



# International Microbiota Observatory

L'Observatoire International  
des Microbiotes

Second wave

**Polish results 2024**


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 network or a microbiome visualization. The shapes are interconnected and vary in size and orientation, creating a textured, organic appearance.

# 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:*

-  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)



*4 countries have been added to the scope this year :*

-  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.

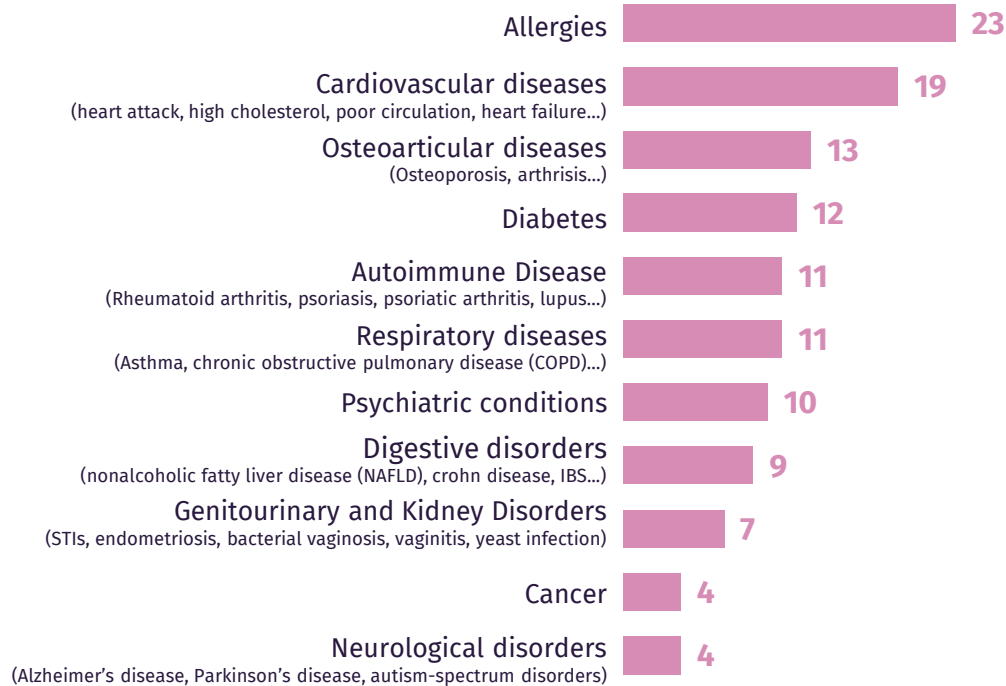


# People with current conditions

## A focus detailed throughout the report

**NEW QUESTION**

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



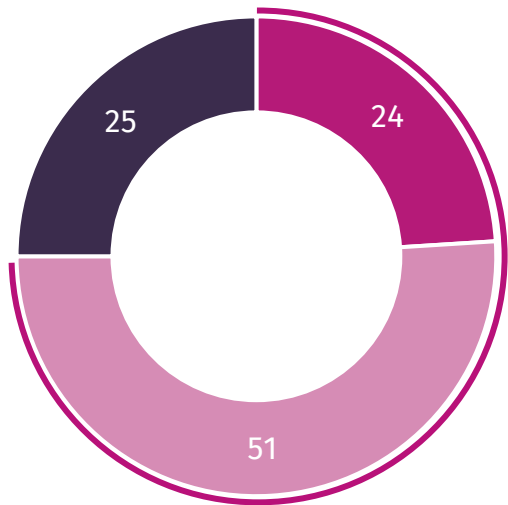


**A limited awareness of microbiome in Poland, especially about its diversity.**



# Awareness of the microbiome is significantly higher in Poland compared to other countries. 3 out of 4 people have already heard of it, but only a minority know precisely what it is.

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

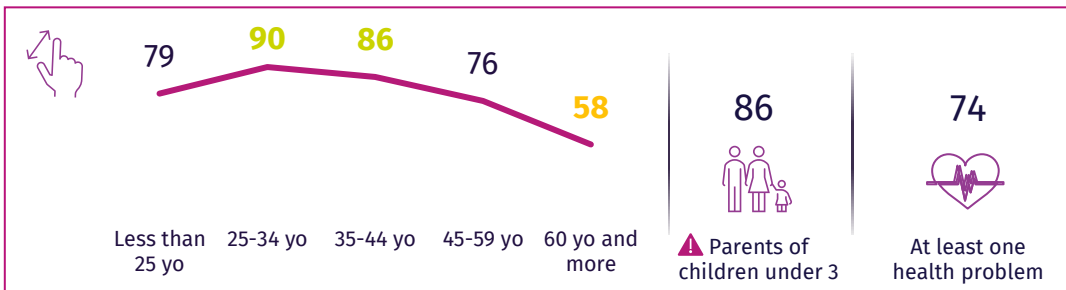


- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I never heard about it

**75%** have already heard about the term microbiome



**70%**



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

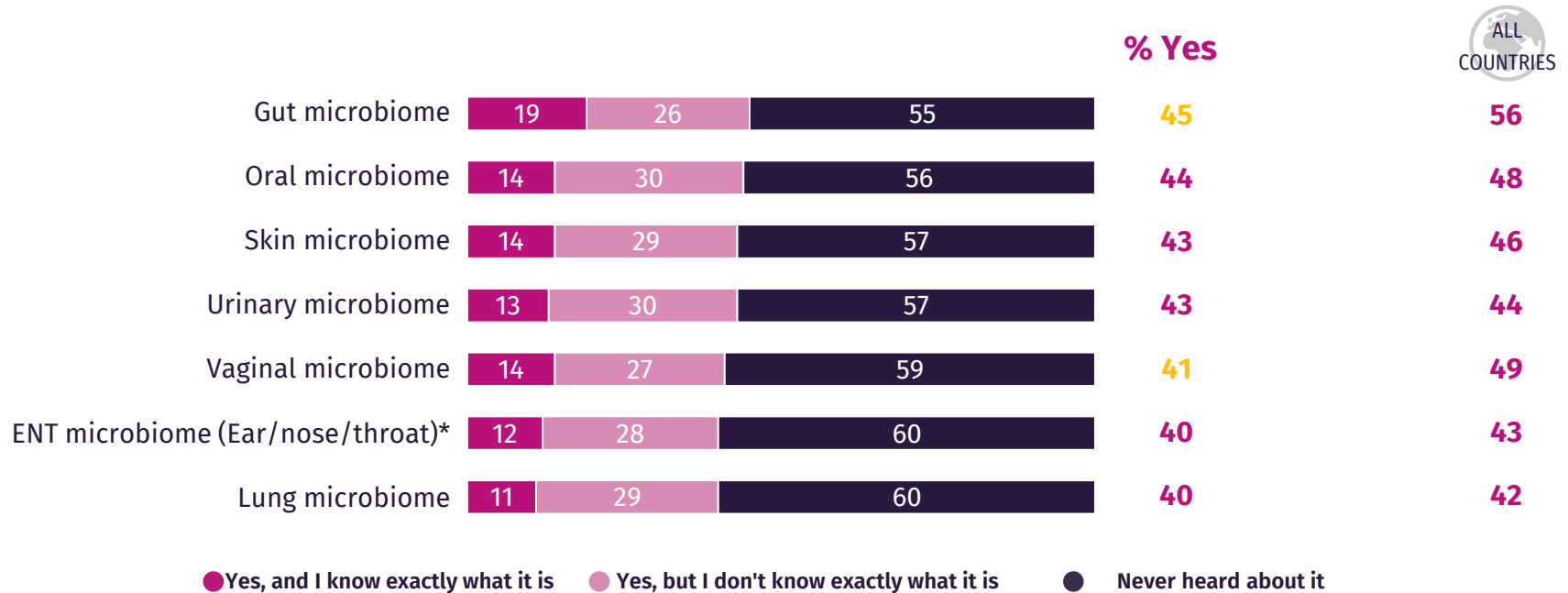
▲ Low basis, results must be interpreted with caution



# Few Poles know about the different types of microbiome. Gut and vaginal microbiome are less known than the average.



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

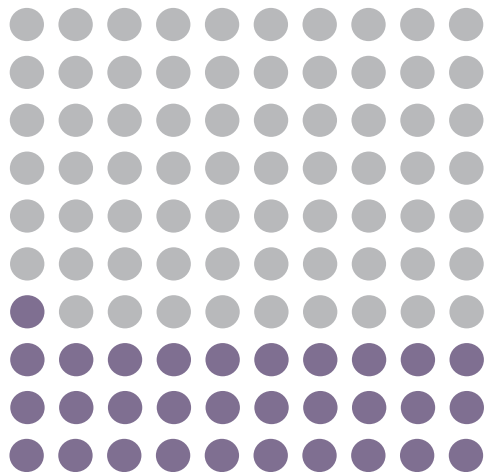


\*This item is more precise this year



# Only one third of Poles know about the diversity of the microbiome. Respondents aged 35-44 yo are more aware of each microbiome.

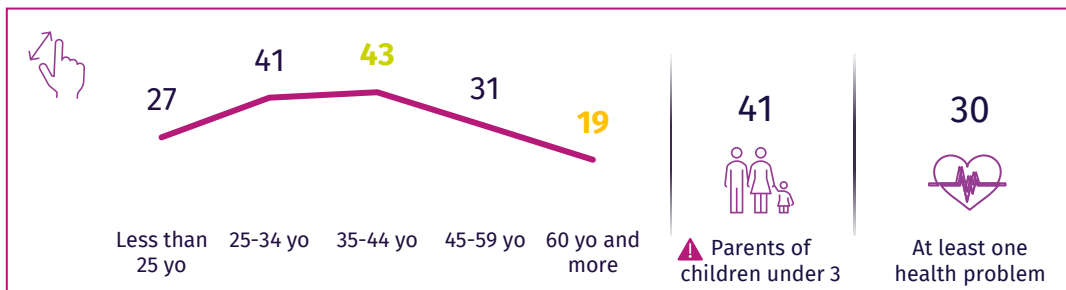
Question 3. And more specifically, have you ever heard of the following terms?  
Base: All respondents



**31%** have already heard of each microbiome:  
Gut, vaginal, skin, lung, urinary, oral and ENT microbiome



**32%**



But only **6%** know precisely all of them



**8%**

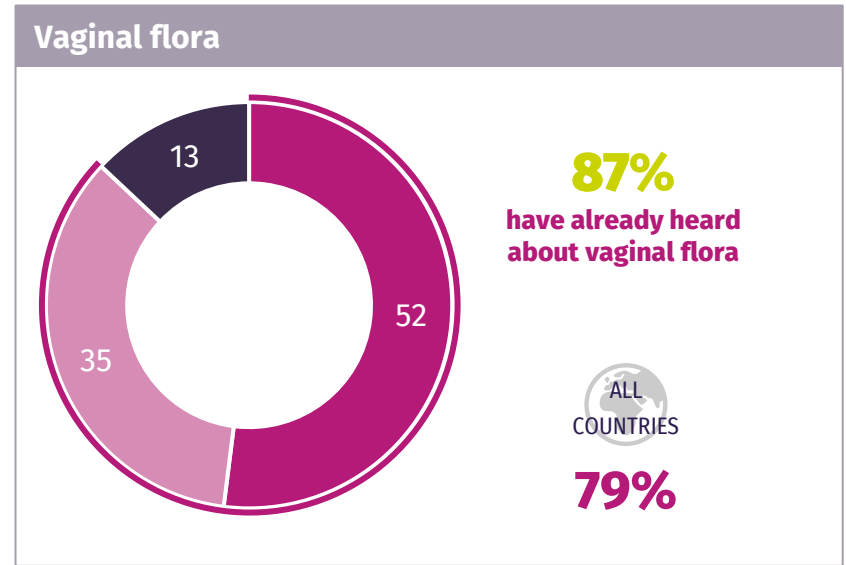
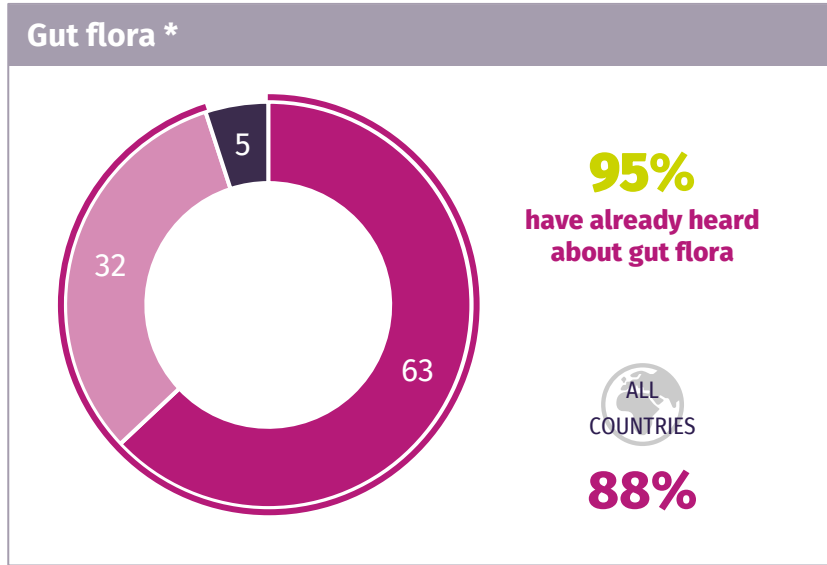




