



# International Microbiota Observatory

L'Observatoire International  
des Microbiotes

Second wave

**Portuguese results**

A large, light gray illustration of a complex microbial network, resembling a dense forest of interconnected, branching structures, set against a white background. This illustration is positioned on the left side of the slide, partially overlapping 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)



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 %.

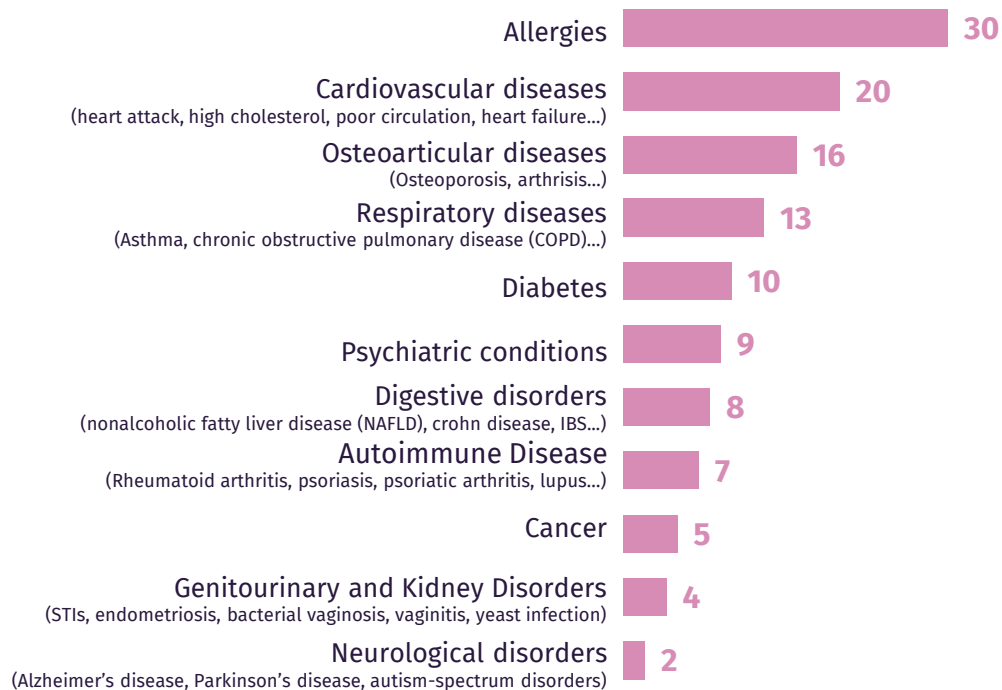


Some results have a low basis, results must be interpreted with cautious.



## 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



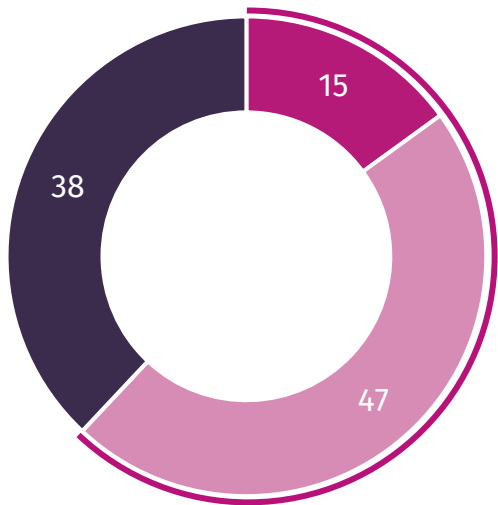


**Awareness of the microbiome is lower in Portugal than in other countries, and has not improved since last year**



# Awareness of the microbiome is lower in Portugal compared to other countries: 3 out of 5 people have already heard of it, and only 15% know exactly what it is.

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

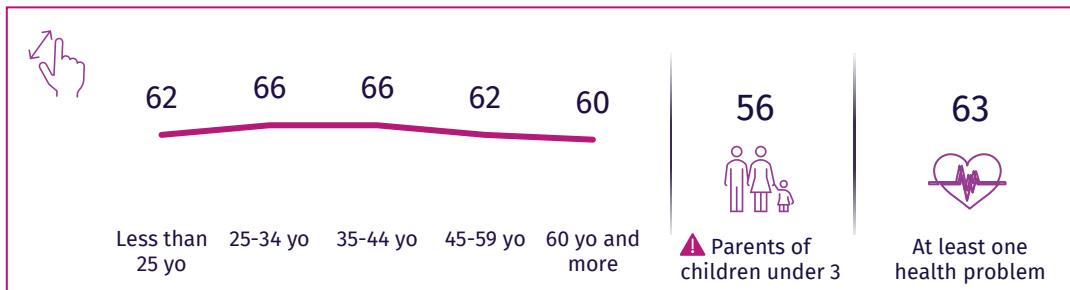


- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I never heard about it

**62%** have already heard about the term microbiome  
2023: 61%, +1pt



**70%**



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

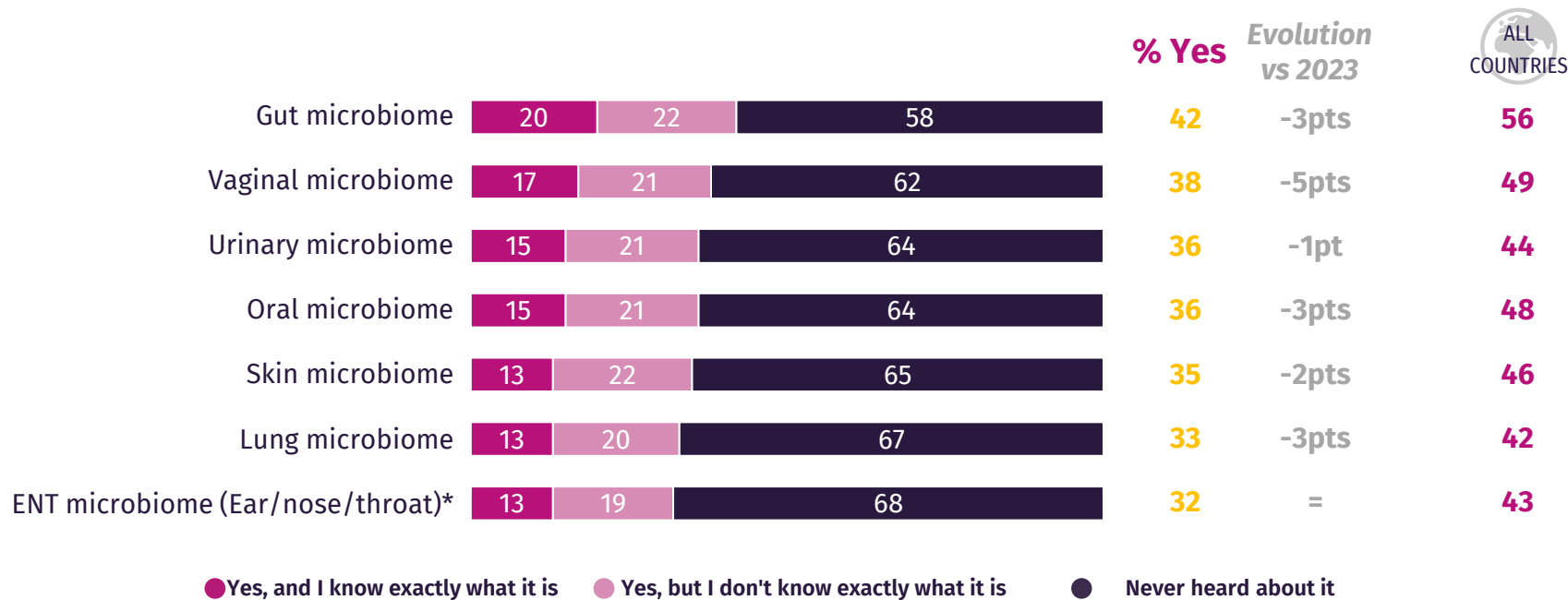
▲ Low basis, results must be interpreted with caution



# Compared to other countries, Portuguese appear to know significantly less about each microbiome, and few have precise knowledge.



