A gastroenterologist	<b>39</b>	<b>25</b>	36	40	42	<b>51</b>	43	35	35	42
A dietitian	<b>29</b>	36	30	<b>21</b>	26	33	34	24	24	32
A gynecologist	<b>14</b>	<b>21</b>	16	16	11	7	<b>0</b>	<b>26</b>	<b>28</b>	15
A nurse practitioner or physician assistant	<b>10</b>	<b>18</b>	13	7	6	4	12	8	12	10
A pediatrician	<b>9</b>	12	14	12	7	<b>1</b>	8	11	<b>27</b>	10
A pharmacist	<b>7</b>	8	9	10	5	5	8	7	8	9
A dermatologist	<b>6</b>	8	5	5	4	8	7	4	6	7
An ENT specialist	<b>5</b>	3	6	4	4	6	7	3	6	6
An urologist	<b>5</b>	6	7	6	2	7	7	4	5	6
A dental surgeon	<b>4</b>	5	4	2	2	<b>10</b>	<b>7</b>	3	3	5
A physical therapist	<b>3</b>	4	3	3	3	2	4	2	2	3
A naturopath	<b>2</b>	3	3	3	1	2	3	2	2	3
A midwife	<b>1</b>	1	0	1	0	1	0	1	1	1
Other	<b>3</b>	1	1	2	5	3	2	3	0	3

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



# After being prescribed antibiotics, only 1 in 3 Mexicans has received all these information about the microbiome. However, this proportion has increased since last year and is better compared to the global average.