# The term “flora” is better known by Poles, even more than among all countries.



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

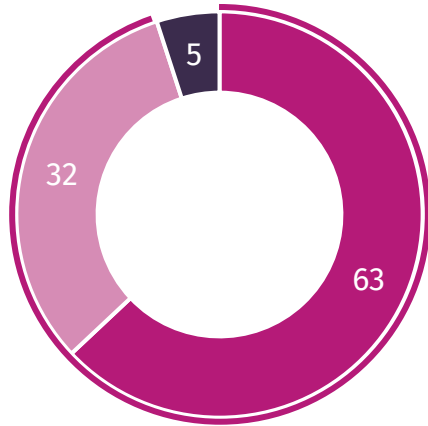


# Men and people aged less than 25 yo have less precise knowledge on gut flora.



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

## Gut flora \*

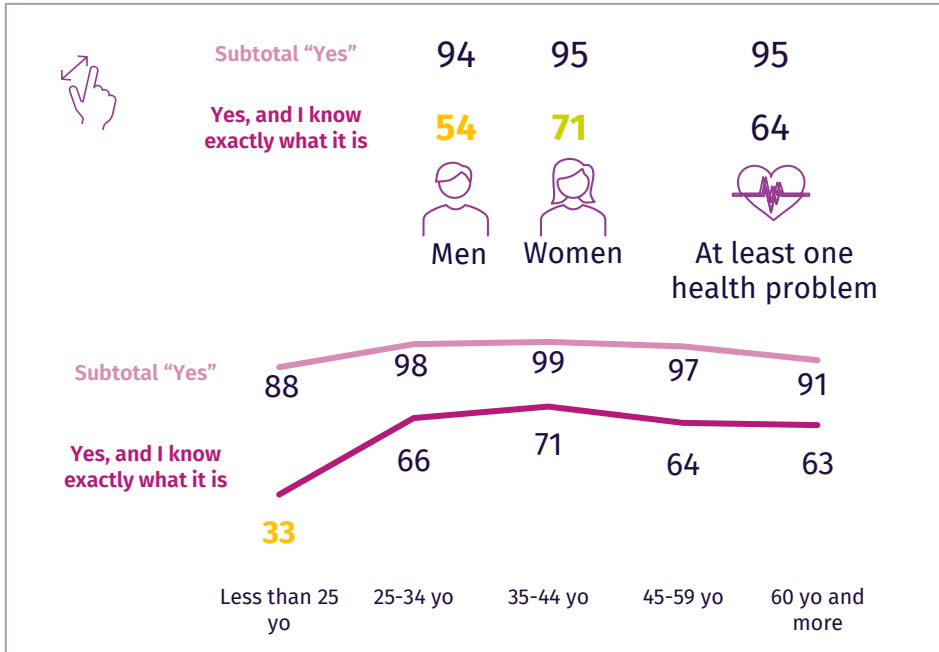


**95%**  
have already heard  
about gut flora



**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

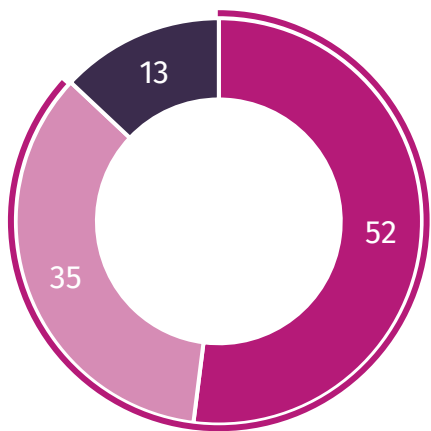


# And it's the same about vaginal flora, a term that is less known by men and respondents aged less than 25 yo.

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



## Vaginal flora

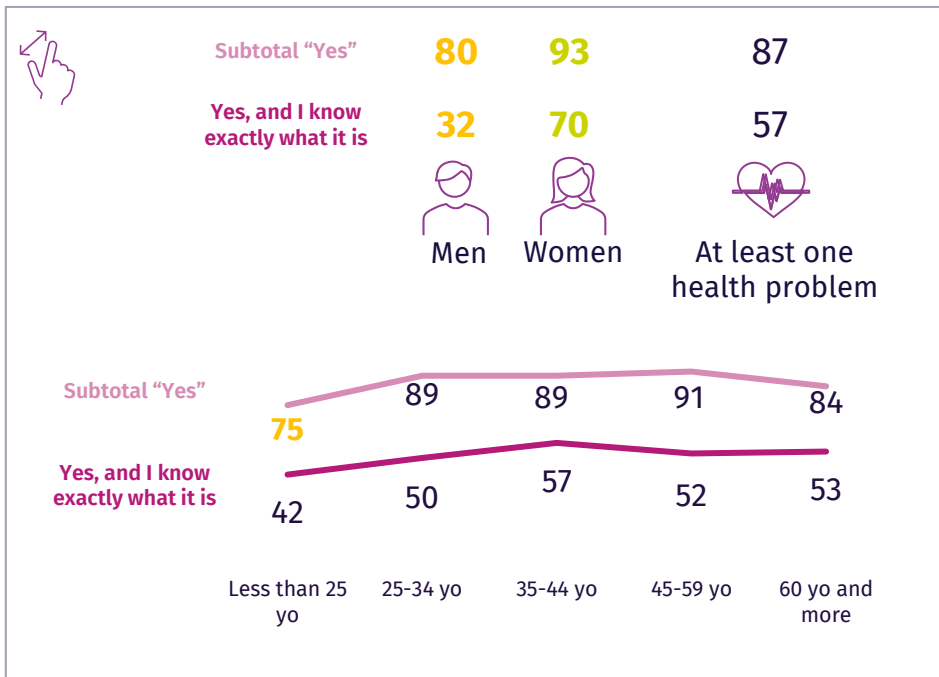


**87%**  
have already heard  
about vaginal flora



**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

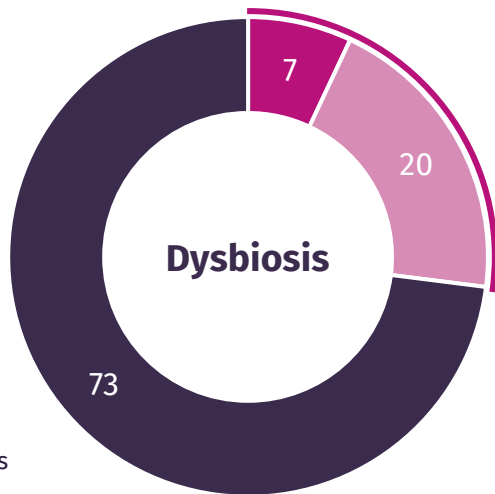
**Knowledge of the microbiome is limited and must be reinforced.**



# Dysbiosis is not a popular term among Poles, only 1 out of 4 know the term, and even less among 60 yo and over.



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

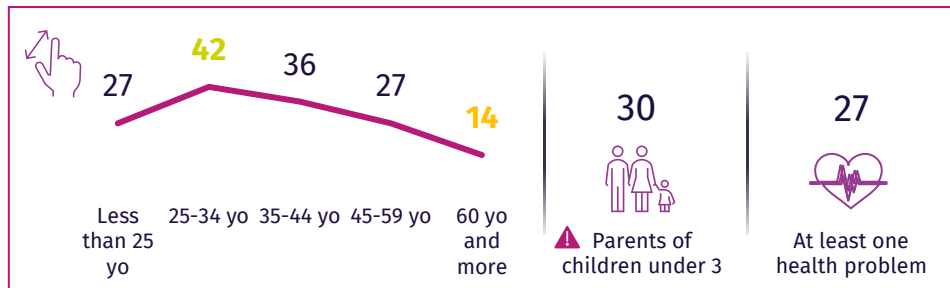


- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- Never heard about it

**27%** have already heard about the term 'dysbiosis'



**34%**



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

▲ Low basis, results must be interpreted with caution



# Information about the microbiome can be improved, especially about its diversity, function and composition.

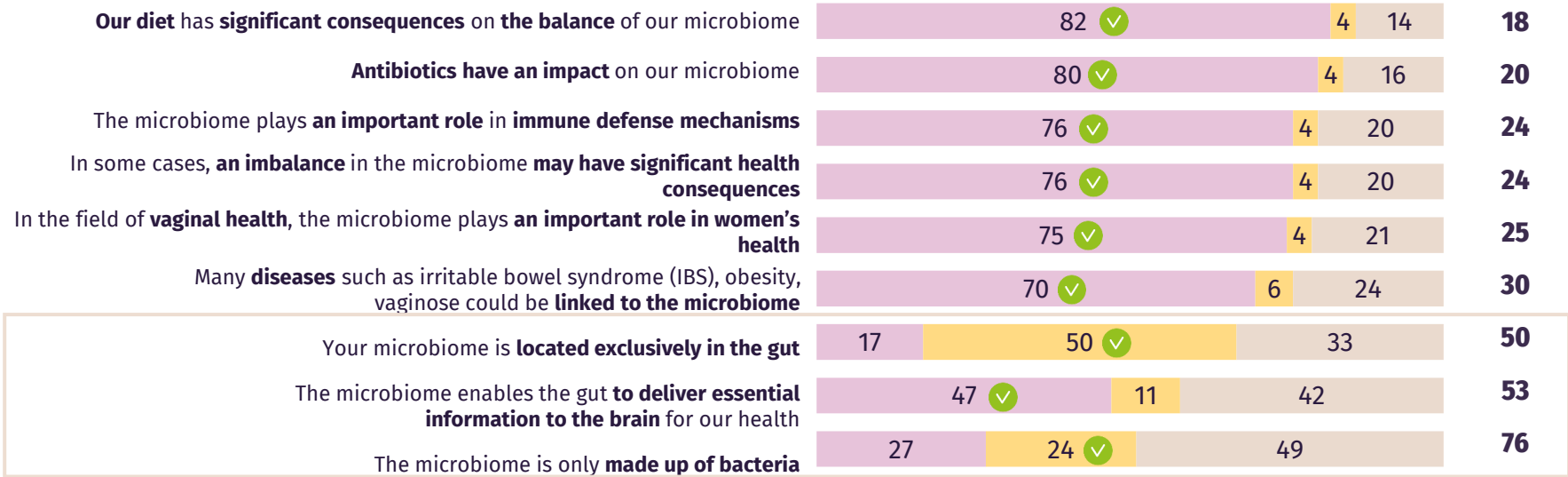


Question 4. For each of the following statements, tell us if you think it is TRUE or FALSE. If you are unsure about your answer, answer I do not really know.