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

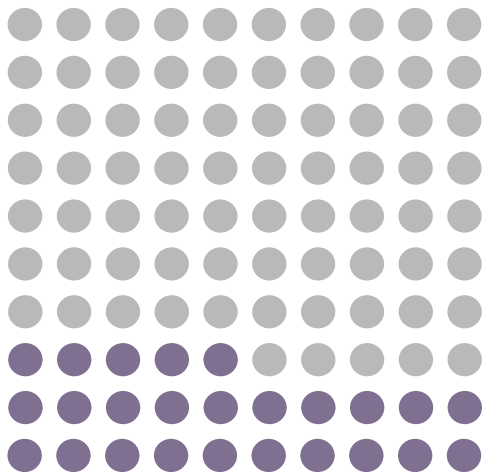


\*This item is more precise this year



# Only 1 in 4 people know about the diversity of microbiome, which is less compared to the average.

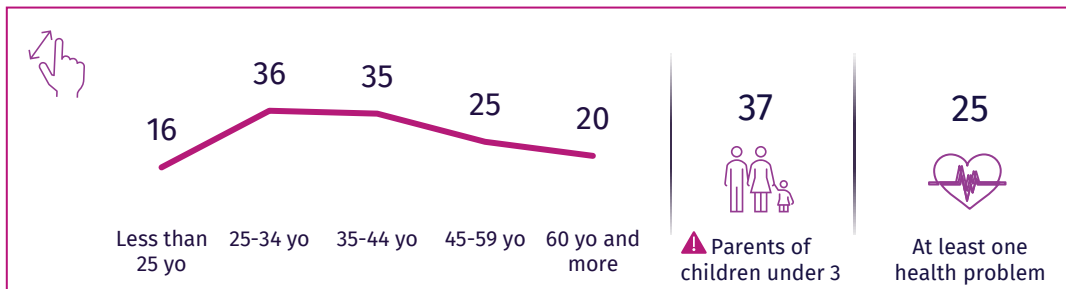
Question 3. And more specifically, have you ever heard of the following terms?  
Base: All respondents



**25%** have already heard of each microbiome:  
**Gut, vaginal, skin, lung, urinary, oral and ENT microbiome**  
2023: **26%**, -1pt



**32%**



But only **8%** know precisely all of them  
2023: **7%**, +1pt



**8%**

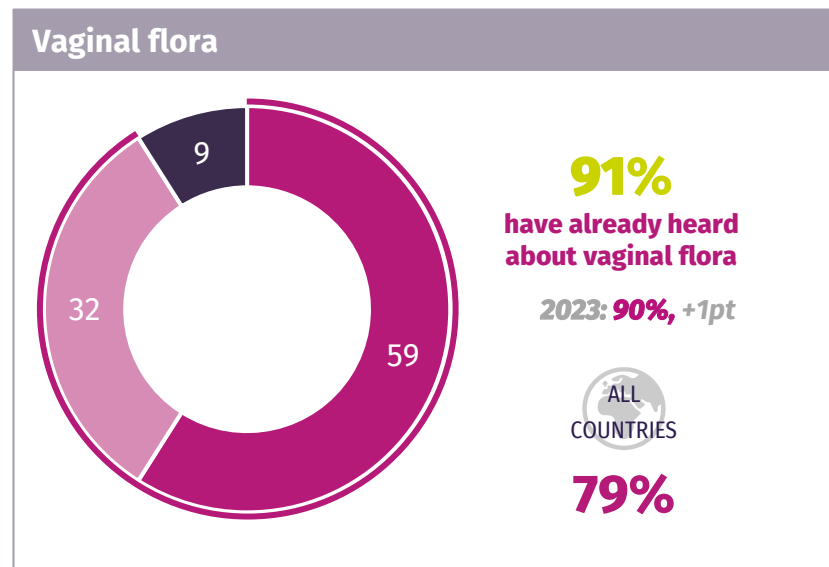
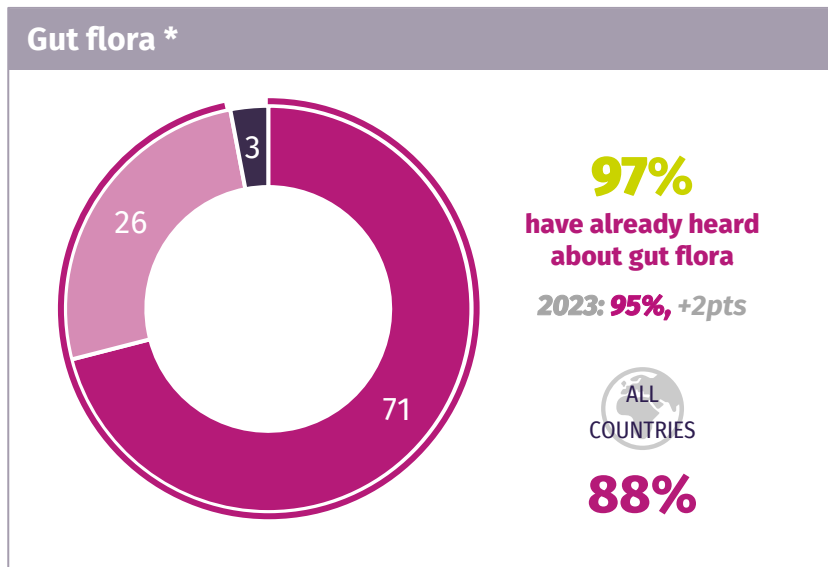




# Portuguese appear more aware of the term “flora”, even more than in the other countries.



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

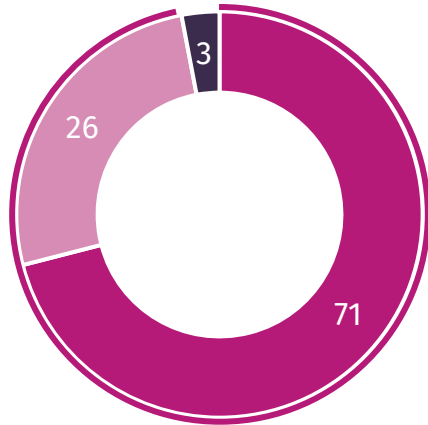


# Men and the youngest are less aware of the gut flora.



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

## Gut flora \*

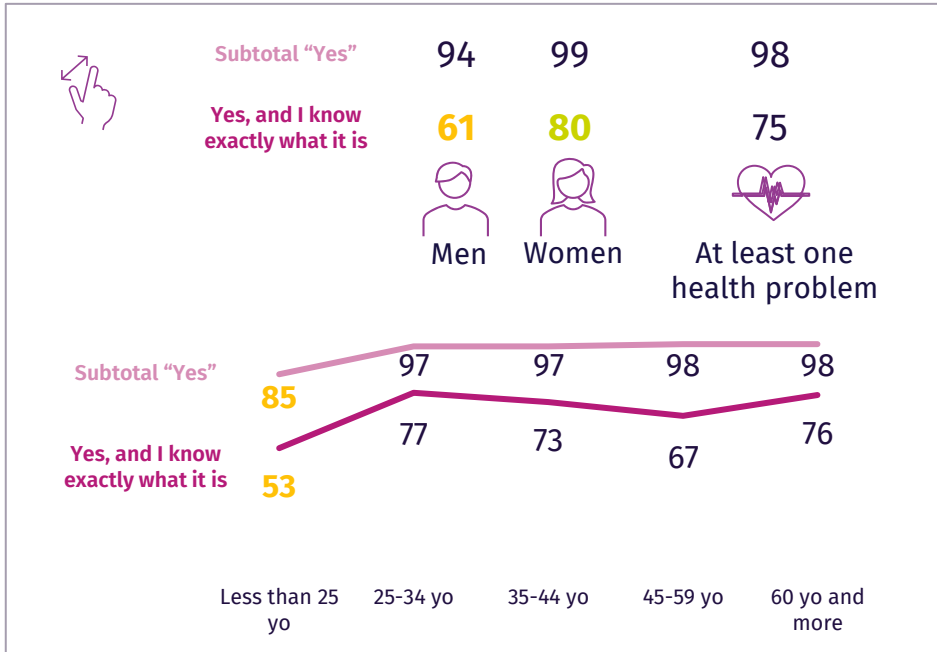


**97%**  
have already heard  
about gut flora  
2023: 95%, +2pts



**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

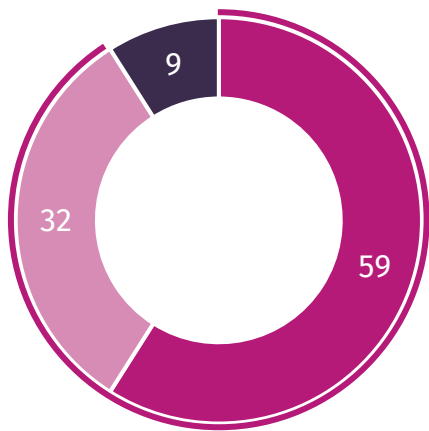


# Regarding vaginal flora, women appear to be more aware of it than men.



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

## Vaginal flora



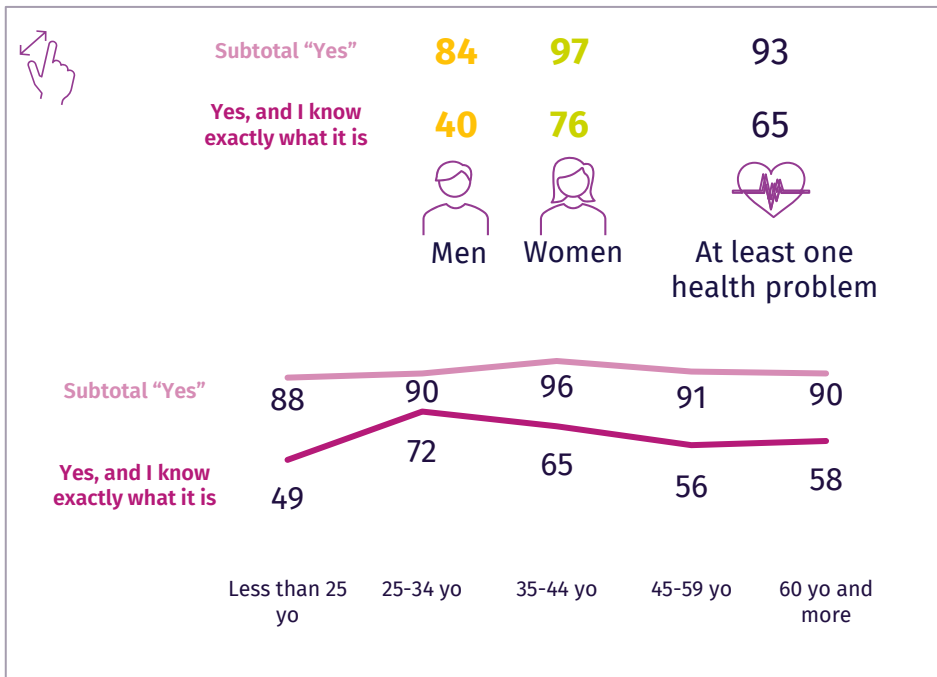
**91%**  
have already heard  
about vaginal flora