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

Only **32%** received ALL THESE INFORMATION from their HCPs

2023: 27%, +5pts

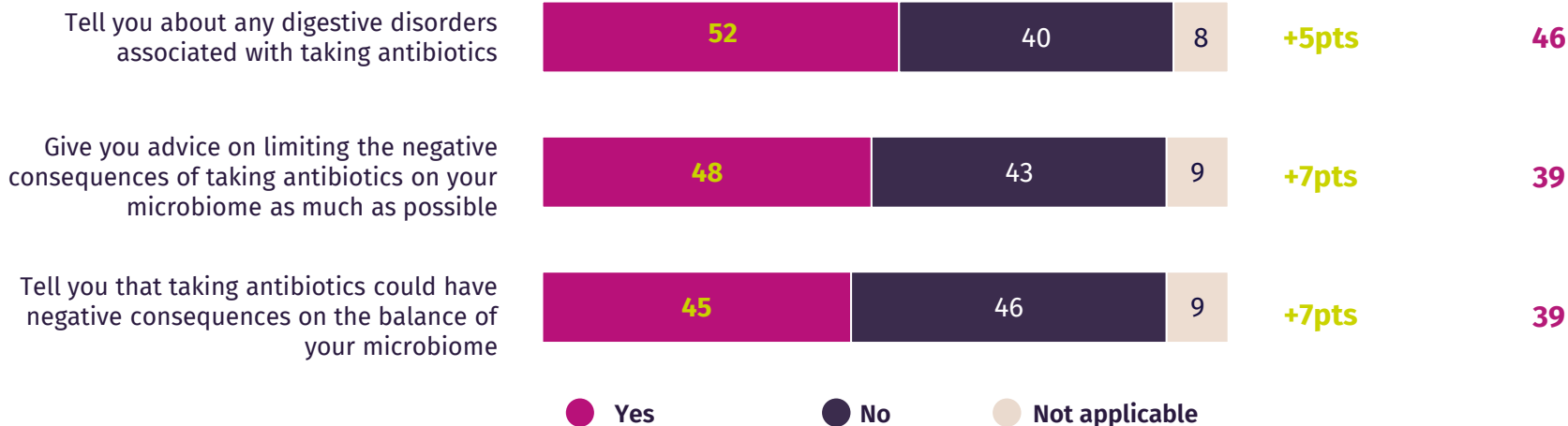


27%

Evolution vs 2023



% Yes





# Older people tend to receive less information and advice from HCPs when prescribed antibiotics.



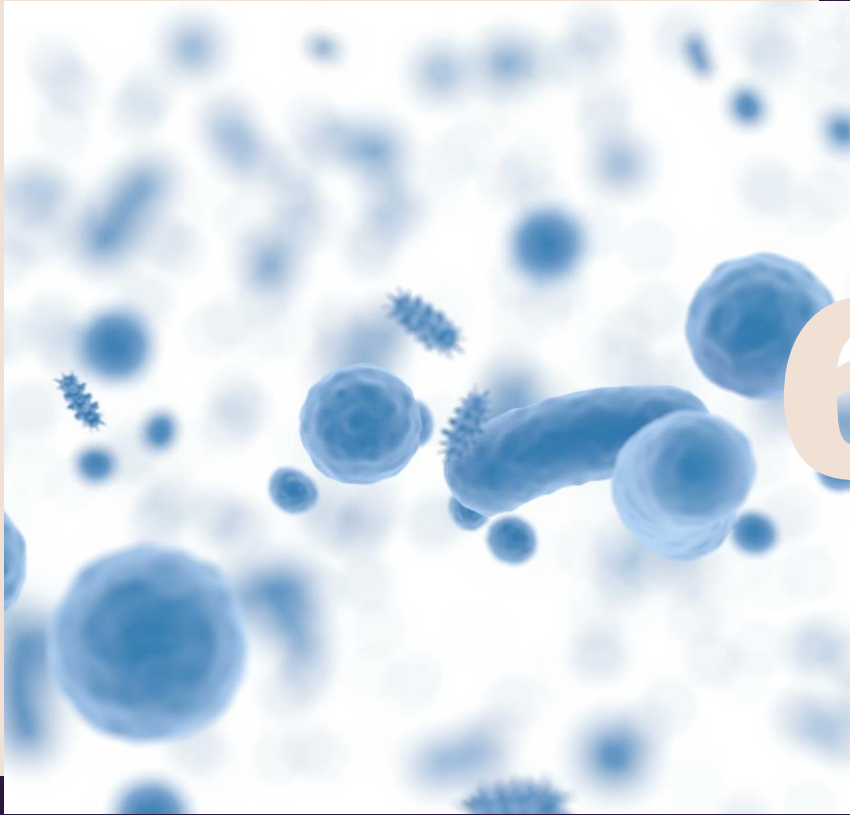
Question 7. The last time a doctor prescribed antibiotics, did they do the following?

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=174	n=209	n=197	n=261	n=159	n=115	n=599
<b>% HAVE RECEIVED ALL THESE INFORMATION FROM THEIR HCPS</b>	<b>32</b>	<b>30</b>	<b>35</b>	<b>35</b>	<b>31</b>	<b>28</b>	<b>31</b>	<b>33</b>
Tell you about any digestive disorders associated with taking antibiotics	<b>52</b>	56	53	57	49	48	53	53
Give you advice on limiting the negative consequences of taking antibiotics on your microbiome as much as possible	<b>48</b>	52	52	51	44	42	44	50
Tell you that taking antibiotics could have negative consequences on the balance of your microbiome	<b>45</b>	46	50	46	43	40	49	47