Base: All respondents

✓ Good answer

Wrong answers/  
don't know



True
  False
  Don't really know



# However, Poles are more aware than other countries of the impact of diet and antibiotics on 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

% good answer	Total	ALL COUNTRIES
Our diet has <b>significant consequences</b> on the <b>balance</b> of our microbiome	82	78
Antibiotics have an <b>impact</b> on our microbiome	80	70
The microbiome plays an <b>important role</b> in <b>immune defense mechanisms</b>	76	74
In some cases, an <b>imbalance</b> in the microbiome <b>may have significant health consequences</b>	76	77
In the field of <b>vaginal health</b> , the microbiome plays an <b>important role in women's health</b>	75	68
Many <b>diseases</b> such as irritable bowel syndrome (IBS), obesity, vaginose could be <b>linked to the microbiome</b>	70	64
Your microbiome is <b>located exclusively in the gut</b>	50	46
The microbiome enables the gut <b>to deliver essential information to the brain</b> for our health	47	53
The microbiome is only <b>made up of bacteria</b>	24	28

● Significant differences vs total - superior

● Significant differences vs total - inferior



# Women and respondents with health problem have a better knowledge about 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.

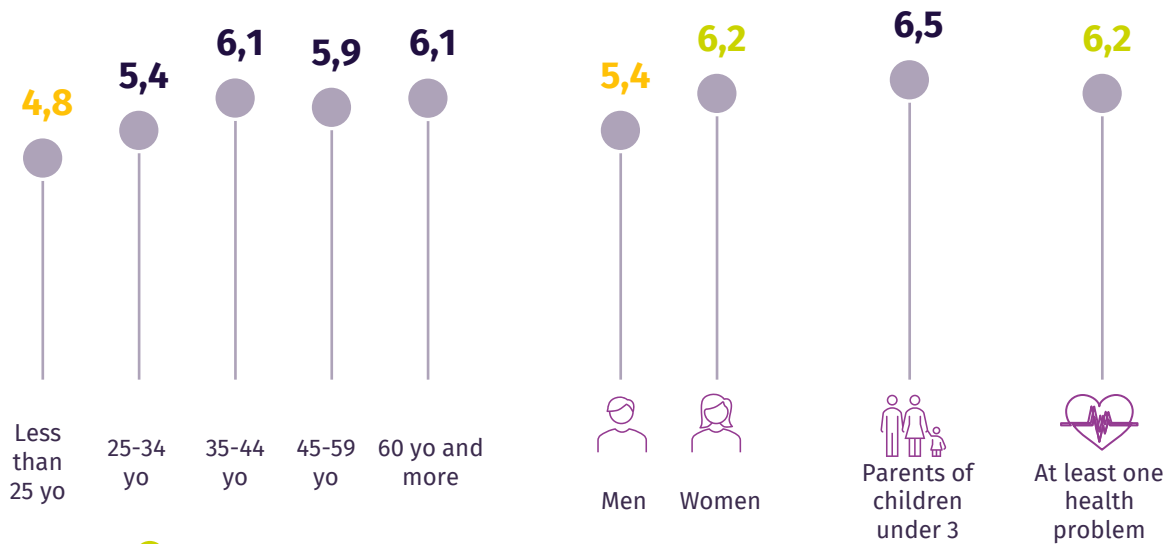
Base: All respondents



5,6

5,8/9

Number of good responses on average



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

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3

**To maintain a balanced microbiome, many Poles have changed their behaviors, and consume probiotics and prebiotics.**

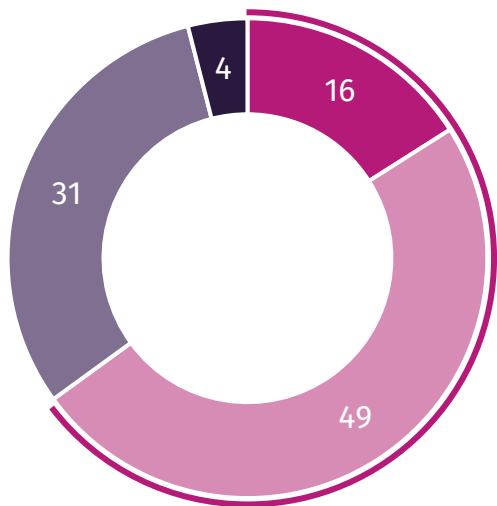


# Nearly 2 out of 3 Poles have changed their behaviors to protect their microbiome, a higher proportion than among all countries.

**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

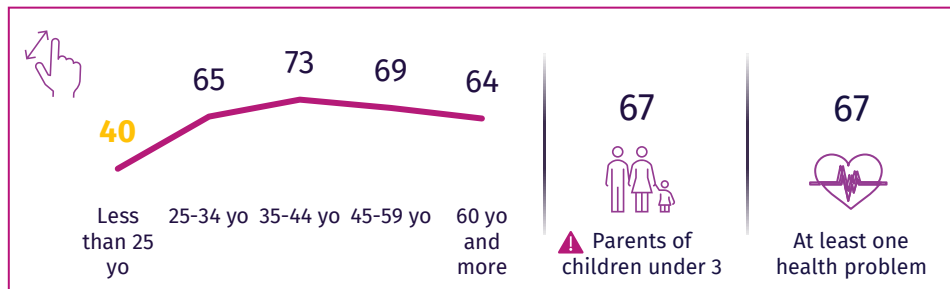


- Yes, a lot
- Yes, a little
- No, not really
- No, not at all

**65%** have changed their behaviors



**58%**



● Significant differences vs total - superior

● Significant differences vs total - inferior

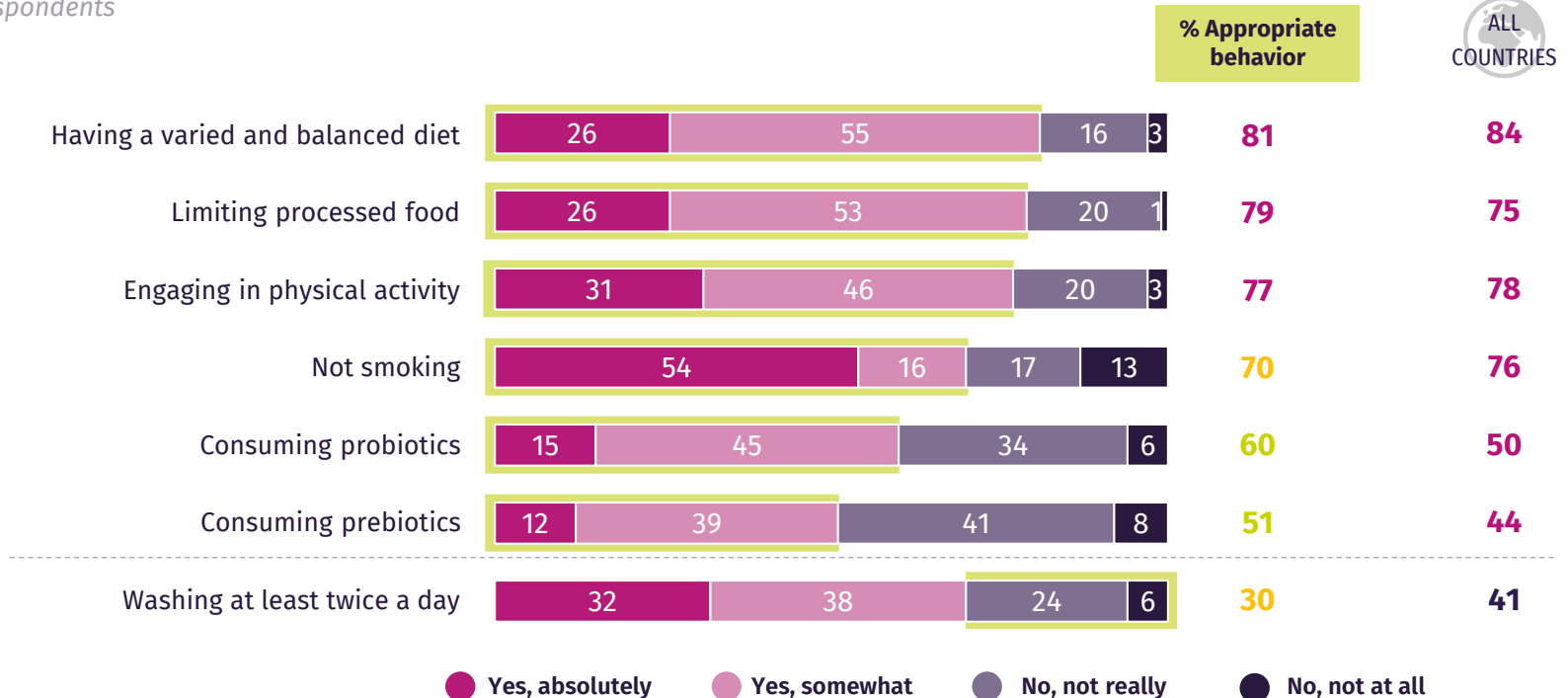
▲ Low basis, results must be interpreted with caution

# While Poles are more likely than other countries to consume probiotics or prebiotics, they are also more likely to wash at least twice a day, even though it's detrimental to their microbiome.



**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



# Youngsters and men 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

ALL COUNTRIES

4,5



**Number of good responses on average**



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

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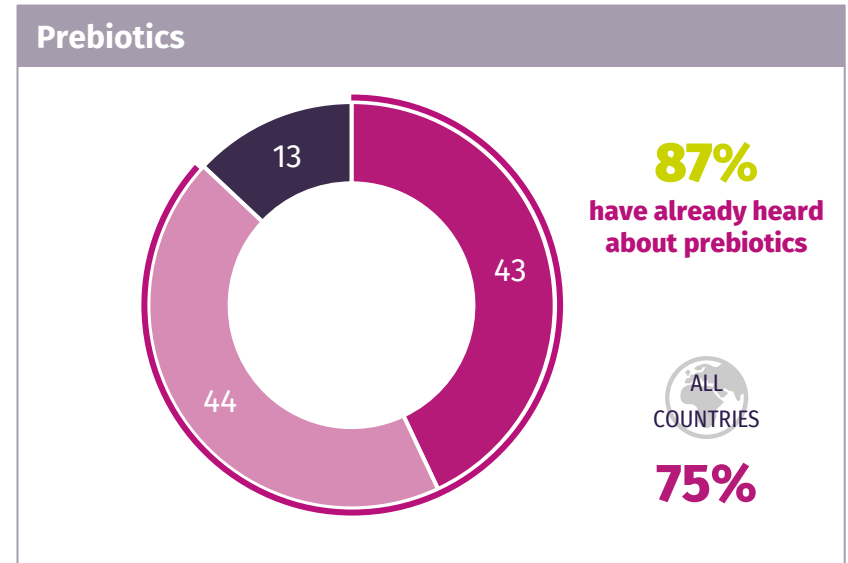
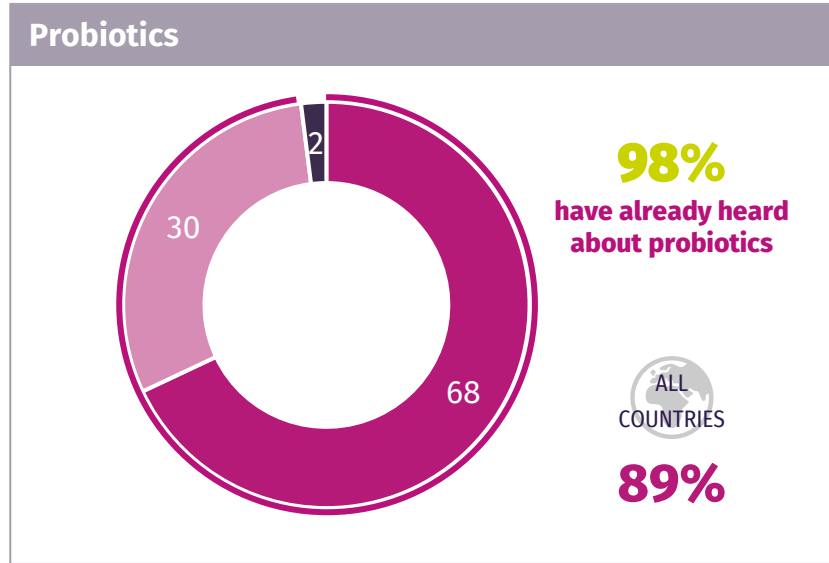




# Poles are familiar of probiotics and prebiotics, even more than the average. Probiotics are more widely known than prebiotics are.