2023: 90%, +1pt



**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

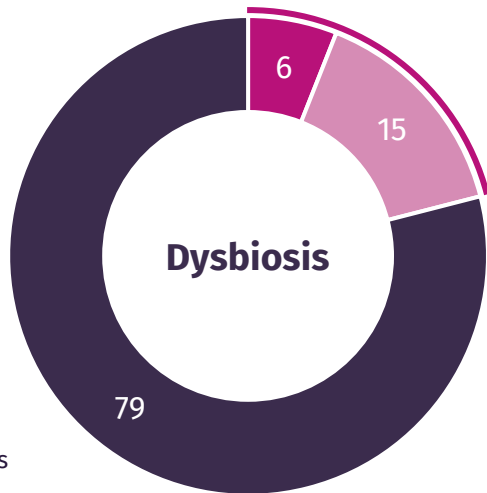
**Knowledge of the role and functions of the microbiome remains low, leaving room for improvement**



# Dysbiosis is not a popular term among Portuguese: only 1 out of 5 are aware of the term, a lower proportion compared to other countries.



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

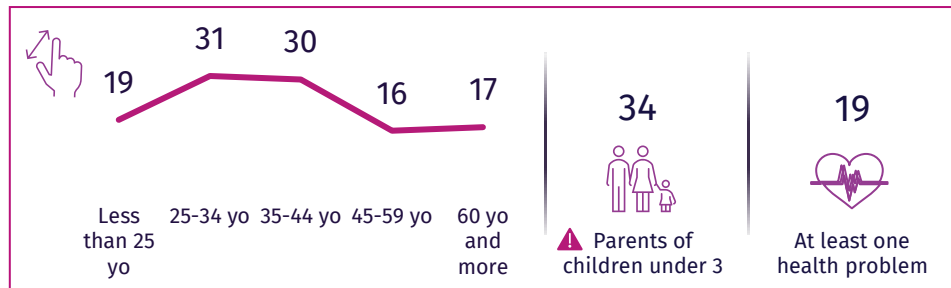


- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- Never heard about it

**21%** have already heard about the term 'dysbiosis'  
2023: 23%, -2pts



**34%**



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

▲ Low basis, results must be interpreted with caution

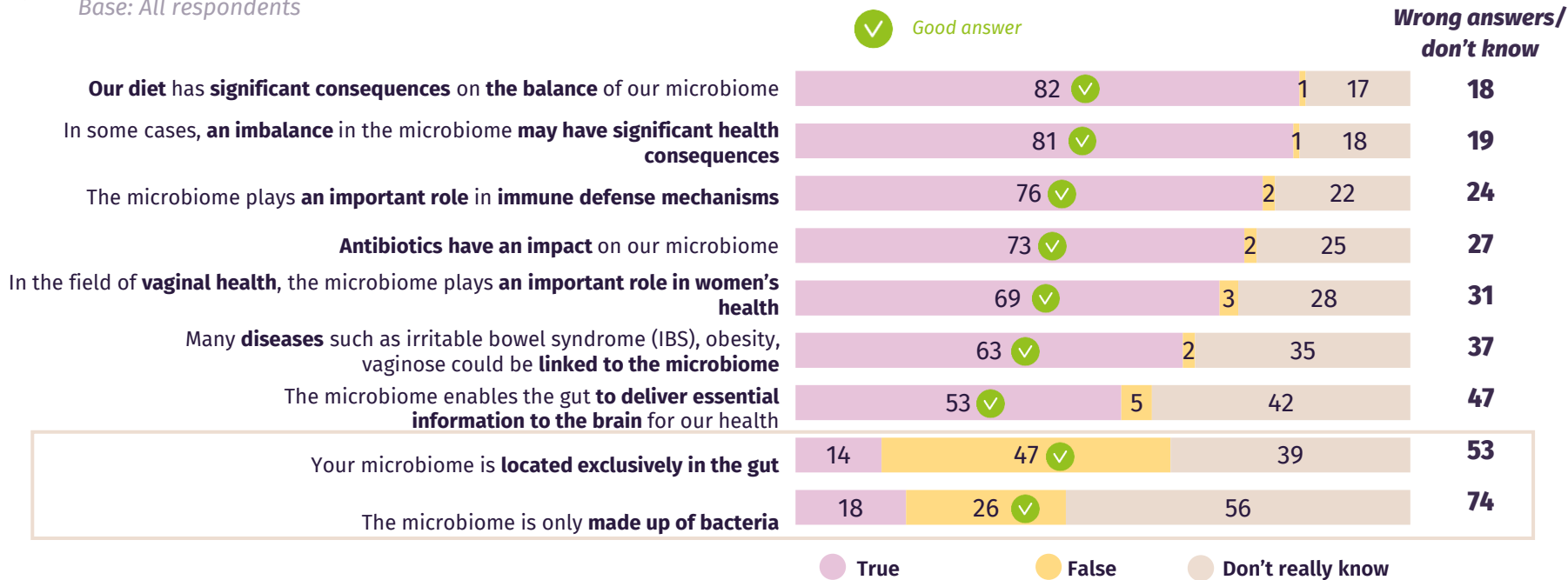


# Portuguese knowledge about the microbiome appear moderate, especially about its diversity and composition.



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

Base: All respondents



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



# Compared to other countries, Portuguese know more about the impact of diet on the microbiome and the health consequences of an imbalanced microbiome. Knowledge is quite steady compared to 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 balance of our microbiome	82	-1pt	78
In some cases, an <b>imbalance</b> in the microbiome may have <b>significant health consequences</b>	81	-4pts	77
The microbiome plays an <b>important role</b> in <b>immune defense mechanisms</b>	76	=	74
Antibiotics have an <b>impact</b> on our microbiome	73	+1pt	70
In the field of <b>vaginal health</b> , the microbiome plays an <b>important role in women's health</b>	69	-4pts	68
Many <b>diseases</b> such as irritable bowel syndrome (IBS), obesity, vaginose could be <b>linked to the microbiome</b>	63	New item	64
The microbiome enables the gut to <b>deliver essential information to the brain</b> for our health	53	-3pts	53
Your microbiome is <b>located exclusively in the gut</b>	47	-2pts	46
The microbiome is only <b>made up of bacteria</b>	26	New item	28