● Significant differences vs total - superior

● Significant differences vs total - inferior

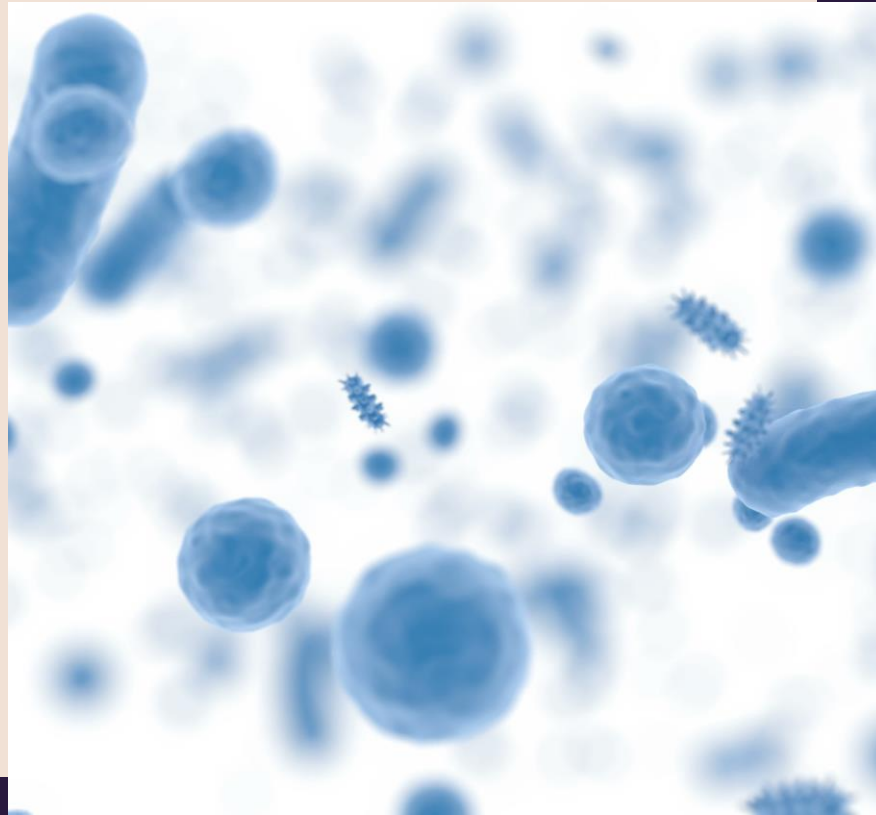


# 6

## 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.

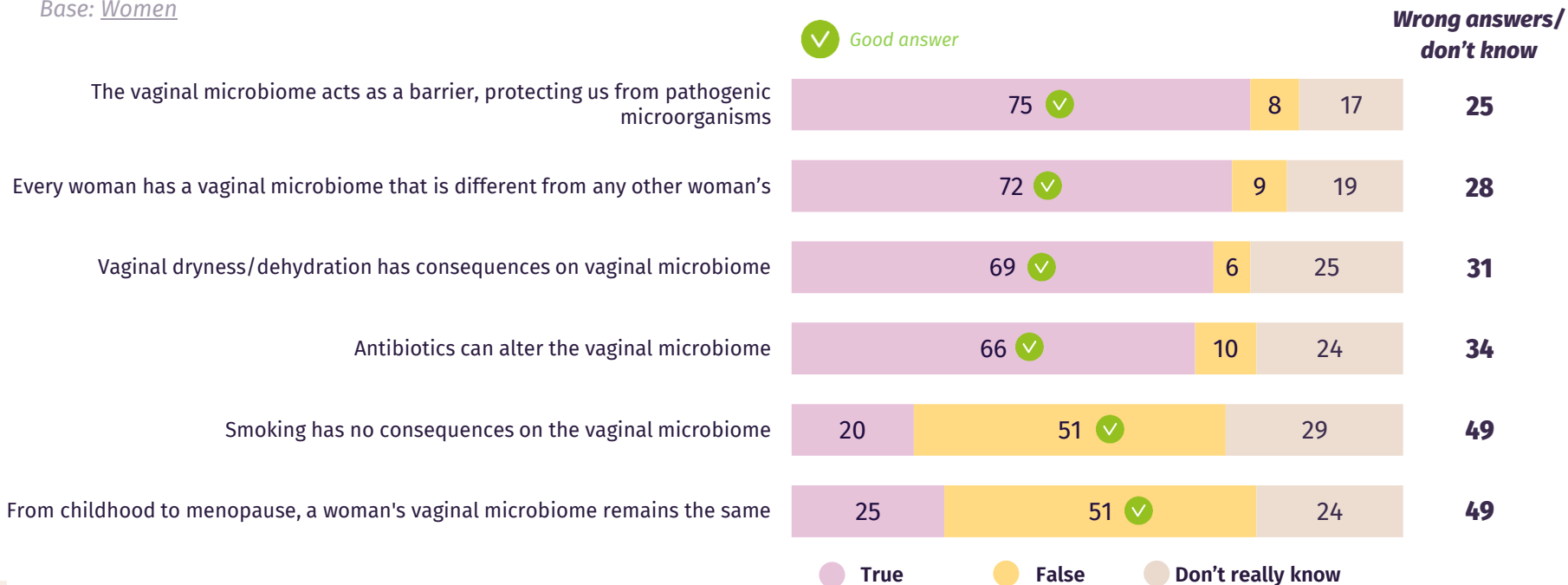


# Mexican women have a good understanding of the vaginal microbiome barrier function how it's unique to each woman.



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