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

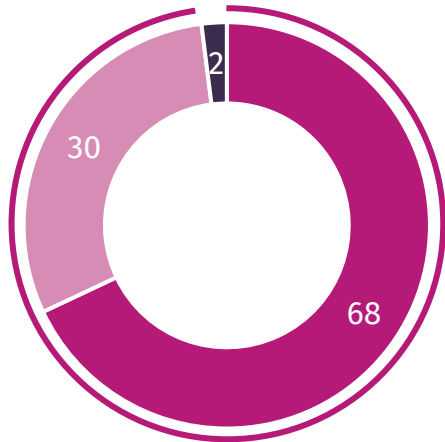


# Women have a more precise knowledge of probiotics than men.



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

## Probiotics

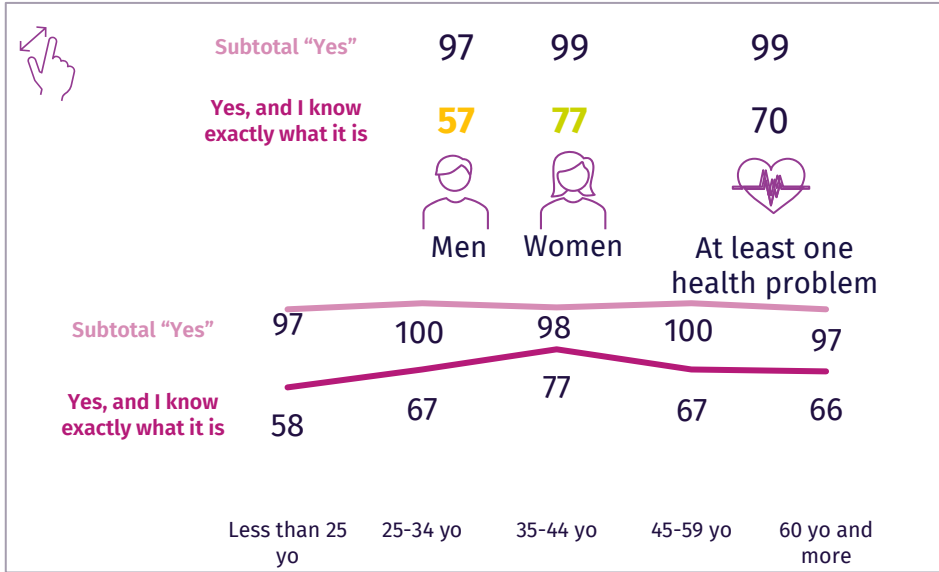


**98%**  
have already heard  
about probiotics



**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



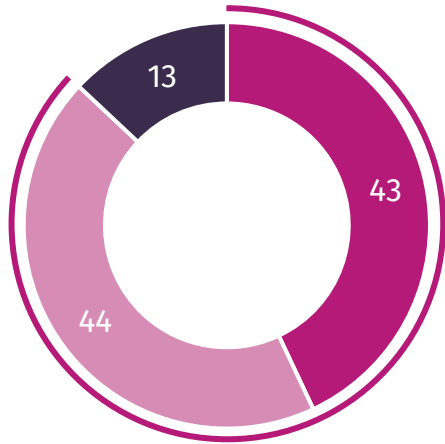


# Knowledge of prebiotics is fairly similar between age groups, with 35-44 yo having slightly better knowledge.

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



## Prebiotics

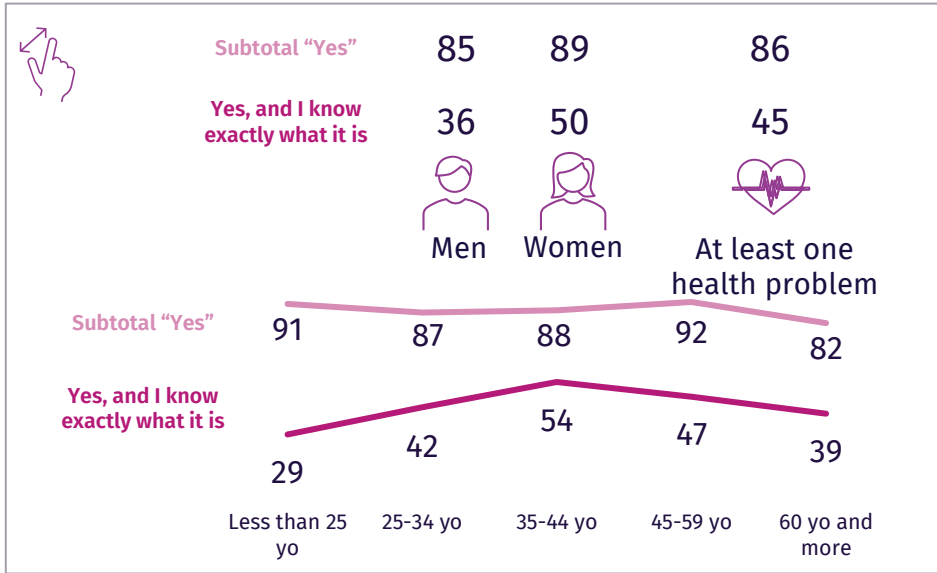


**87%**  
have already heard  
about prebiotics



**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





**When faced with a microbiome-related health problem, most of them don't link it to their microbiome**



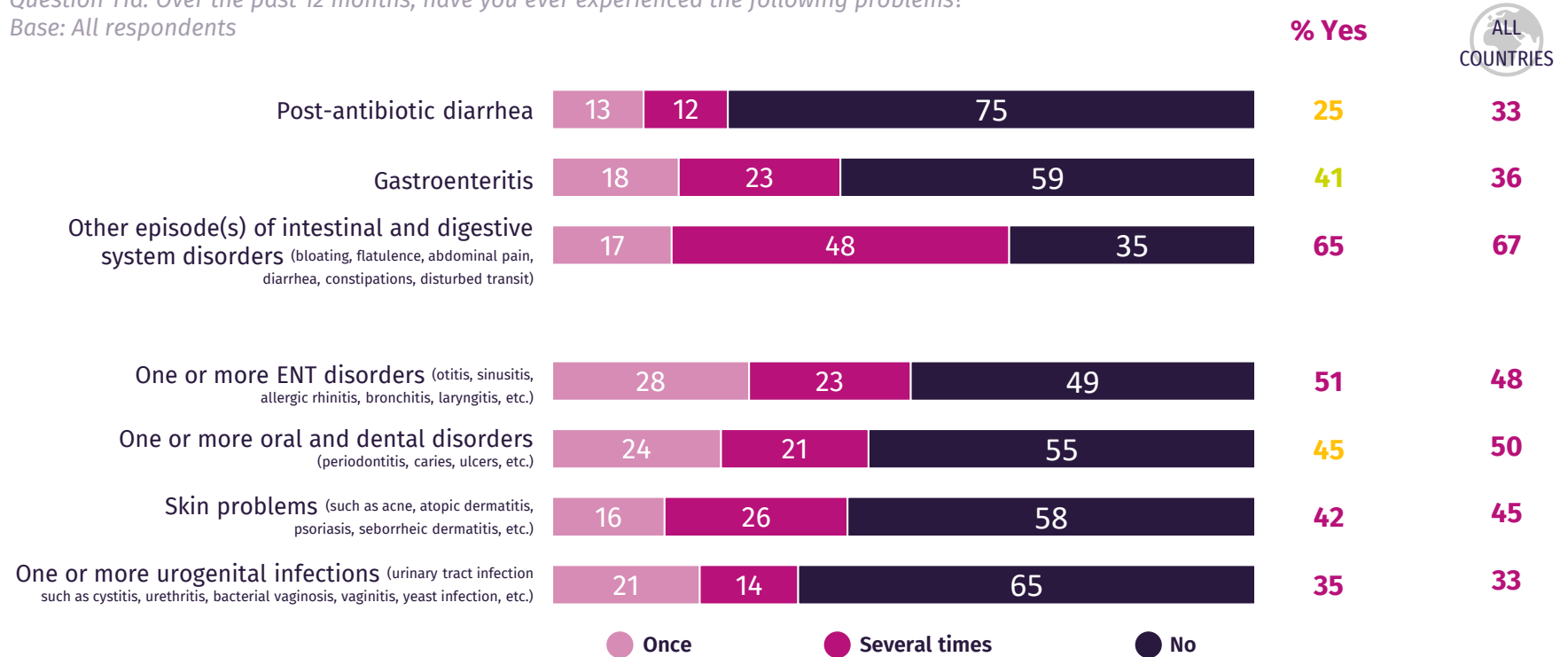
# In the last 12 months, 1 in 4 people have experienced post-antibiotic diarrhea, 2 in 5 gastroenteritis, and 2 out of 3 had other episodes of intestinal and digestive system disorders.



**NEW QUESTION**

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

Base: All respondents



● Once      ● Several times      ● No

# A majority make the connection between post-antibiotic diarrhea and the microbiome, same for urogenital infections. But, for the other health problems experienced, many can't say if it is linked to their microbiome or not.

Question 11b. And do you think this or these problems are linked to your microbiome?

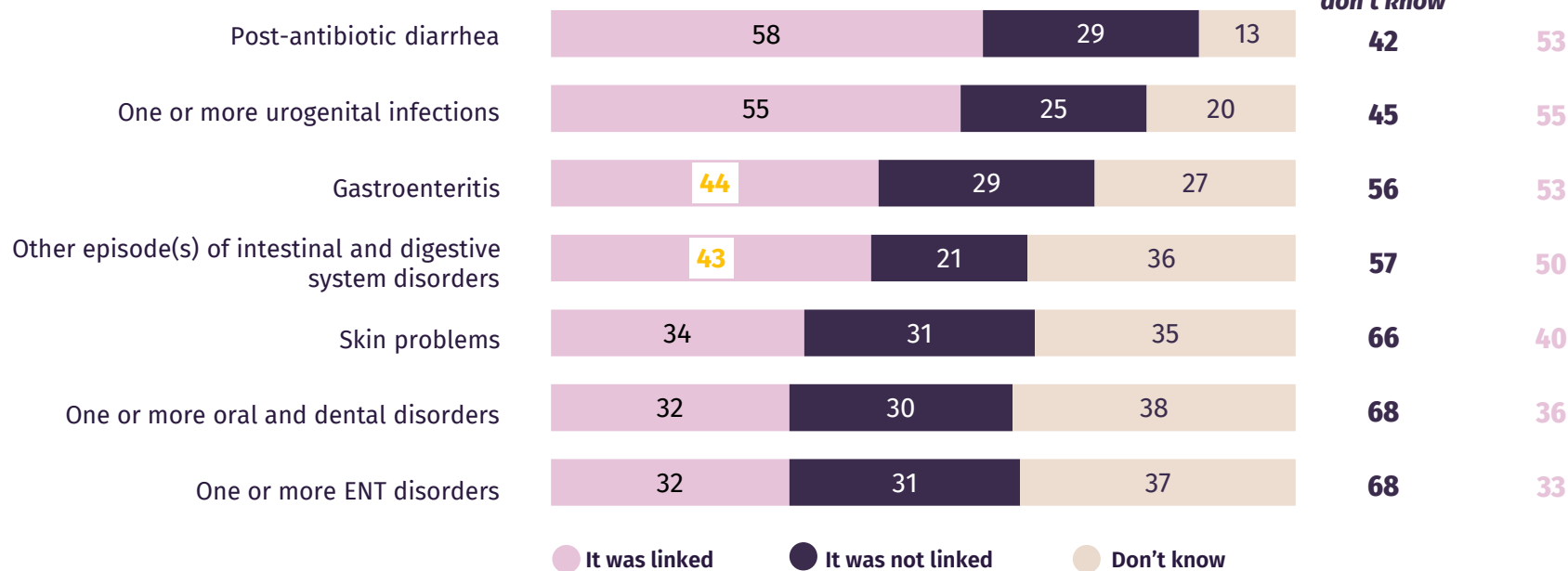
Base: People who have experienced these problems