# Woman and people aged 25-34yo have a better knowledge about the microbiome.



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

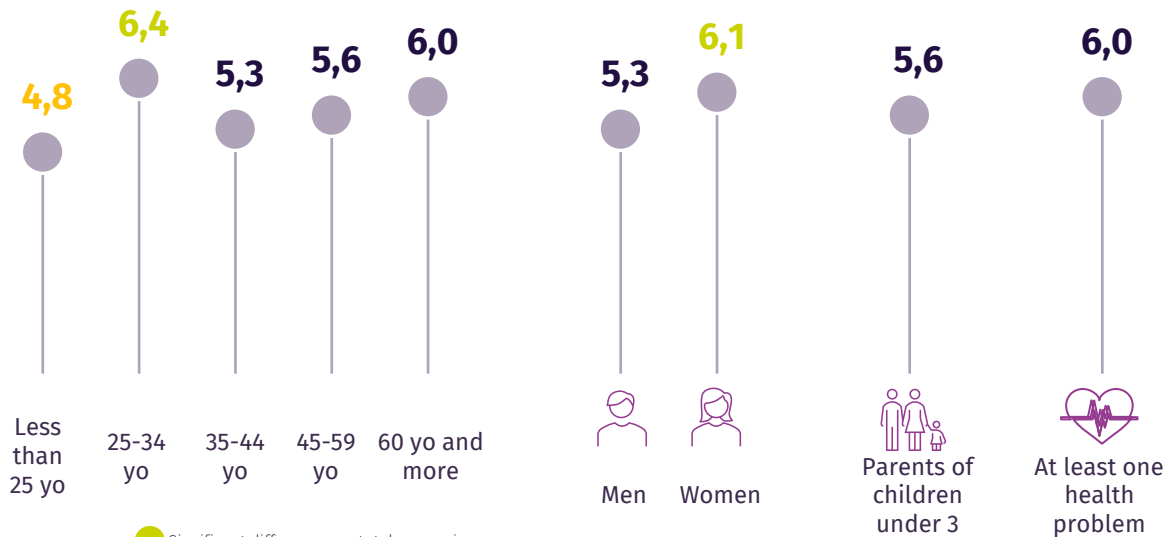
Base: All respondents



5,6

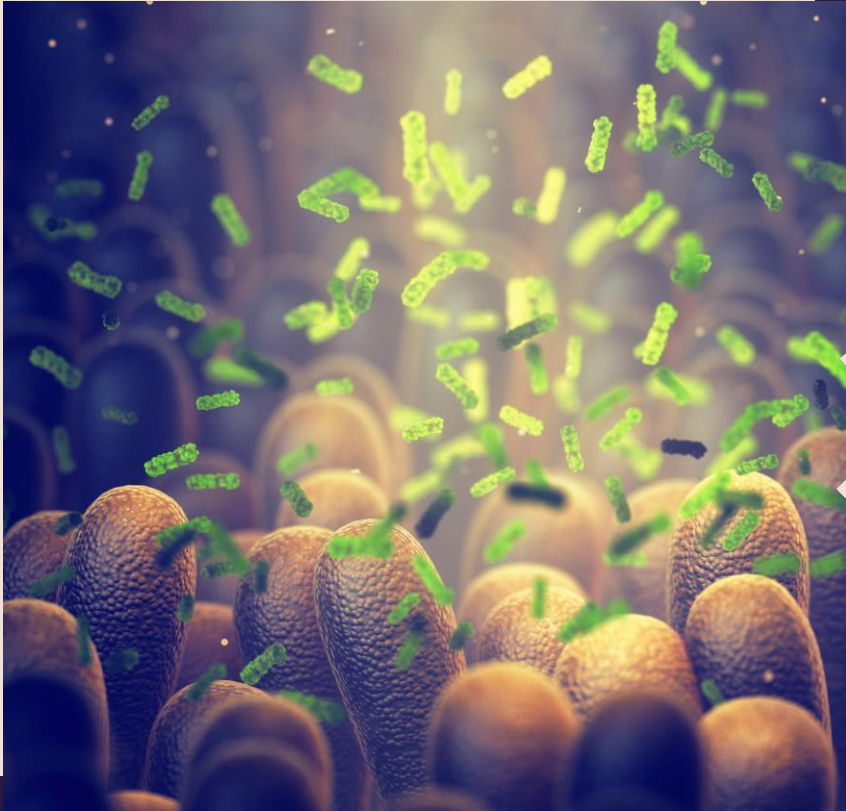
5,7/9

Number of good responses on average



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





3

**To maintain a balanced microbiome, Portuguese are less likely to change their behaviors**

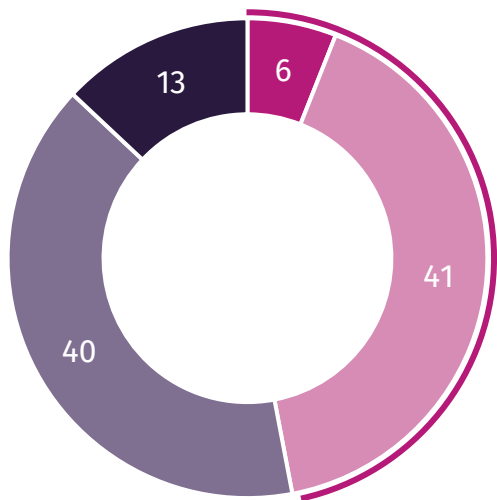


# Less than half of people have changed their behaviors to keep their microbiome balanced and functioning as smoothly as possible, a lower proportion than in other countries.

**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

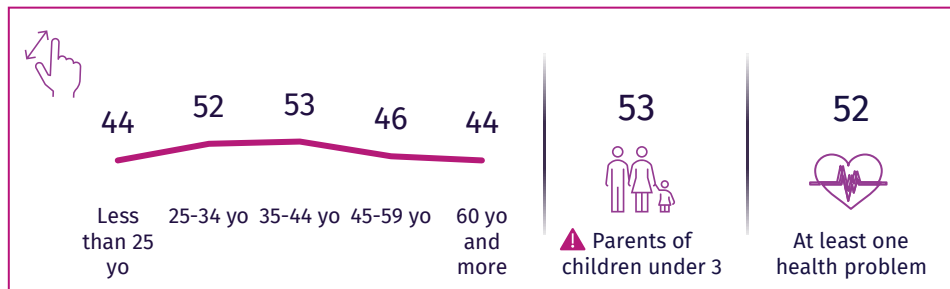


- Yes, a lot
- Yes, a little
- No, not really
- No, not at all

**47%** have changed their behaviors



**58%**



● Significant differences vs total - superior

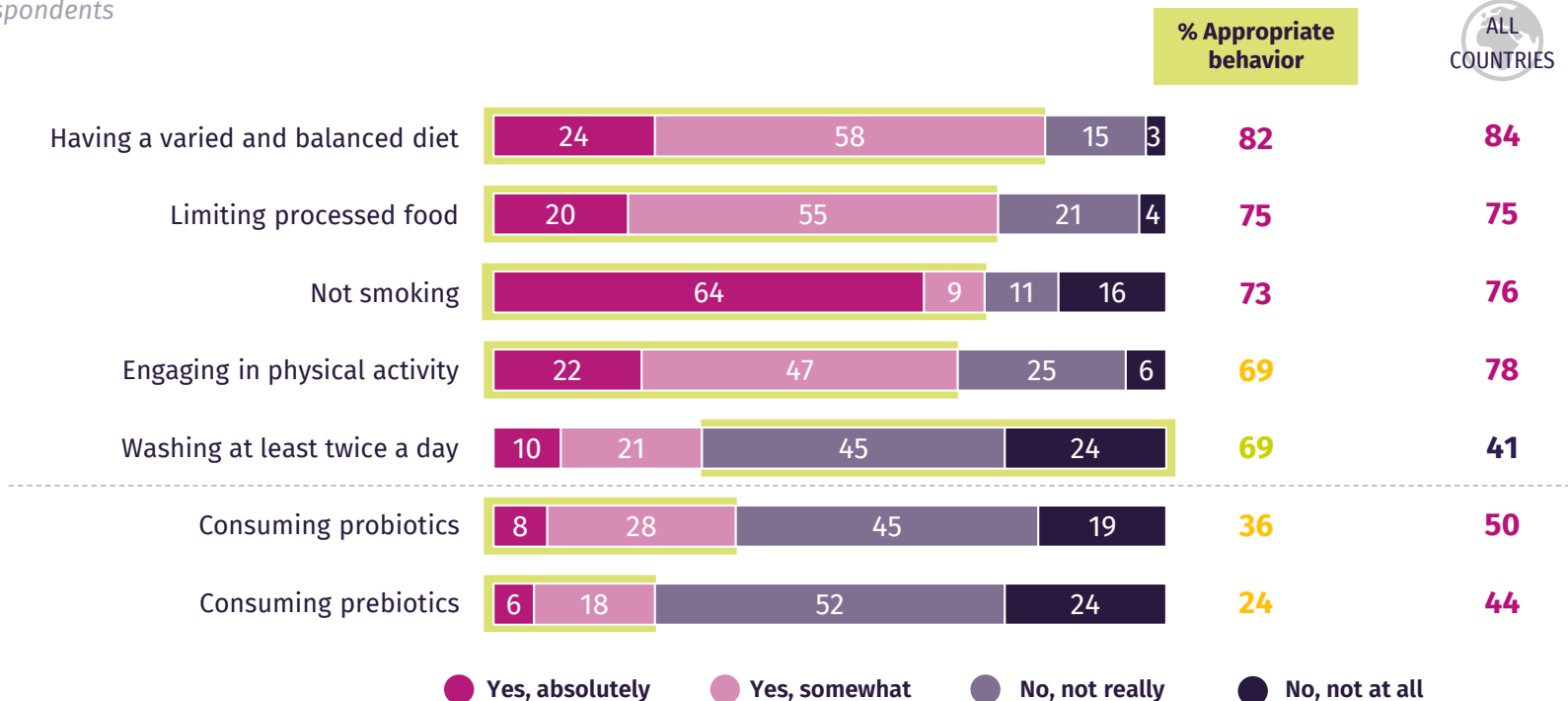
● Significant differences vs total - inferior

▲ Low basis, results must be interpreted with caution



# "Standard" healthy behaviors are mostly adopted by people. However, the use of probiotics and prebiotics is not yet part of their daily life.