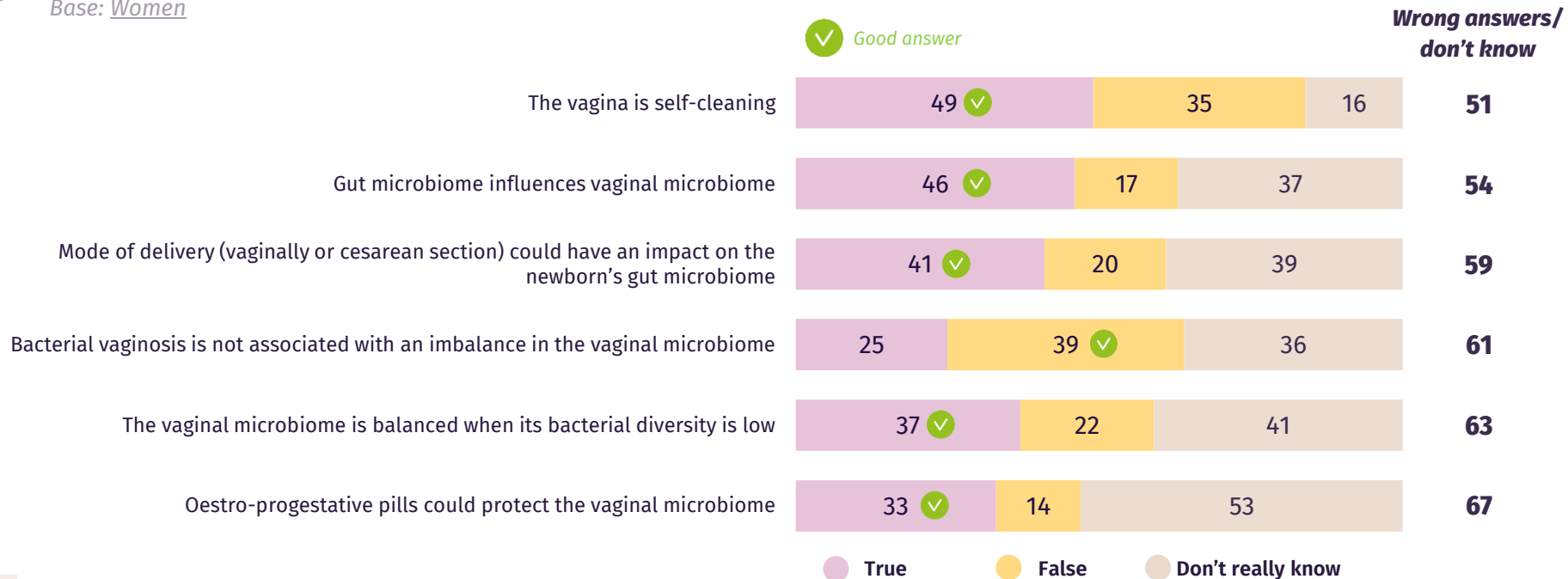


## However, some aspects are still unknown by the majority of women.



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





# Compared to other countries, Mexican women are more likely to know that the vaginal microbiome is balanced when its bacterial diversity is low, and that the oestro-progestative pills can protect it.