ALL COUNTRIES

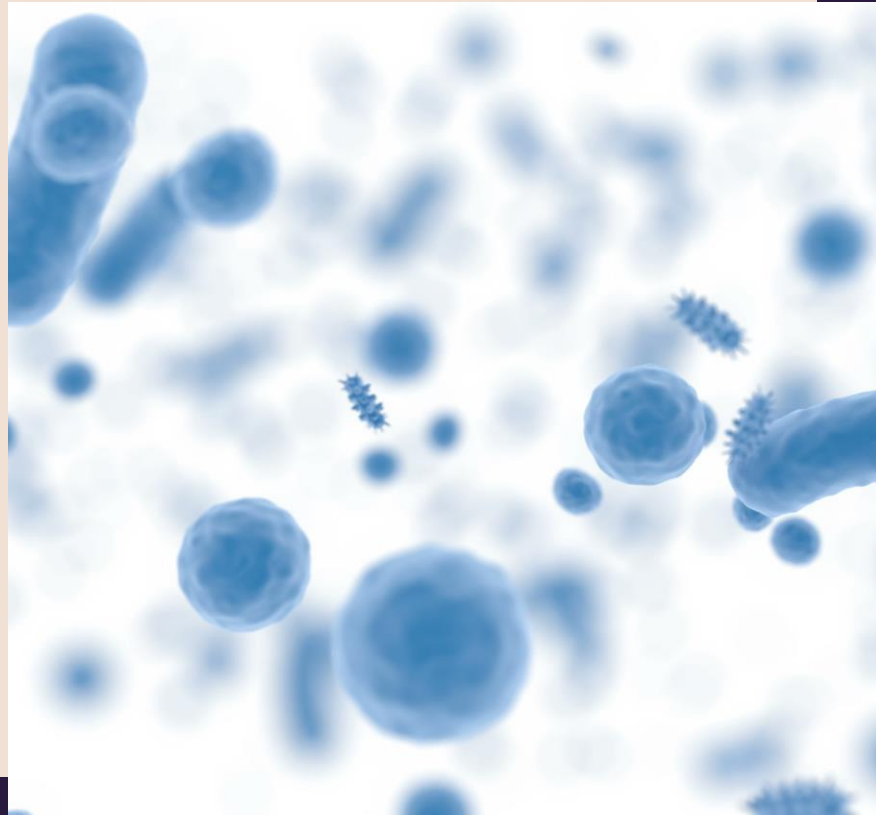
% Linked

% Not linked / don't know





**As the most awaited source of information on microbiome, HCPs must play a larger role, especially the family physician.**



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.

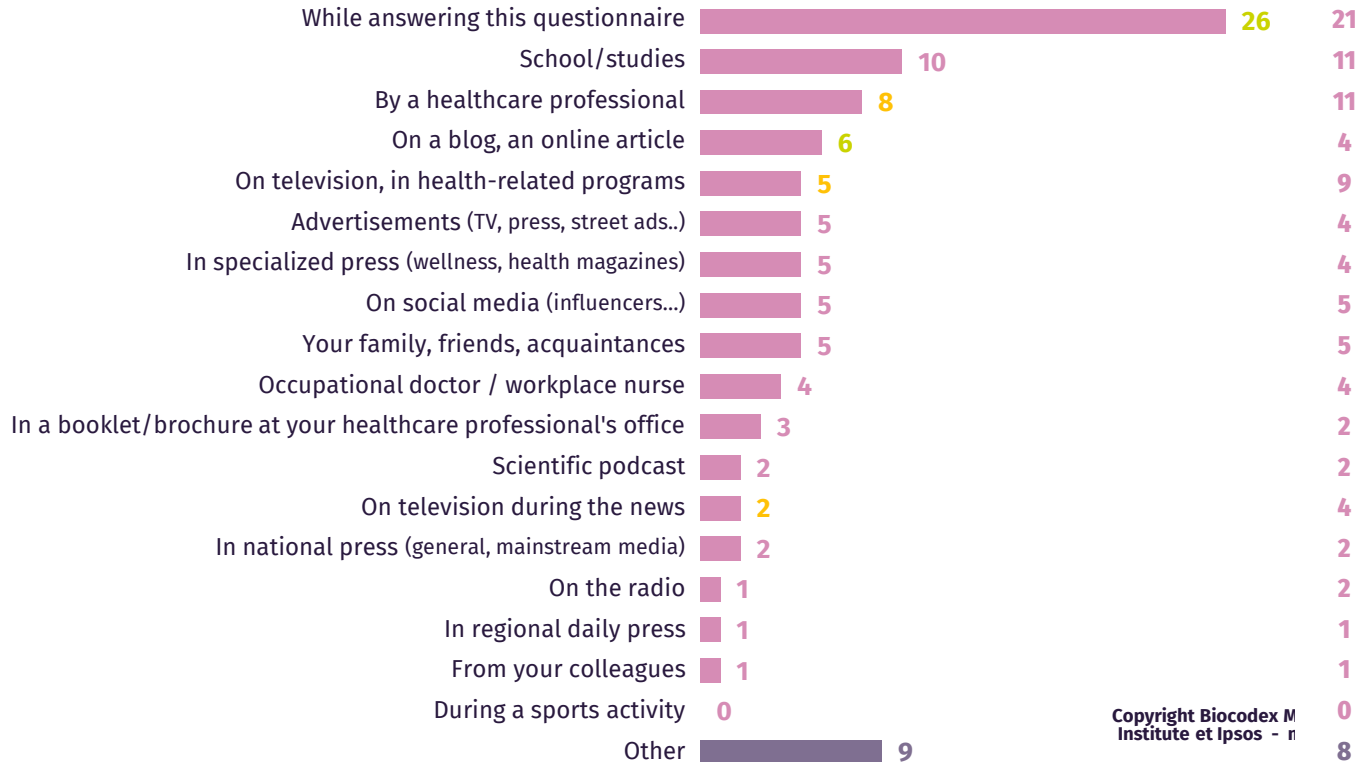


# 1 in 5 Poles discover the microbiome answering the survey. Otherwise, the main sources are schools, healthcare professionals and blogs.

NEW QUESTION

Question 1V2. The microbiome, you first heard about it...  
Base: All respondents

ALL COUNTRIES





# Respondents aged less than 35 yo were more likely to have heard about the microbiome through schools or studies.



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

Base: All respondents

NEW QUESTION

	Total	Less than 25 yo <i>n</i> =44	25-34 yo <i>n</i> =83	35-44 yo <i>n</i> =100	45-59 yo <i>n</i> =117	60 yo and more <i>n</i> =156	Men <i>n</i> =236	Women <i>n</i> =264	Parents of children under 3 <i>n</i> =37	At least one health problem <i>n</i> =293
While answering this questionnaire	26	21	15	18	31	35	28	24	22	29
School/studies	10	24	20	9	6	4	8	11	11	10
By a healthcare professional	8	7	8	7	8	10	8	9	8	8
On a blog, an online article	6	0	5	8	7	5	5	7	3	3
On television, in health-related programs	5	2	5	5	5	6	5	6	3	4
Advertisements (TV, press, street ads...)	5	13	6	4	6	3	6	5	11	5
In specialized press (wellness, health magazines)	5	2	1	9	6	3	5	5	3	6
On social media (influencers...)	5	5	9	11	3	1	2	7	21	5
Your family, friends, acquaintances	5	2	10	6	6	3	6	5	0	6
Occupational doctor / workplace nurse	4	2	2	2	5	5	3	4	2	4
In a booklet/brochure at your healthcare professional's office	3	3	2	7	1	4	3	3	8	5
Scientific podcast	2	0	6	0	2	1	2	1	0	2
On television during the news	2	0	1	3	2	3	2	2	0	2
In national press (general, mainstream media)	2	0	1	1	2	2	2	1	0	1
On the radio	1	2	1	0	0	2	2	0	0	1
In regional daily press	1	2	0	1	2	1	2	1	0	1
From your colleagues	1	0	1	2	0	0	1	0	0	0
During a sports activity	0	0	0	2	0	0	1	0	0	1
Other	9	15	7	5	8	12	9	9	8	7

● Significant differences vs total - superior

● Significant differences vs total - inferior

● First source by profile

▲ Low basis, results must be interpreted with caution

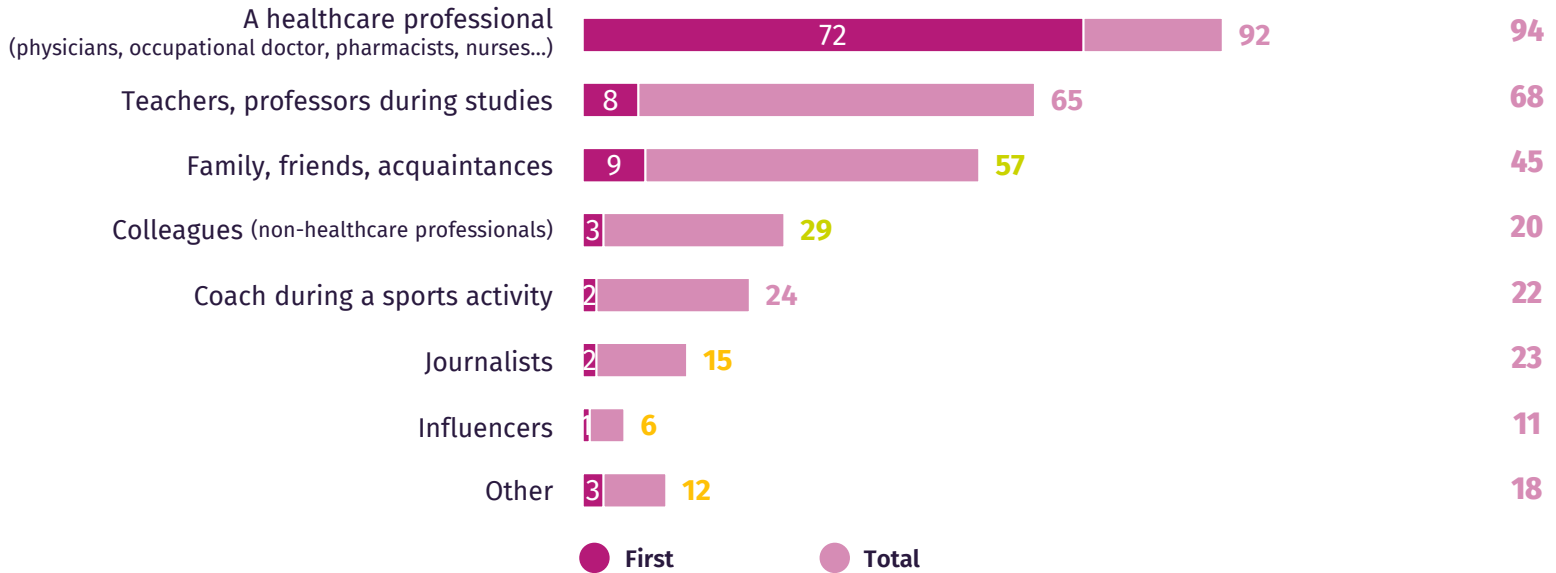
# Healthcare professionals stand out as the most trusted source of information about the microbiome. Also, Poles are more likely to mention their relatives or their colleagues as a trustworthy source, compared to other countries.