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





# People aged less than 25 yo and men have adopted fewer appropriate behaviors for their microbiome than the average.

**NEW QUESTION**

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

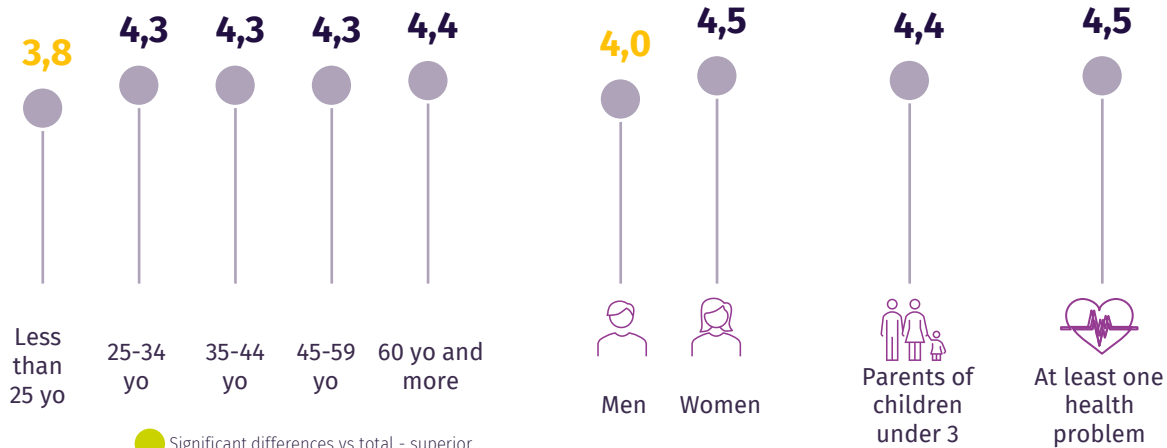
Base: All respondents

ALL COUNTRIES

4,5



**Number of good responses on average**



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

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Institute et Ipsos - mars 2024

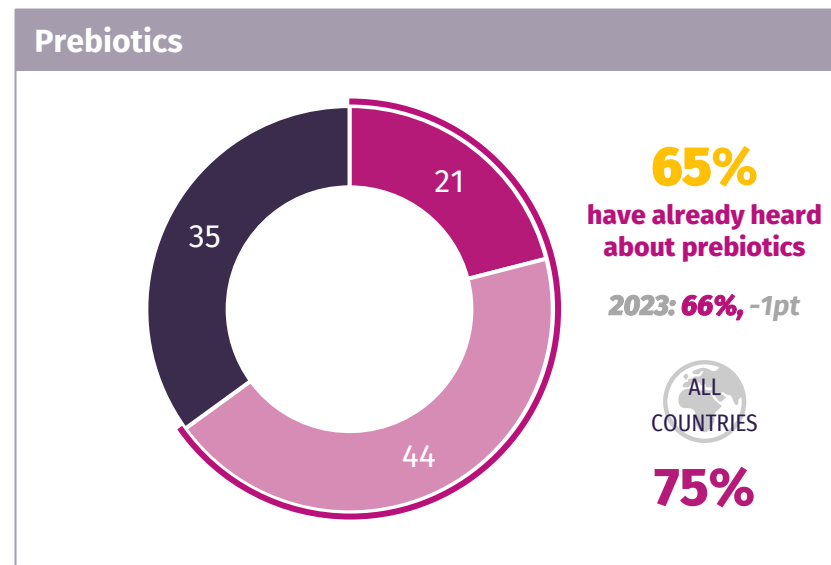
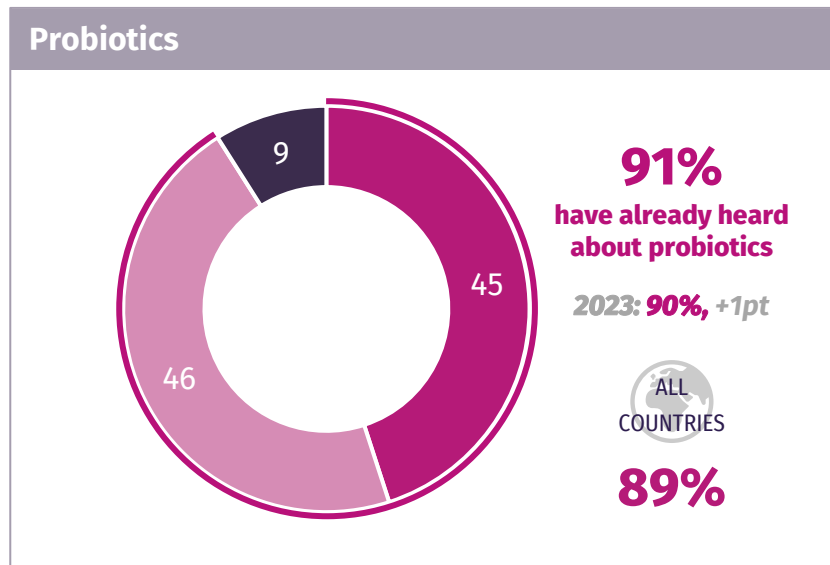