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	75	+1pt	68
Every woman has a vaginal microbiome that is different from any other woman's	72	+3pts	64
Vaginal dryness/dehydration has consequences on vaginal microbiome	69	New item	69
Antibiotics can alter the vaginal microbiome	66	New item	69
Smoking has no consequences on the vaginal microbiome	51	New item	55
From childhood to menopause, a woman's vaginal microbiome remains the same	51	+4pts	55
The vagina is self-cleaning	49	+3pts	56
Gut microbiome influences vaginal microbiome	46	New item	43
Mode of delivery (vaginally or cesarean section) could have an impact on the newborn's gut microbiome	41	New item	40
Bacterial vaginosis is not associated with an imbalance in the vaginal microbiome	39	+9pts	44
The vaginal microbiome is balanced when its bacterial diversity is low	37	+3pts	30
Oestro-progestative pills could protect the vaginal microbiome	33	New item	22

● Significant differences vs total - superior

● Significant differences vs total - inferior



# Mexican women aged 45-59 yo have lower 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.

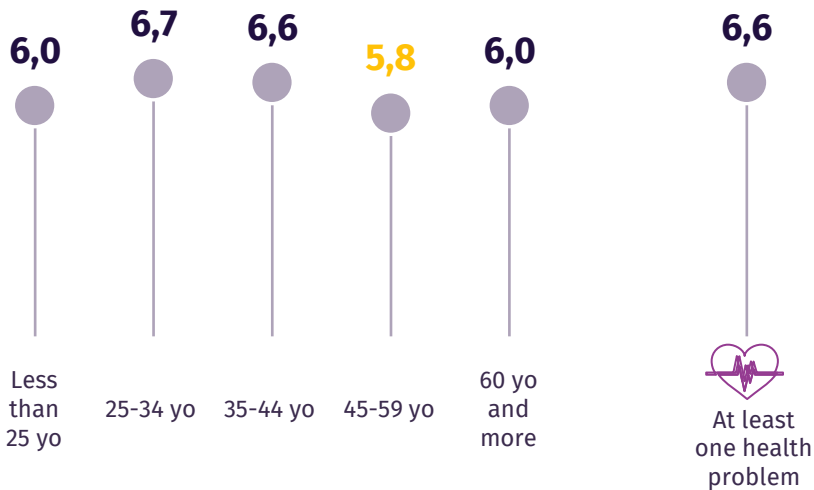
Base: Women



6,2

6,3/12

Number of good responses on average



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

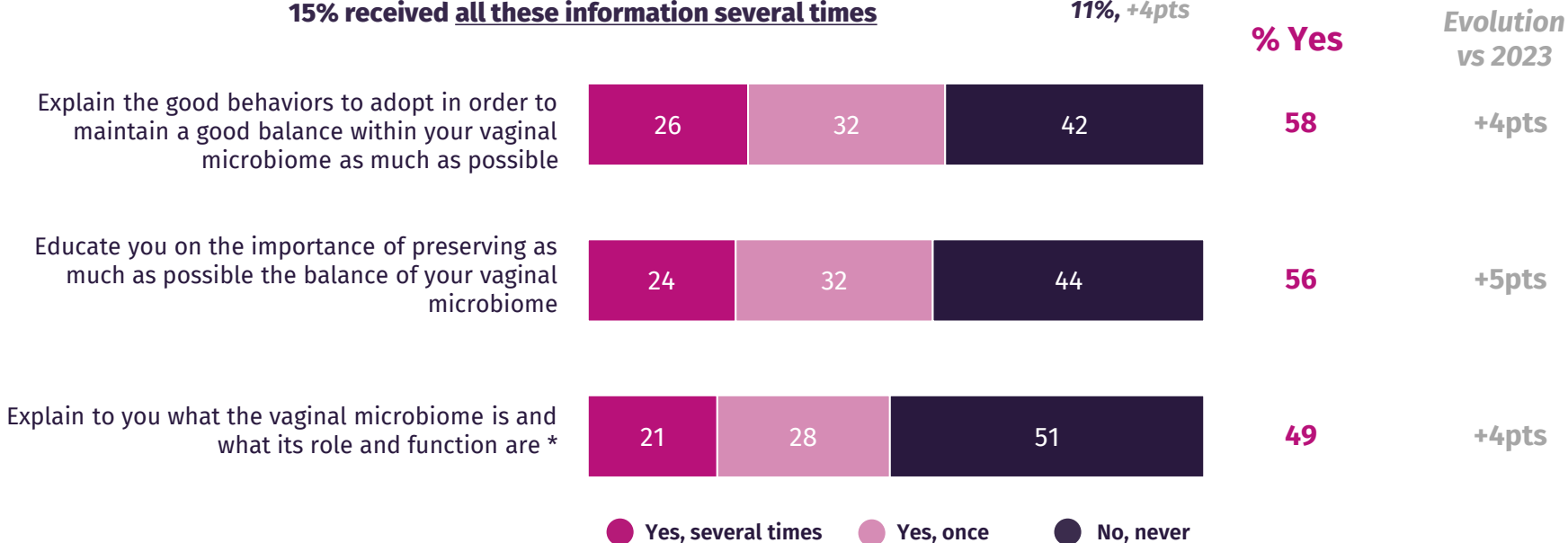


# Mexican women tend to receive more advice and information about vaginal microbiome from their HCPs than last year.



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