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

ALL COUNTRIES  
 % Total





# Healthcare professionals represent the most trustworthy source of information for all age groups, except for respondents aged under 25 yo, for whom teachers is part of the top3 sources.

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 <small>n=44</small>	25-34 yo <small>n=83</small>	35-44 yo <small>n=100</small>	45-59 yo <small>n=117</small>	60 yo and more <small>n=156</small>	Men <small>n=236</small>	Women <small>n=264</small>	Parents of children under 3 <small>▲ n=37</small>	At least one health problem <small>n=293</small>
A healthcare professional (physicians, occupational doctor, pharmacists, nurses...)	<b>92</b>	<b>82</b>	<b>82</b>	90	<b>98</b>	<b>97</b>	90	94	91	94
Teachers, professors during studies	<b>65</b>	<b>84</b>	67	62	64	62	66	64	68	66
Family, friends, acquaintances	<b>57</b>	57	52	55	59	59	57	57	48	56
Colleagues (non-healthcare professionals)	<b>29</b>	18	29	35	33	27	29	30	16	30
Coach during a sports activity	<b>24</b>	26	<b>36</b>	29	20	<b>16</b>	22	25	<b>43</b>	21
Journalists	<b>15</b>	14	12	13	17	18	17	14	14	19
Influencers	<b>6</b>	9	6	11	3	3	6	5	11	5
Other	<b>12</b>	10	18	6	6	18	13	12	9	9

● Significant differences vs total - superior

● Significant differences vs total - inferior

▲ Low basis, results must be interpreted with caution



# While Poles were more likely to be prescribed probiotics or prebiotics compared to other countries, they were less likely to receive other types of information about the microbiome from HCPs.

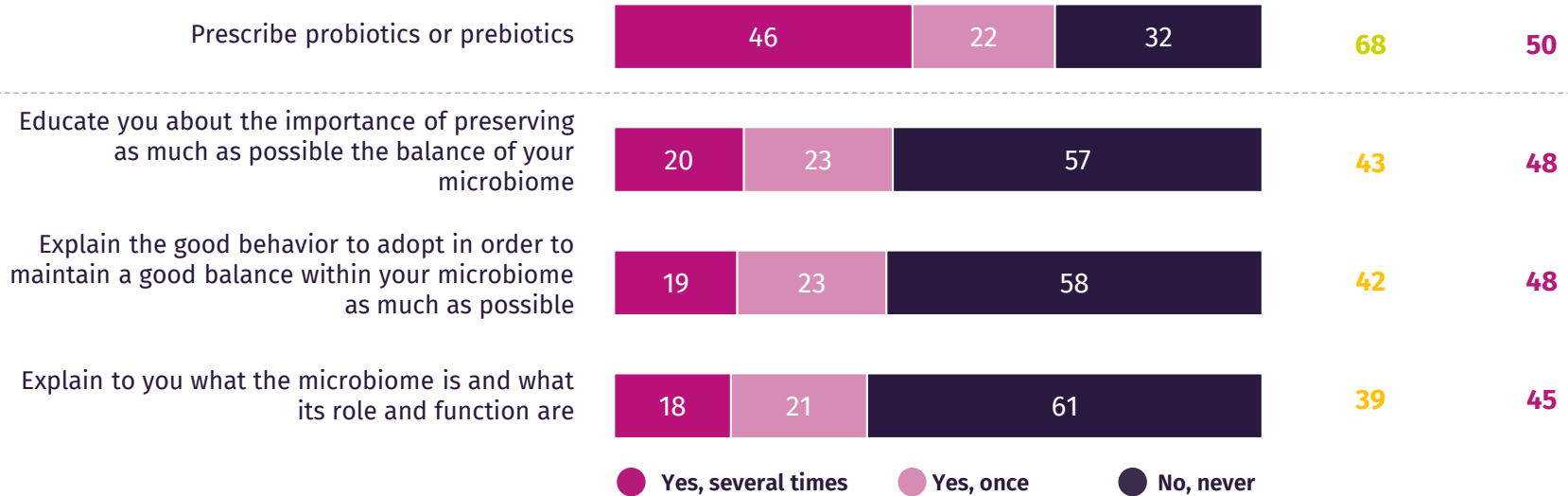
Question 5. Have any of the healthcare professionals you have seen ever done any of the following?  
Base: All respondents

Only **29%** received **ALL THESE INFORMATION**, at least one time  
10% received all these information several times



**30%**  
9%

**% Yes**





# Women were more likely than men to have had a prescription for probiotics or prebiotics.



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

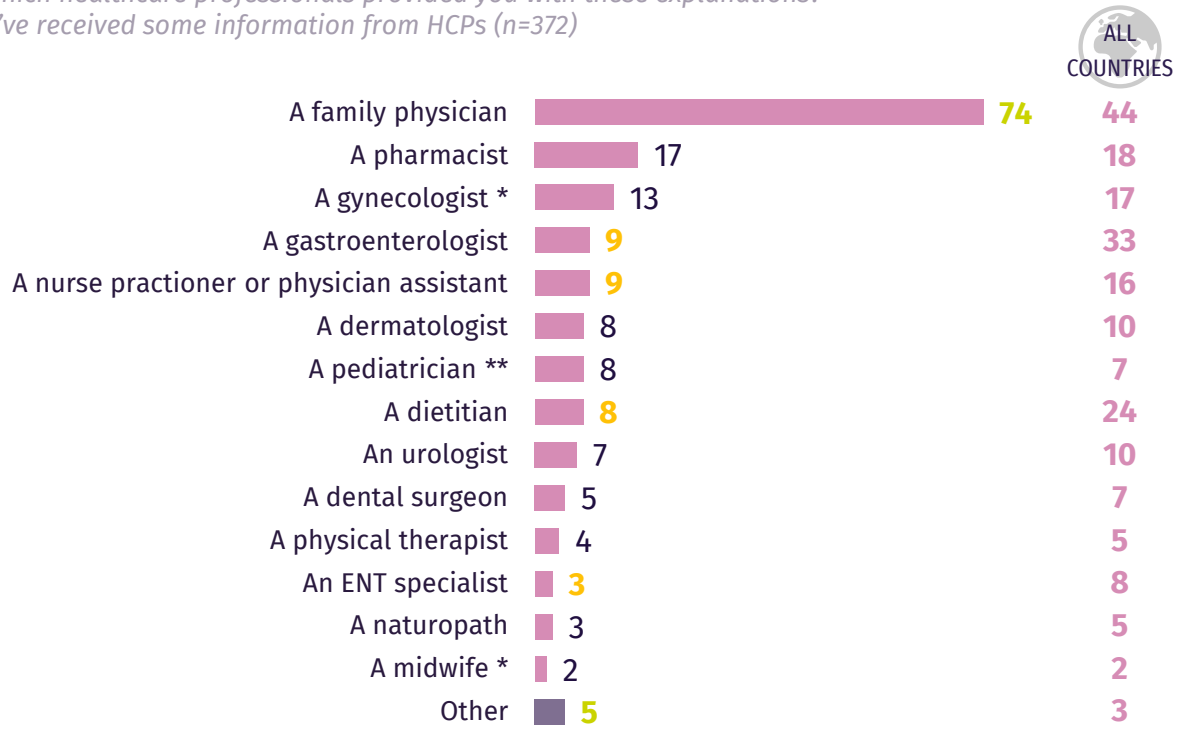
% Yes	Total	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	Men	Women	Parents of children under 3	At least one health problem
	base n=500	n=44	n=83	n=100	n=117	n=156	n=236	n=264	▲ n=37	n=293
Prescribe probiotics or prebiotics	<b>68</b>	68	66	75	70	63	<b>58</b>	<b>76</b>	75	73
Educate you about the importance of preserving as much as possible the balance of your microbiome	<b>43</b>	37	49	41	42	43	38	47	37	47
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	<b>42</b>	32	46	50	40	39	38	46	37	46
Explain to you what the microbiome is and what its role and function are	<b>39</b>	28	42	43	39	38	34	43	34	41



# In Poland, the family physician stands out as the main provider of information about the microbiome, more 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=372)



ALL COUNTRIES

\* Item displayed to women  
 \*\* Item displayed to parents



NEW QUESTION

# The family physician stands out as the main provider of information no matter the age of the respondent.

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

Base: People who've received some information from HCPs (n=372)

	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=372	▲ n=34	n=59	n=83	n=87	n=109	n=161	n=211	▲ n=31	n=237
A family physician	<b>74</b>	65	66	72	71	83	75	73	74	75
A pharmacist	<b>17</b>	3	15	8	24	22	18	15	16	15
A gynecologist	<b>13</b>	9	23	10	15	9	0	23	16	12
A gastroenterologist	<b>9</b>	9	7	11	10	9	8	10	16	10
A nurse practitioner or physician assistant	<b>9</b>	0	8	8	8	12	10	7	3	8
A dermatologist	<b>8</b>	16	10	7	8	6	10	7	3	8
A pediatrician	<b>8</b>	12	8	16	8	0	3	12	13	6
A dietitian	<b>8</b>	7	9	6	12	7	10	6	7	9
An urologist	<b>7</b>	9	8	4	7	6	10	4	7	7
A dental surgeon	<b>5</b>	6	8	2	4	6	6	4	0	5
A physical therapist	<b>4</b>	9	8	4	0	2	4	3	6	3
An ENT specialist	<b>3</b>	6	6	2	4	2	2	4	10	4
A naturopath	<b>3</b>	3	4	4	4	0	3	2	0	3
A midwife	<b>2</b>	0	5	4	2	1	0	4	0	2
Other	<b>5</b>	6	0	6	6	5	4	5	4	5

● Significant differences vs total - superior

● Significant differences vs total - inferior

● First source by profile

▲ Low basis, results must be interpreted with caution





# After being prescribed antibiotics, only a third of Poles have received information about microbiome, a low proportion, although it's higher than in other countries.



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



**27%**



**% Yes**

**39**

**46**

**39**

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



Tell you about any digestive disorders associated with taking antibiotics



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



● Yes

● No

● Not applicable



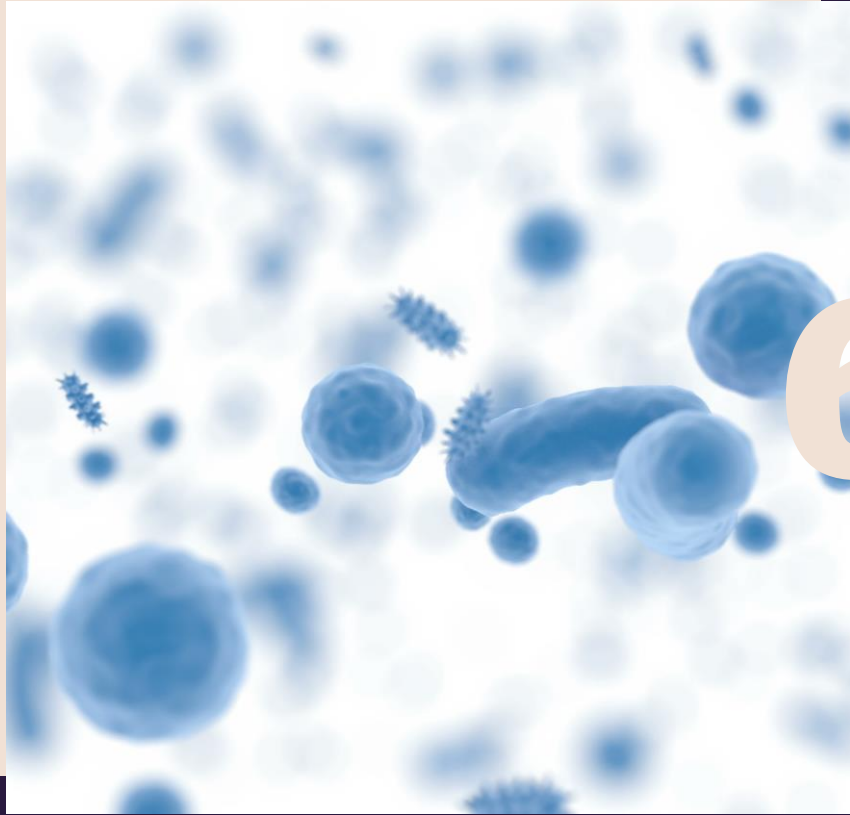
# People aged under 25 yo have received less information after being prescribed antibiotics.