# While Portuguese are well aware of probiotics, they appear to know less about prebiotics.



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

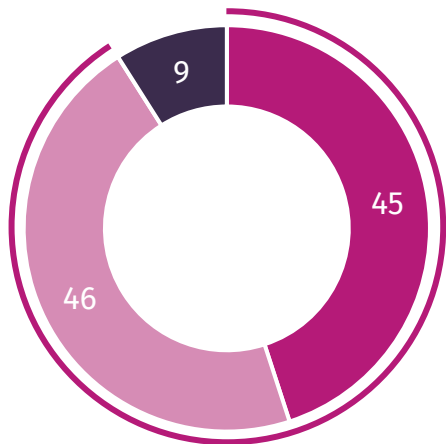


# Women have a better knowledge of probiotics than men.



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

## Probiotics



**91%**  
have already heard  
about probiotics

2023: **90%**, +1pt

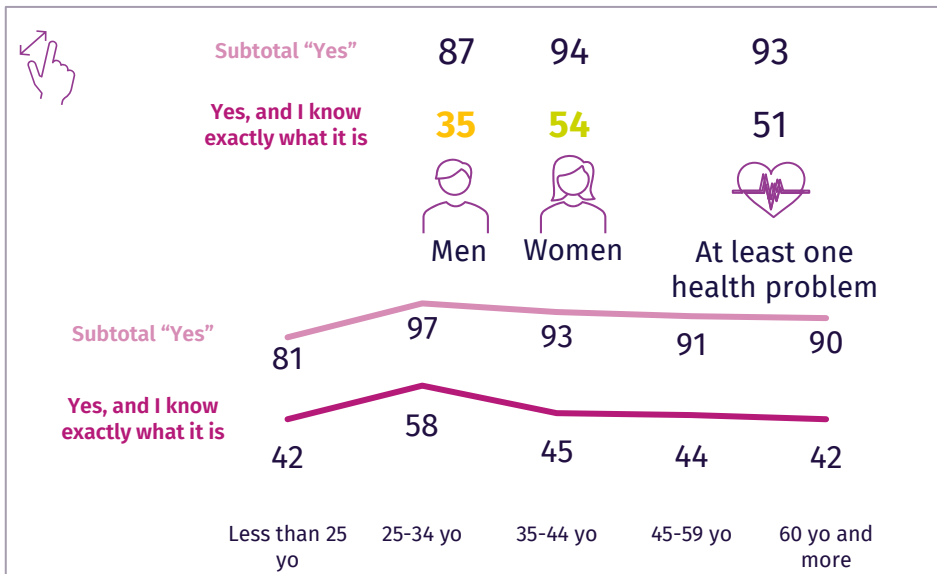


**89%**

Yes, and I know exactly what it is

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

No, I never heard about it



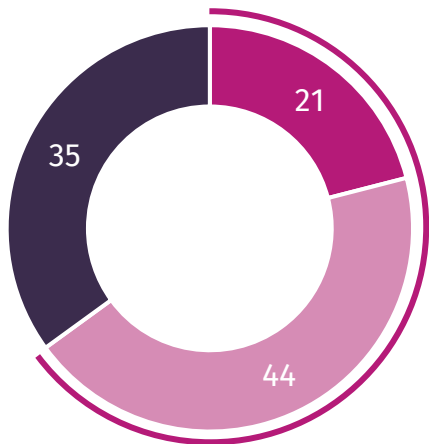


# People aged 25 to 44 yo are more aware of prebiotics.



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

## Prebiotics



**65%**  
have already heard  
about prebiotics

2023: **66%**, -1pt

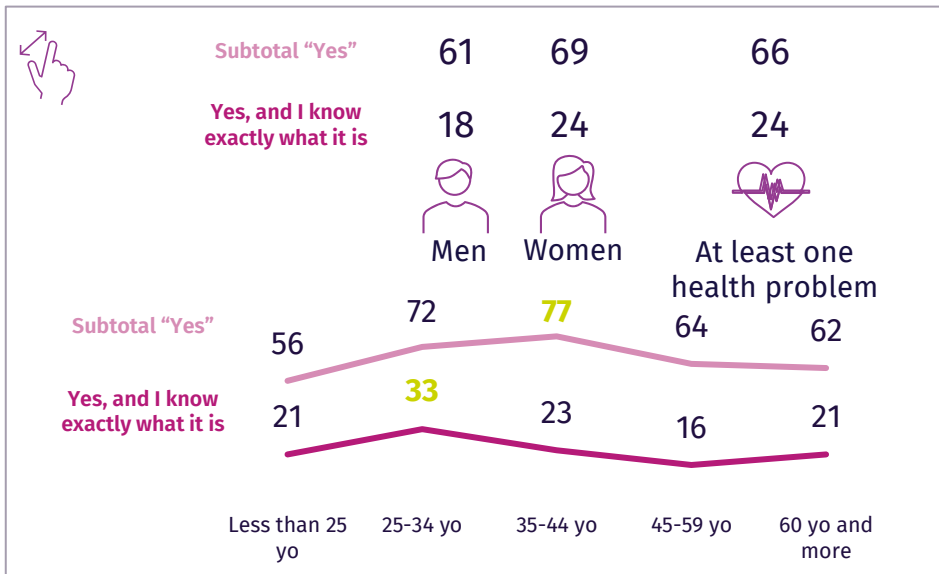


**75%**

● Yes, and I know exactly what it is

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

● No, I never heard about it





4

**When faced with a microbiome-related health problem, some people actually do not link it to their microbiome**



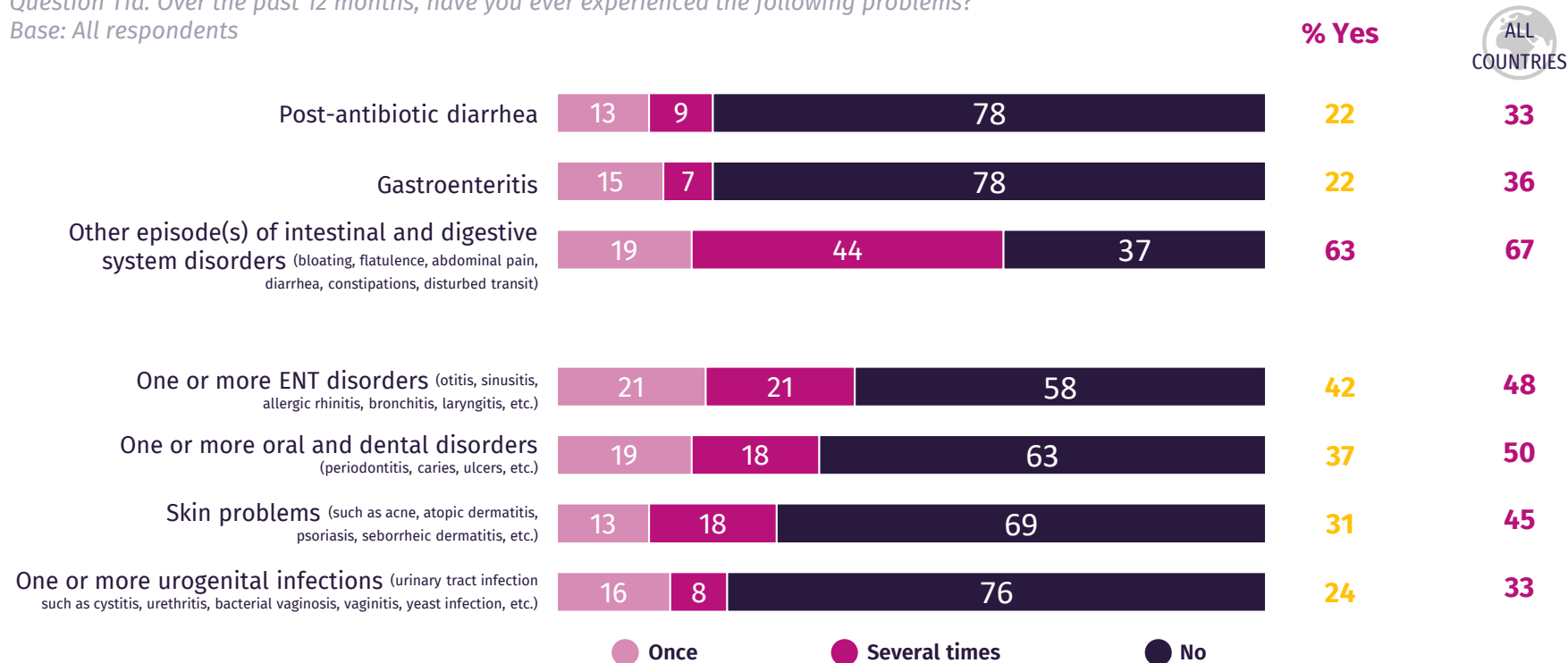


# In the last 12 months, 1 in 5 people have experienced post-antibiotic diarrhea or gastroenteritis, while 2 out of 3 had other episodes of intestinal and digestive system disorders.