**44%** received ALL THESE INFORMATION, at least one time  
15% received all these information several times  
2023: 39%, +5pts  
11%, +4pts



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



# However, Mexican women have received more information or advice from healthcare professionals about the vaginal microbiome, 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
<b>% Have received ALL THESE INFORMATION, at least one time</b>	<b>44</b>	37
<b>% Received ALL THESE INFORMATION, <u>several times</u></b>	<b>15</b>	14
Explain the good behaviors to adopt in order to maintain a good balance within your vaginal microbiome as much as possible	<b>58</b>	48
Educate you on the importance of preserving as much as possible the balance of your vaginal microbiome	<b>56</b>	48
Explain to you what the vaginal microbiome is and what its role and function are	<b>49</b>	43

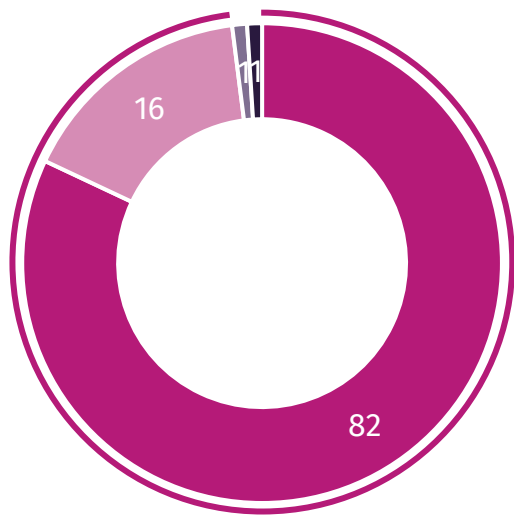
● Significant differences vs total - superior    ● Significant differences vs total - inferior



# Mexican women express a very strong desire for more information about the importance of the vaginal microbiome and its impact on health.

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



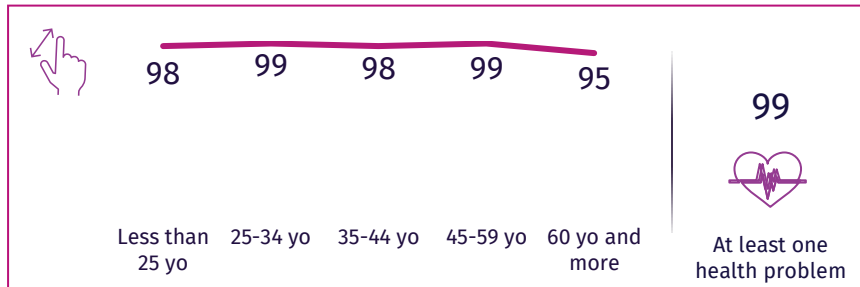
- Yes, absolutely
- Yes, somewhat
- No, not really
- No, not at all