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

Base: All respondents

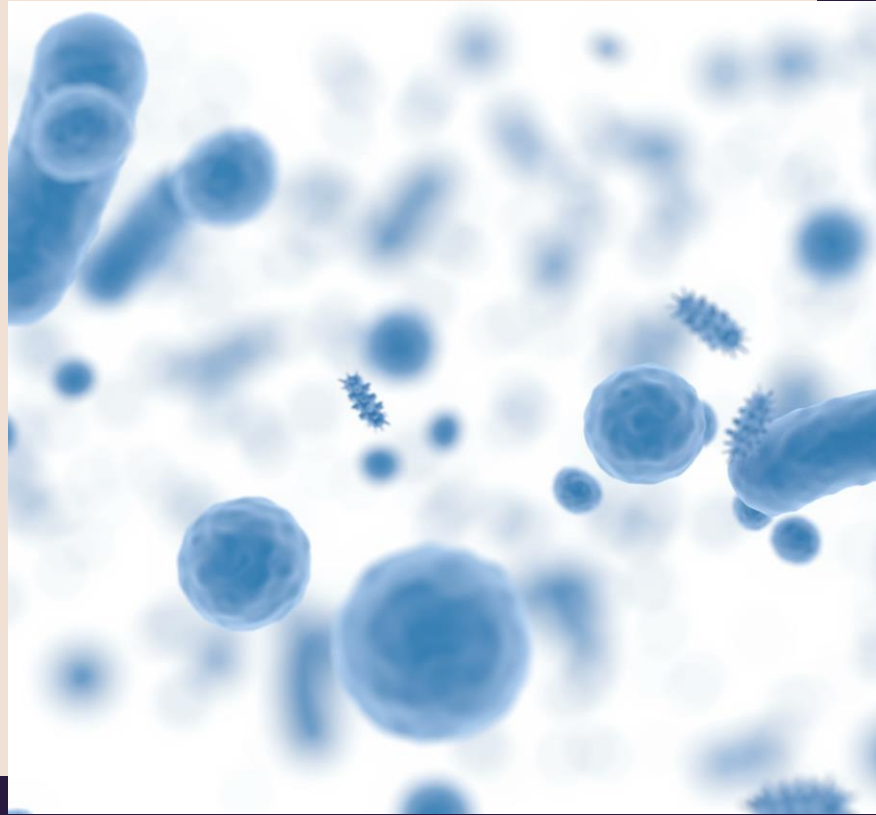
% Yes	Total	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	Parents of children under 3	At least one health problem
	base n=500	n=44	n=83	n=100	n=117	n=156	⚠ n=37	n=293
<b>% HAVE RECEIVED ALL THESE INFORMATION FROM THEIR HCPS</b>	<b>32</b>	<b>9</b>	<b>22</b>	<b>34</b>	<b>39</b>	<b>38</b>	<b>16</b>	<b>36</b>
Tell you that taking antibiotics could have negative consequences on the balance of your microbiome	<b>47</b>	<b>20</b>	47	52	49	49	40	52
Tell you about any digestive disorders associated with taking antibiotics	<b>45</b>	31	40	44	51	46	27	50
Give you advice on limiting the negative consequences of taking antibiotics on your microbiome as much as possible	<b>43</b>	<b>22</b>	31	50	50	46	29	47



# 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.



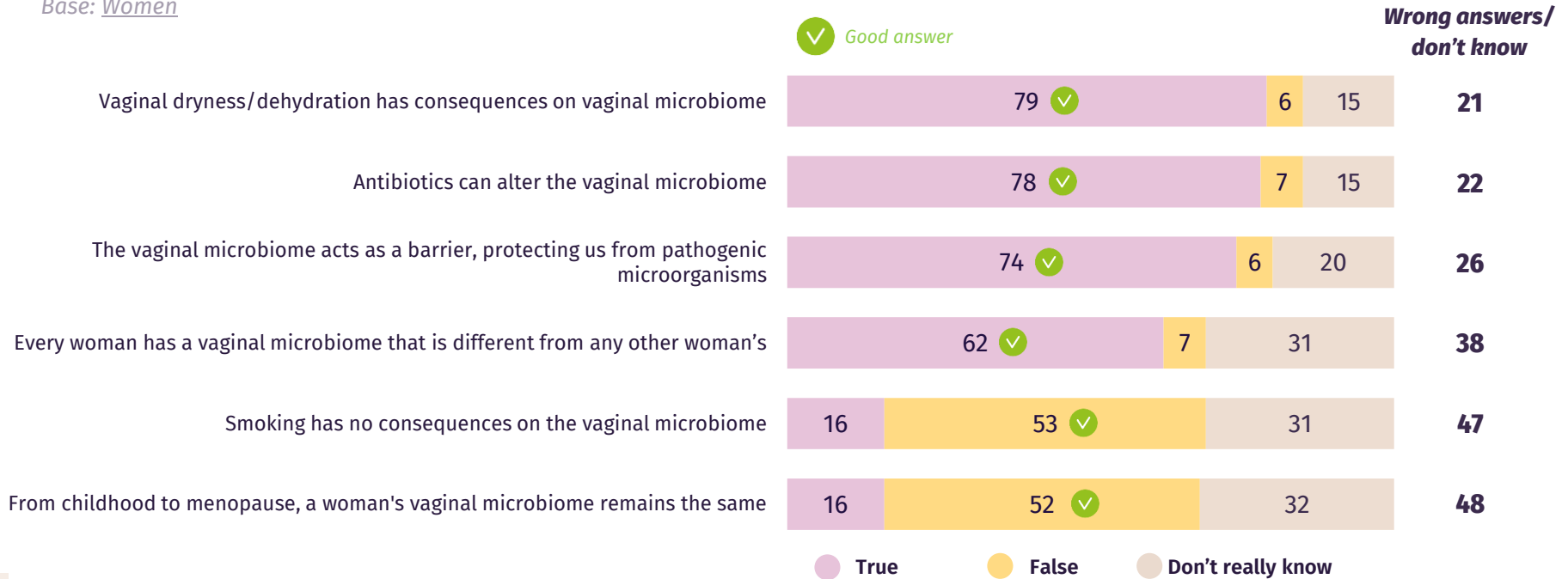


# Polish women have moderate knowledge of the vaginal microbiome.



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



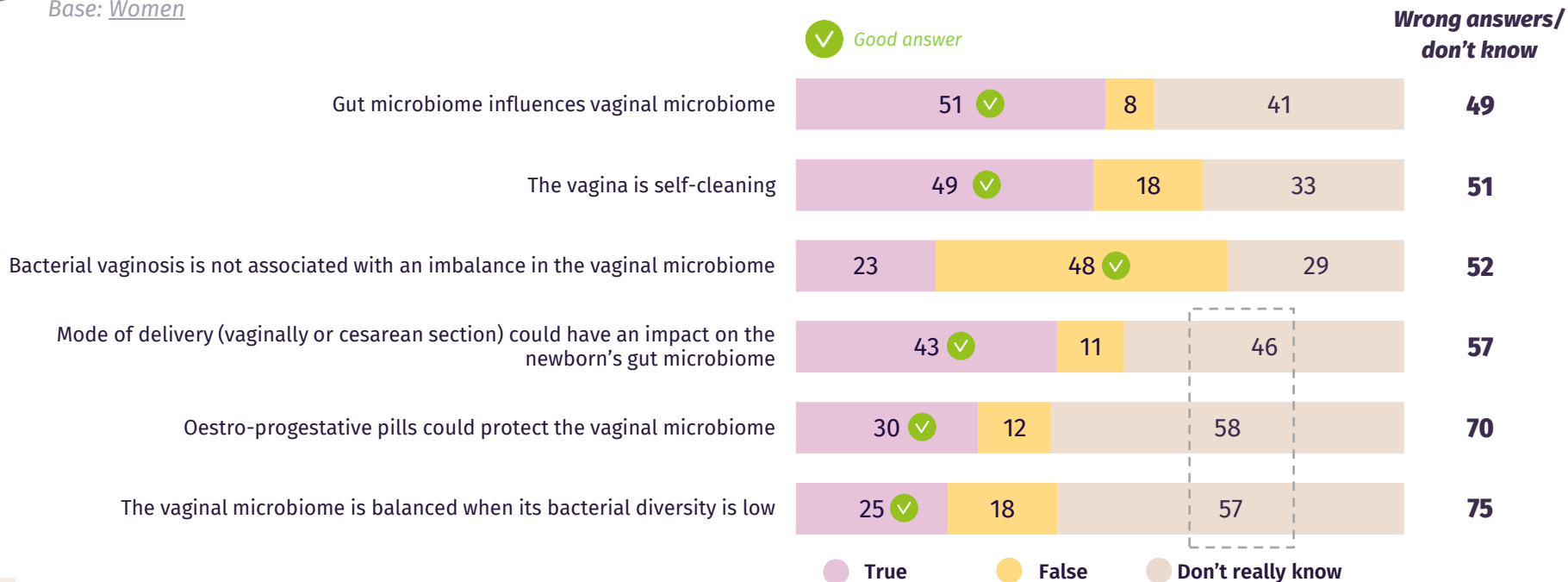


# And there are many aspects of vaginal microbiome in which Polish women merely do not know: the bacterial diversity of this microbiome and the impact of oestro-progestative pills.



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





# Yet, compared to other countries, Polish women have better knowledge on the consequences of vaginal dryness and antibiotics on the vaginal microbiome, as well as its protection against pathogenic microorganisms.

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	ALL COUNTRIES
Vaginal dryness/dehydration has consequences on vaginal microbiome	<b>79</b>	69
Antibiotics can alter the vaginal microbiome	<b>78</b>	69
The vaginal microbiome acts as a barrier, protecting us from pathogenic microorganisms	<b>74</b>	68
Every woman has a vaginal microbiome that is different from any other woman's	<b>62</b>	64
Smoking has no consequences on the vaginal microbiome	<b>53</b>	55
From childhood to menopause, a woman's vaginal microbiome remains the same	<b>52</b>	55
Gut microbiome influences vaginal microbiome	<b>51</b>	43
The vagina is self-cleaning	<b>49</b>	56
Bacterial vaginosis is not associated with an imbalance in the vaginal microbiome	<b>48</b>	44
Mode of delivery (vaginally or cesarean section) could have an impact on the newborn's gut microbiome	<b>43</b>	40
Oestro-progestative pills could protect the vaginal microbiome	<b>30</b>	22
The vaginal microbiome is balanced when its bacterial diversity is low	<b>25</b>	30

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



# Overall, there is no significant differences among the age groups regarding the level of knowledge.



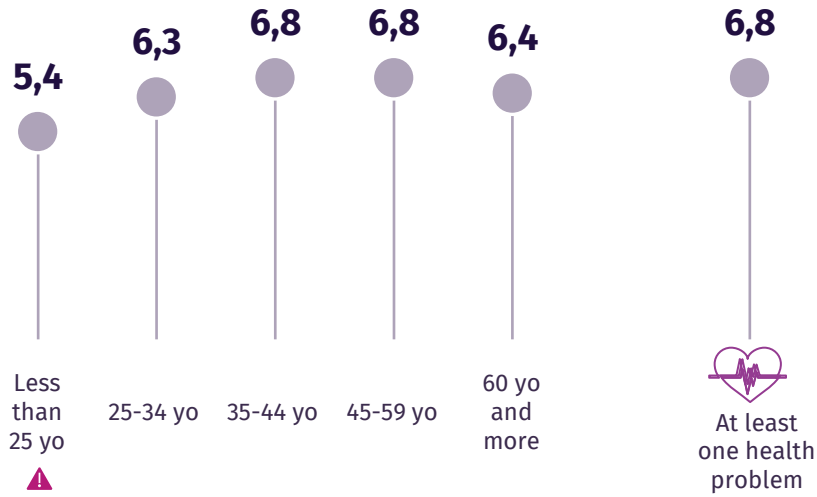
Question 13. For each of the following statements, tell us if you think it is TRUE or FALSE. If you are unsure about your answer, answer I do not really know.  
Base: Women



6,2



Number of good responses on average



● Significant differences vs total - superior

● Significant differences vs total - inferior

▲ Low basis, results must be interpreted with caution



# Polish women were less likely to have had information from their HCPs on vaginal microbiome compared to other countries.