NEW QUESTION

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

Base: All respondents



Once

Several times

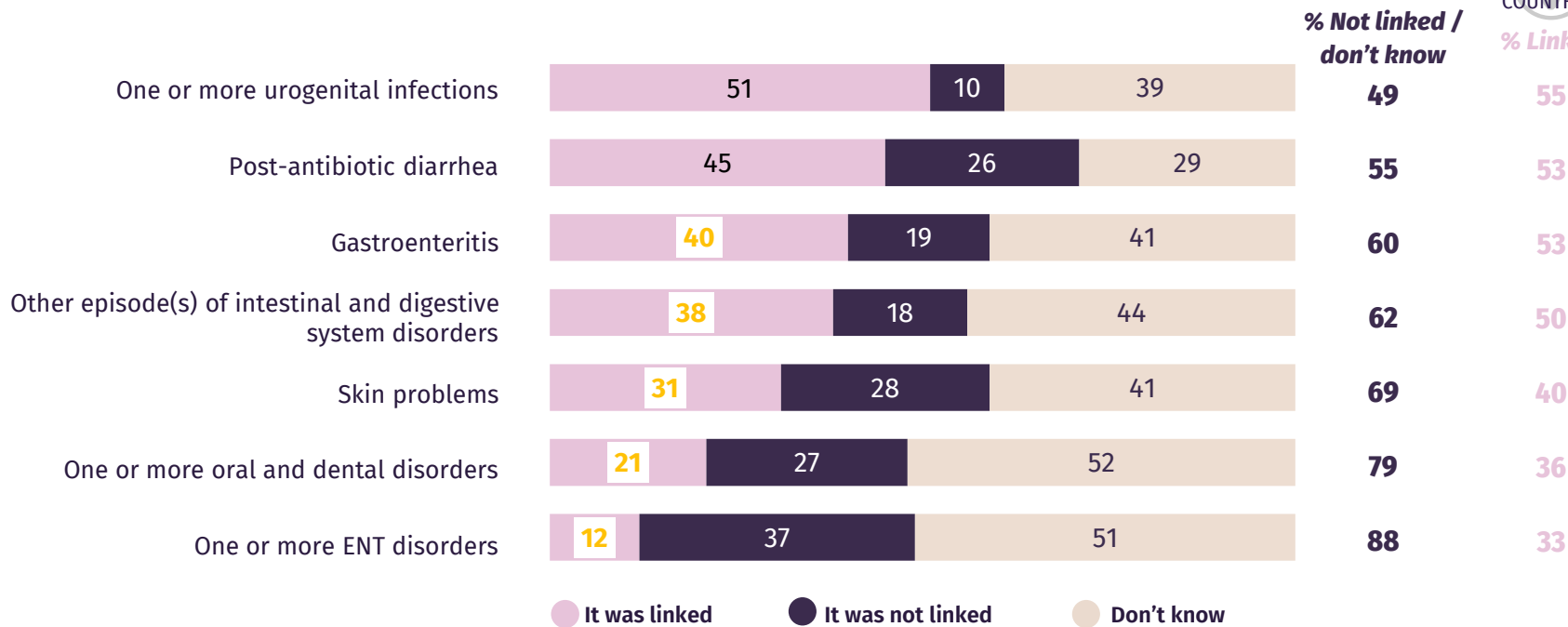
No



# When suffering health problems, most people can't say whether the problem is linked to their microbiome or not.

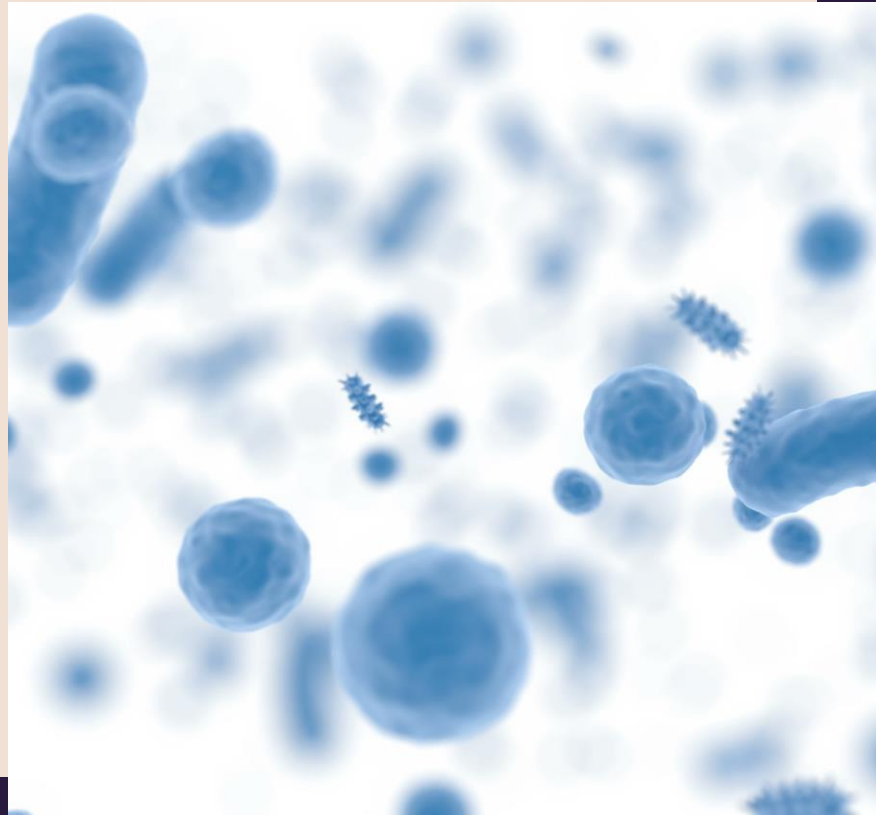
**NEW QUESTION** Question 11b. And do you think this or these problems are linked to your microbiome?  
Base: People who have experienced these problems

ALL COUNTRIES  
% Linked





**HCPs have a greater role to play in Portugal, even more as they are perceived as the most important and trusted source of information on 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.



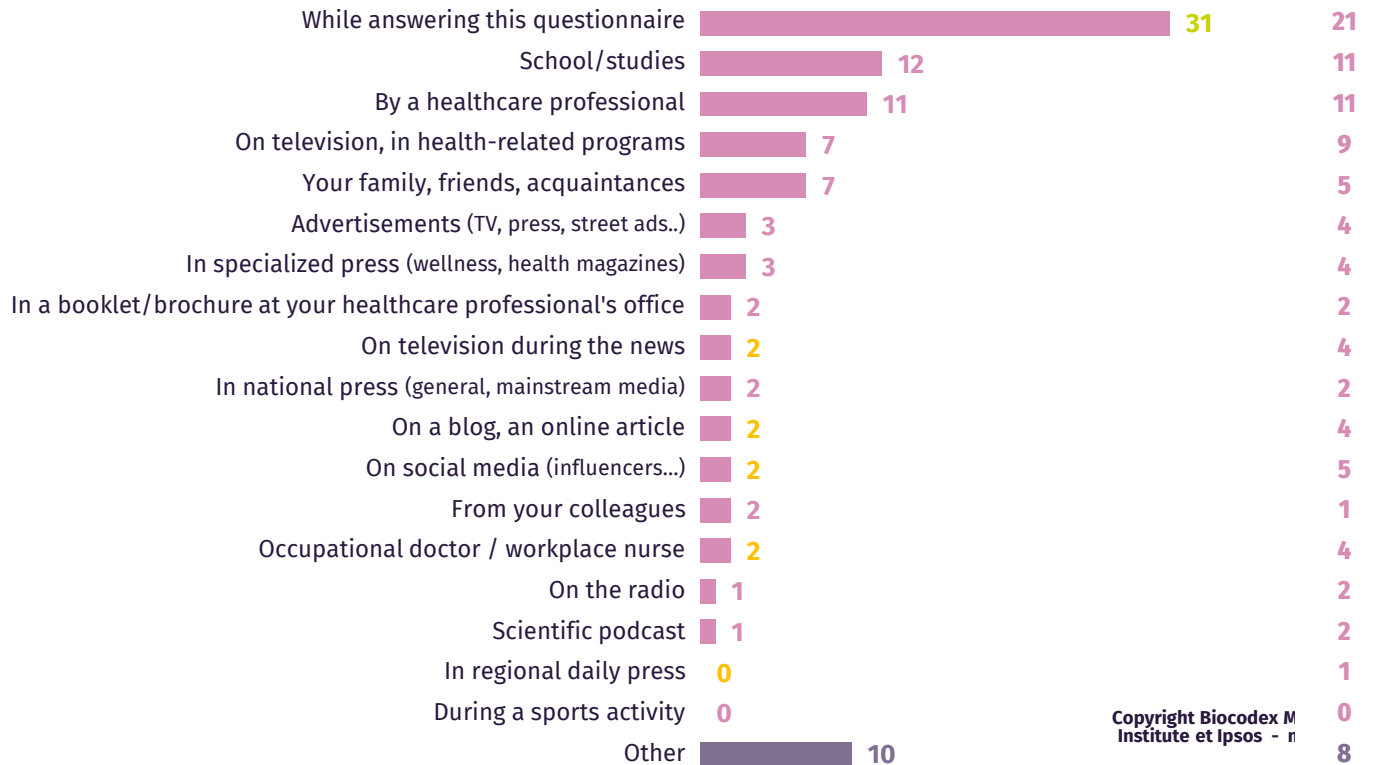
# Almost 1 in 3 people discover the microbiome answering the survey. Otherwise, the main sources are schools and healthcare professionals.

NEW QUESTION

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

Base: All respondents

ALL COUNTRIES





# Respondents aged less than 34 yo first heard about the microbiome through school or studies.



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

Base: All respondents

NEW QUESTION

	Total	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	Men	Women	Parents of children under 3	At least one health problem
		n=47	n=67	n=88	n=144	n=154	n=232	n=268	n=29	n=317
While answering this questionnaire	<b>31</b>	23	19	24	31	41	30	32	21	34
School/studies	<b>12</b>	26	26	17	10	2	9	15	22	11
By a healthcare professional	<b>11</b>	2	8	6	14	14	11	12	10	11
On television, in health-related programs	<b>7</b>	2	3	9	10	7	8	6	10	7
Your family, friends, acquaintances	<b>7</b>	11	6	10	3	6	7	6	7	6
Advertisements (TV, press, street ads.)	<b>3</b>	2	6	2	6	1	4	3	0	3
In specialized press (wellness, health magazines)	<b>3</b>	3	0	1	4	3	3	2	0	3
In a booklet/brochure at your healthcare professional's office	<b>2</b>	3	1	5	1	2	2	2	0	2
On television during the news	<b>2</b>	2	6	1	1	3	3	2	0	2
In national press (general, mainstream media)	<b>2</b>	5	3	2	0	2	2	2	0	2
On a blog, an online article	<b>2</b>	4	4	2	1	3	1	3	0	3
On social media (influencers...)	<b>2</b>	1	6	1	1	1	1	2	6	2
From your colleagues	<b>2</b>	0	1	4	3	2	4	1	0	2
Occupational doctor / workplace nurse	<b>2</b>	1	3	1	0	3	2	1	0	2
On the radio	<b>1</b>	0	1	1	1	0	1	0	4	0
Scientific podcast	<b>1</b>	2	2	2	1	0	1	1	0	1
In regional daily press	<b>0</b>	0	0	0	1	1	1	0	0	1
During a sports activity	<b>0</b>	0	0	0	0	0	0	0	0	0
Other	<b>10</b>	13	5	12	12	9	10	10	20	8