**98%** would like to have more information about the importance of the vaginal microbiome and its impact on health

2023: 97%, +1pt



**88%**



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

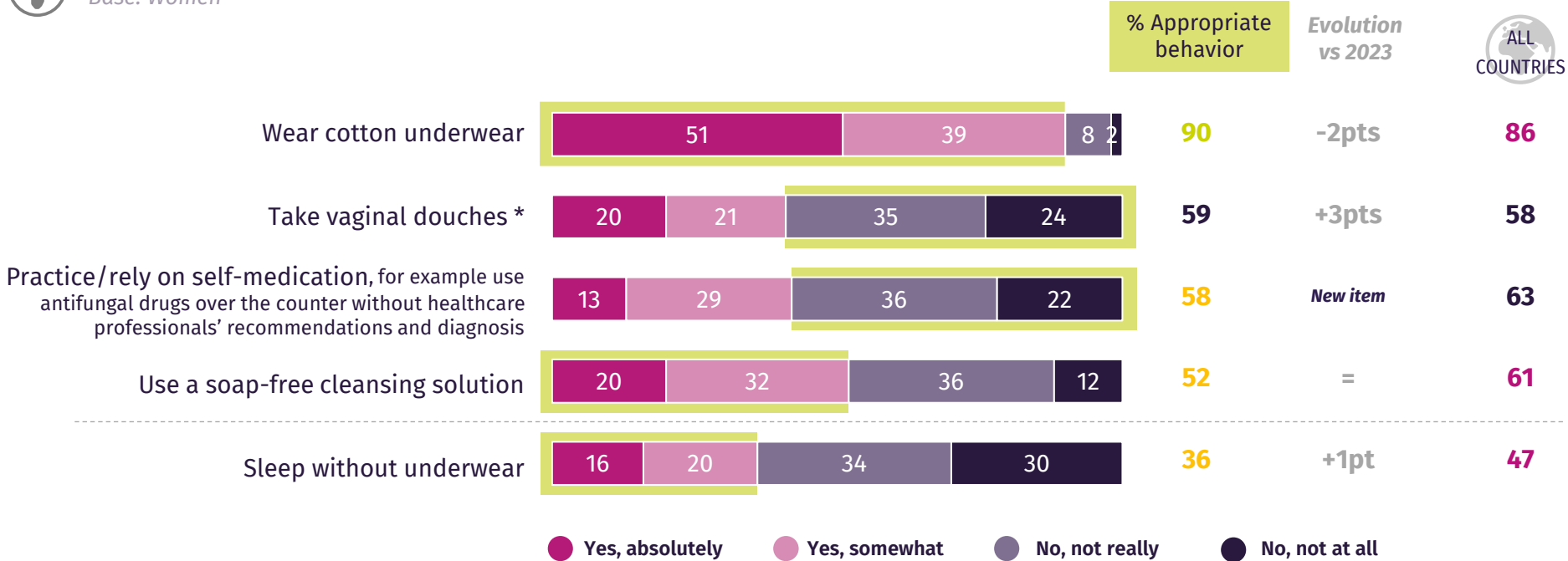




# Mexican women are less likely to have adopted appropriate behaviors for their vaginal microbiome, such as avoiding self-medication, using a soap-free cleansing solution or sleeping without underwear.



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).



# Mexican women aged 25-34 stand out positively : they have adopted more behaviors to protect their vaginal microbiome than average.