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

**29%** received **ALL THESE INFORMATION**, at least one time  
**14%** received **all these information several times**



**37%**  
14%

% Yes



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

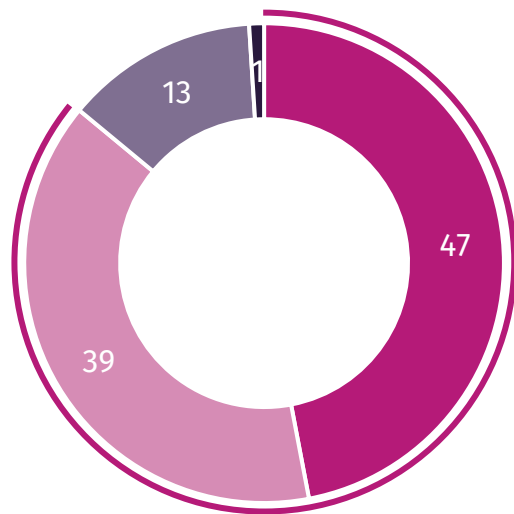


# In this context, the majority of Polish women would like to have more information about their vaginal microbiome, its importance and impact on health.



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

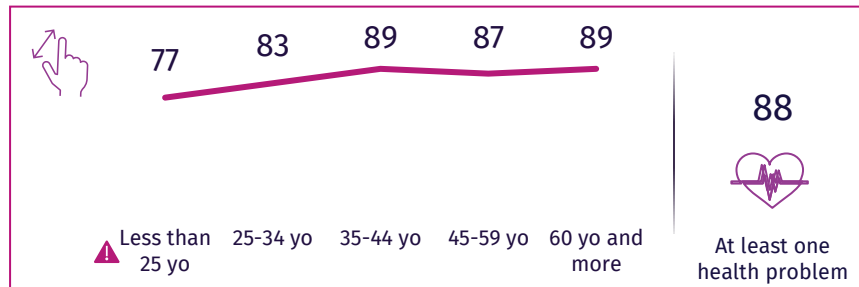


- Yes, absolutely
- Yes, somewhat
- No, not really
- No, not at all

**86%** would like to have more information about the importance of the vaginal microbiome and its impact on health



**88%**



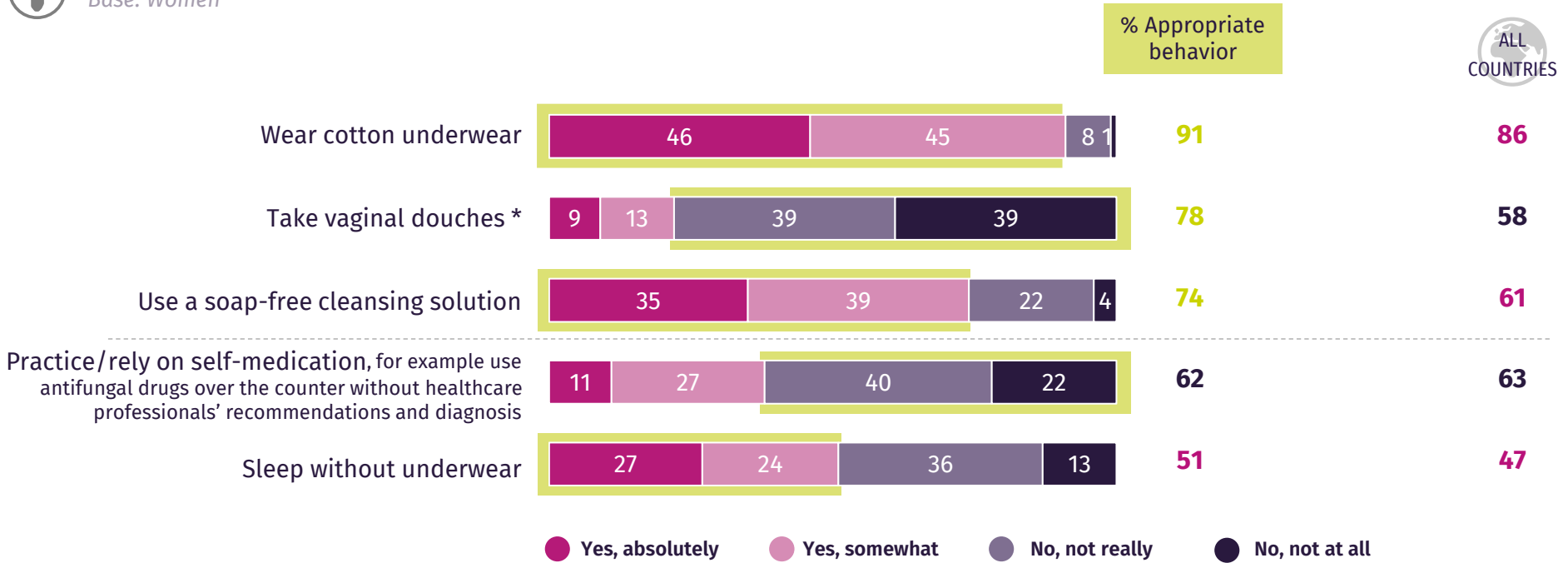
● Significant differences vs total - superior ● Significant differences vs total - inferior

▲ Low basis, results must be interpreted with caution

# Polish women are more likely to have adopted appropriate behaviors for their vaginal microbiome, such as wearing cotton underwear, avoiding vaginal douches and using a soap-free cleansing solution.



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).



# Polish women have adopted more behaviors that are beneficial to their vaginal microbiome compared to other countries.



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

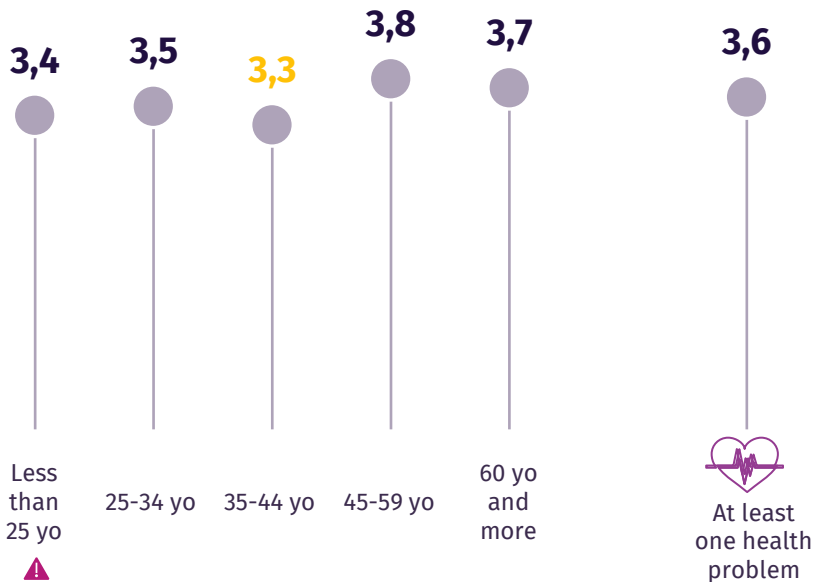
Base: Women



3,2

3,6/5

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 rectangular area on the left side of the slide, containing a dense, abstract pattern of grey, branching, and elongated shapes that resemble a complex network or a microscopic view of microbial structures.

## Main results per country

# Learnings on Polish results



Awareness of the microbiome & its diversity	
Know exactly what is « microbiome »	24%
Subtotal « Aware »	<b>75%</b>
Subtotal Aware of the gut microbiome	<b>45%</b>
Subtotal Aware of all microbiome	31%

Level of knowledge around the microbiota	
Mean of good answers	5,8/9

Level of knowledge around the solutions which can maintain the microbiota balanced	
Know exactly what are probiotics	<b>68%</b>
Know exactly what are prebiotics	<b>43%</b>

Adoption and identification of appropriate behaviors to maintain a balanced microbiota	
Have changed their behaviors	<b>65%</b>

Level of information provided by healthcare professionals	
Have heard about the microbiome from healthcare professional	<b>8%</b>
Received at least one piece of information at least once	<b>74%</b>

## Key learnings

Poland was included this year in the scope of the Observatory. The Poles appear more aware of the term “microbiome” compared to other countries, but few respondents have precise knowledge of the term. Moreover, Polish knowledge of the diversity of microbiome is quite limited. The population is more familiar with the term “flora”, more than among all countries.

Polish have an average knowledge of the role and functions of microbiome. They were more likely to have changed their behaviors to protect their microbiome. For example, the consumption of probiotics and prebiotics is higher in Poland.

When it’s come to HCPs, only a minority of Polish have received explanation on microbiome. The HCPs, and especially the family physician, would be the key actor to provide more explanation and advice on microbiome to patients, even more as they are considered by Polish as the most trustworthy source of information.

A large, light-colored rectangular area on the left side of the slide 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

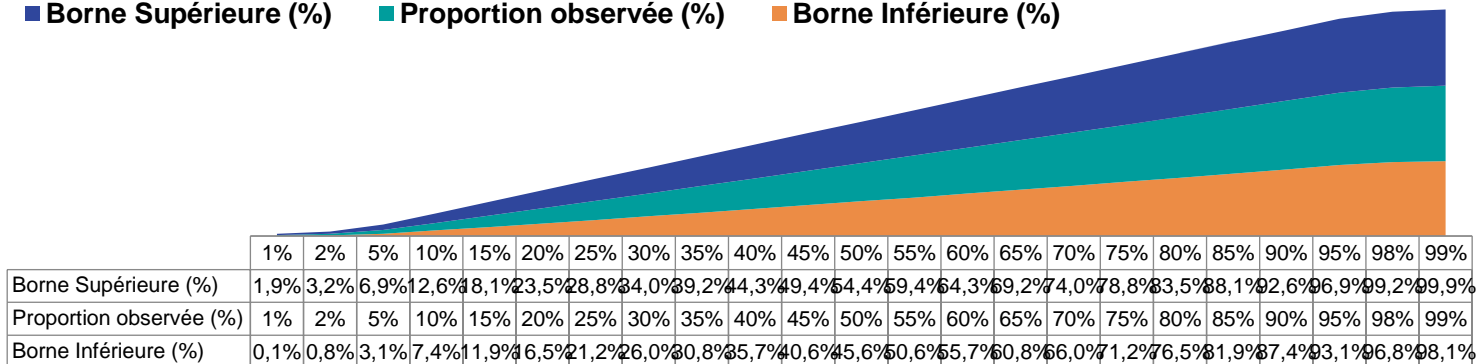
# FIABILITÉ DES RÉSULTATS

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 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



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

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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.**