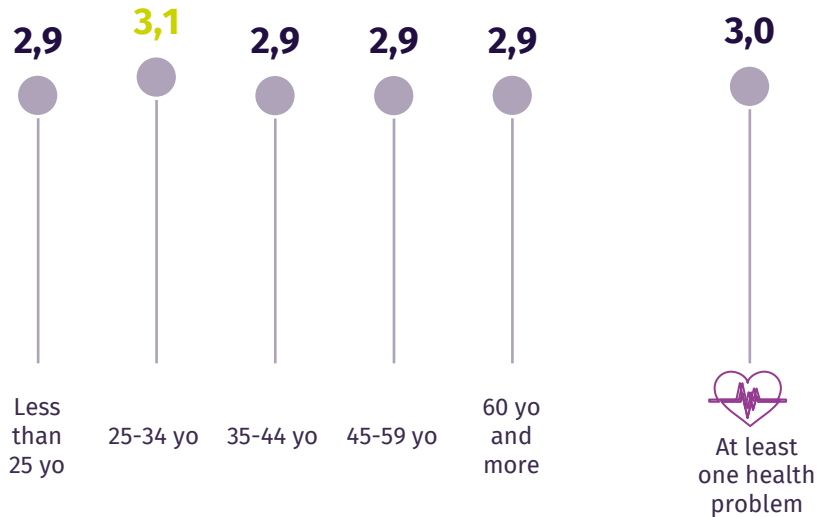


Question 16. In your daily life, do you regularly adopt the following behaviors?  
Base: Women



3,2

2,9/5



Number of appropriate behaviors adopted on average

- 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 Mexican results



Awareness of the microbiome & its diversity	
Know exactly what is « microbiome »	21%
Subtotal « Aware »	71%
Subtotal Aware of the gut microbiome	62%
Subtotal Aware of all microbiome	32%

Level of knowledge around the microbiota	
Mean of good answers	5,6/9

Level of knowledge around the solutions which can maintain the microbiota balanced	
Know exactly what are probiotics	61%
Know exactly what are prebiotics	34%

Adoption and identification of appropriate behaviors to maintain a balanced microbiota	
Have changed their behaviors	67%

Level of information provided by healthcare professionals	
Have heard about the microbiome from healthcare professional	17%
Received at least one piece of information at least once	84%

## Key learnings

Awareness of the microbiome is significantly better this year but it is mainly driven by the gut microbiome awareness. Despite these improvements, they are still more familiar with the term “flora” than other countries.

Their knowledge of the role and function of microbiome has not really improved in one year but some aspects are better known in Mexico compared to the global average.

Information given by healthcare professionals is higher than average in Mexico. they are more likely to have discovered the microbiome through a HCP, and have received more information from HCPs. Family physicians, gastroenterologists and dietitians are the HCPs who stand out in terms of advice given.

Consequently, compared to other countries, Mexicans are more likely to have changed their behaviors to protect their microbiome. They stand out for their high consumption of probiotics and prebiotics.

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

# ANNEXES

# FIABILITÉ DES RÉSULTATS

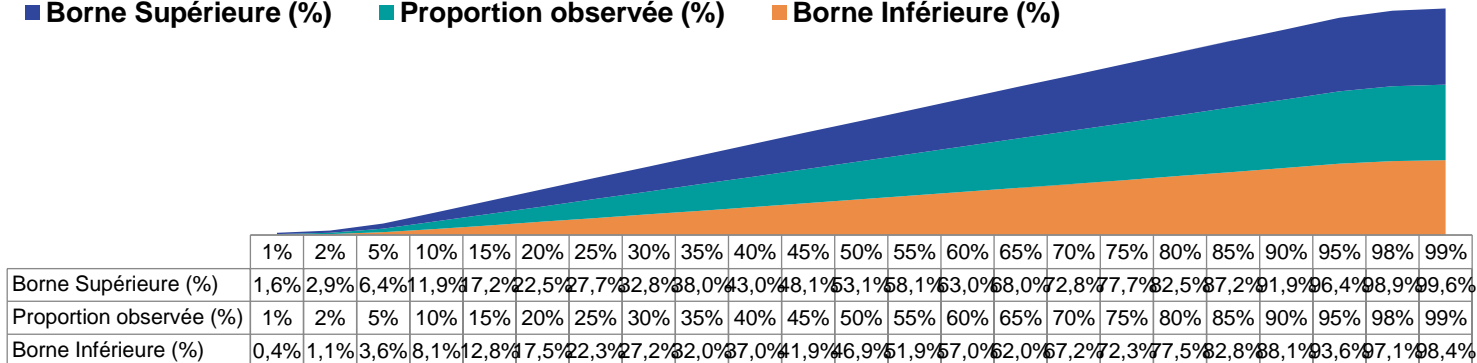
## Feuille de calcul

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 26<sup>th</sup> – February 26<sup>th</sup> 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

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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

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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.**