● Significant differences vs total - superior

● Significant differences vs total - inferior

● First source by profile

▲ Low basis, results must be interpreted with caution

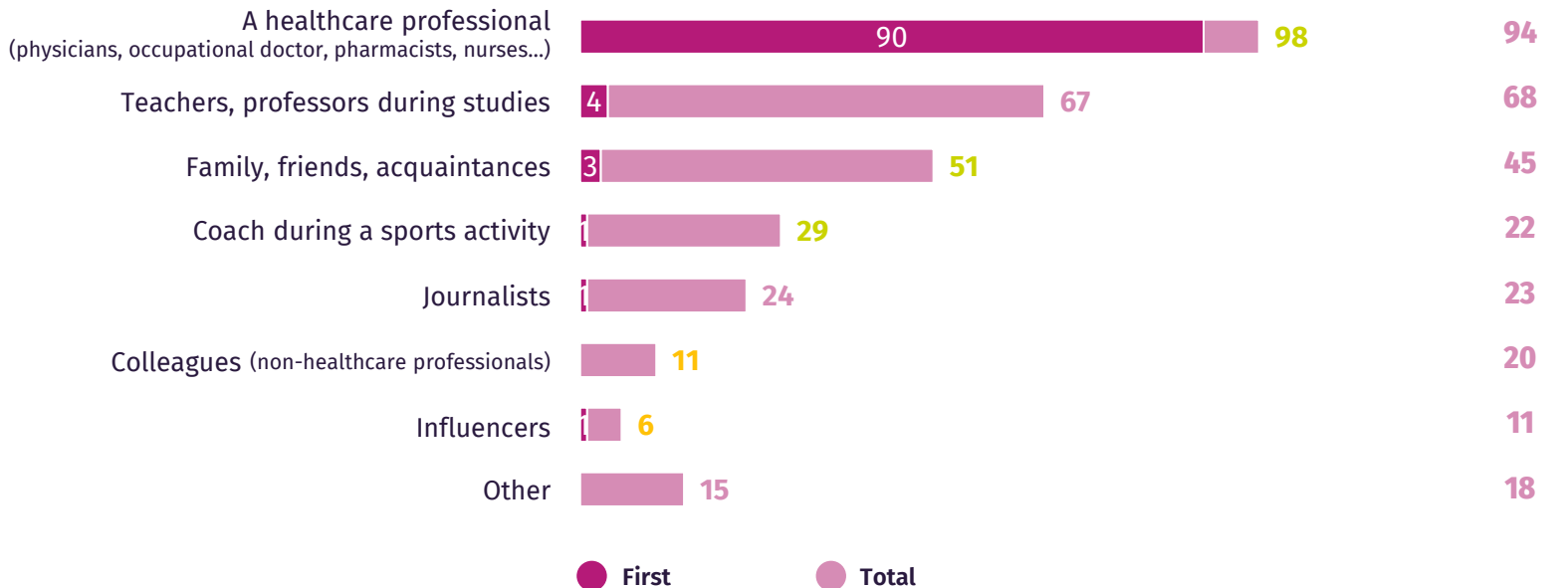
Ipsos



# Healthcare professionals stand out as the most trusted source of information about the microbiome, even more than in 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



% Total

94

68

45

22

23

20

11

18

● First

● Total



# While the HCP is the most reliable source of information, people aged 60yo and more also rely on relatives to have information.

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=47</i>	25-34 yo <i>n=67</i>	35-44 yo <i>n=88</i>	45-59 yo <i>n=144</i>	60 yo and more <i>n=154</i>	Men <i>n=232</i>	Women <i>n=268</i>	Parents of children under 3 <i>n=29</i>	At least one health problem <i>n=317</i>
A healthcare professional (physicians, occupational doctor, pharmacists, nurses...)	<b>98</b>	<b>91</b>	<b>93</b>	100	99	99	98	98	97	97
Teachers, professors during studies	<b>67</b>	77	70	67	63	66	66	68	74	67
Family, friends, acquaintances	<b>51</b>	40	52	46	43	<b>62</b>	52	50	45	49
Coach during a sports activity	<b>29</b>	42	32	23	28	27	27	31	14	32
Journalists	<b>24</b>	21	28	25	<b>33</b>	18	28	21	32	24
Colleagues (non-healthcare professionals)	<b>11</b>	6	10	11	11	12	11	10	3	12
Influencers	<b>6</b>	10	8	10	8	2	7	5	7	7
Other	<b>15</b>	14	8	19	16	15	12	18	28	12





# Only a minority of Portuguese have received information from health professionals, a result that has not improved since last year.



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

Base: All respondents

Only **18%** received **ALL THESE INFORMATION**, at least one time  
6% received all these information several times

2023: **15%**, +3pts  
**3%**, +3pts

% Yes

Evolution vs 2023

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



38

+3pts

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



37

+1pt

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



31

+5pts

Prescribe probiotics or prebiotics



31

-1pt

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



## Moreover, Portuguese people seem less informed compared to the other countries: only 18% have received all this information, compared to one third in all 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	18	30
% Received ALL THESE INFORMATION, several times	6	9
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	38	48
Educate you about the importance of preserving as much as possible the balance of your microbiome	37	48
Explain to you what the microbiome is and what its role and function are	31	45
Prescribe probiotics or prebiotics	31	50




## Results are quite similar across all age groups. People aged 60 yo and over seem to have received fewer prescriptions 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	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=47	n=67	n=88	n=144	n=154	n=232	n=268	 n=29	n=317
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	<b>38</b>	41	44	36	43	33	37	39	41	39
Educate you about the importance of preserving as much as possible the balance of your microbiome	<b>37</b>	28	38	39	42	33	36	38	38	40
Explain to you what the microbiome is and what its role and function are	<b>31</b>	25	39	31	33	28	31	31	36	35
Prescribe probiotics or prebiotics	<b>31</b>	33	37	33	34	25	27	34	39	31

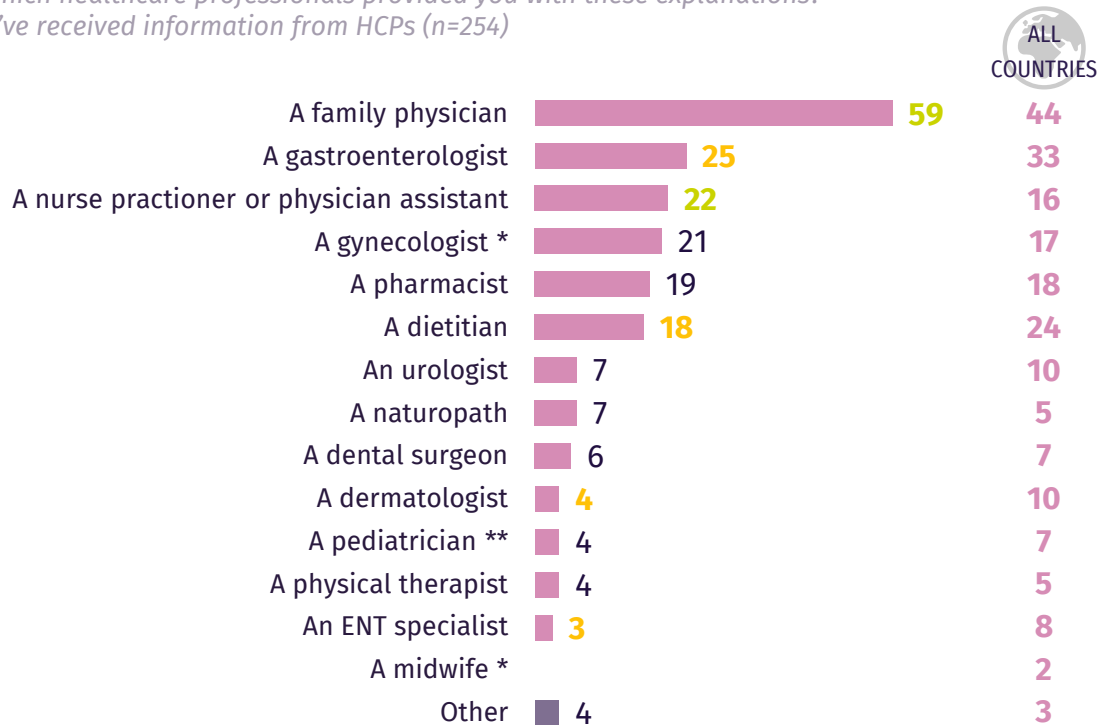


# In Portugal, the family physician is the main source of information about the microbiome, ahead of gastroenterologists, nurse practitioners and physician assistants.

NEW QUESTION

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

Base: People who've received information from HCPs (n=254)



\* Item displayed to women

\*\* Item displayed to parents



# For women, the gynecologist appear as an important source of information about the microbiome.



NEW QUESTION

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

Base: People who've received information from HCPs (n=254)

	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=254	▲ n=27	▲ n=34	n=45	n=80	n=68	n=104	n=150	▲ n=14	n=169
A family physician	<b>59</b>	50	60	53	61	61	67	53	63	52
A gastroenterologist	<b>25</b>	21	22	20	30	26	31	22	18	26
A nurse practitioner or physician assistant	<b>22</b>	19	15	18	18	32	19	24	26	23
A gynecologist	<b>21</b>	18	36	24	19	17	0	<b>36</b>	39	19
A pharmacist	<b>19</b>	16	31	18	15	18	23	16	18	19
A dietitian	<b>18</b>	13	16	21	16	22	20	17	37	18
An urologist	<b>7</b>	4	14	2	5	10	8	6	11	5
A naturopath	<b>7</b>	0	4	10	9	8	4	9	18	8
A dental surgeon	<b>6</b>	4	11	2	7	4	6	5	11	4
A dermatologist	<b>4</b>	8	12	2	3	2	4	4	11	3
A pediatrician	<b>4</b>	4	9	5	5	0	4	4	11	3
A physical therapist	<b>4</b>	0	3	8	2	3	5	2	0	3
An ENT specialist	<b>3</b>	2	11	5	2	0	2	4	11	4
A midwife	<b>0</b>	3	0	0	0	0	0	1	0	0
Other	<b>4</b>	0	6	6	5	2	3	4	11	4

● Significant differences vs total - superior

● Significant differences vs total - inferior

● First source by profile

▲ Low basis, results must be interpreted with caution





# This year again, only a minority of people have received information about microbiome when they were prescribed antibiotics, even fewer than in other countries.



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

Only **19%** received ALL THESE INFORMATION from their HCPs

2023: 18%, +1pt

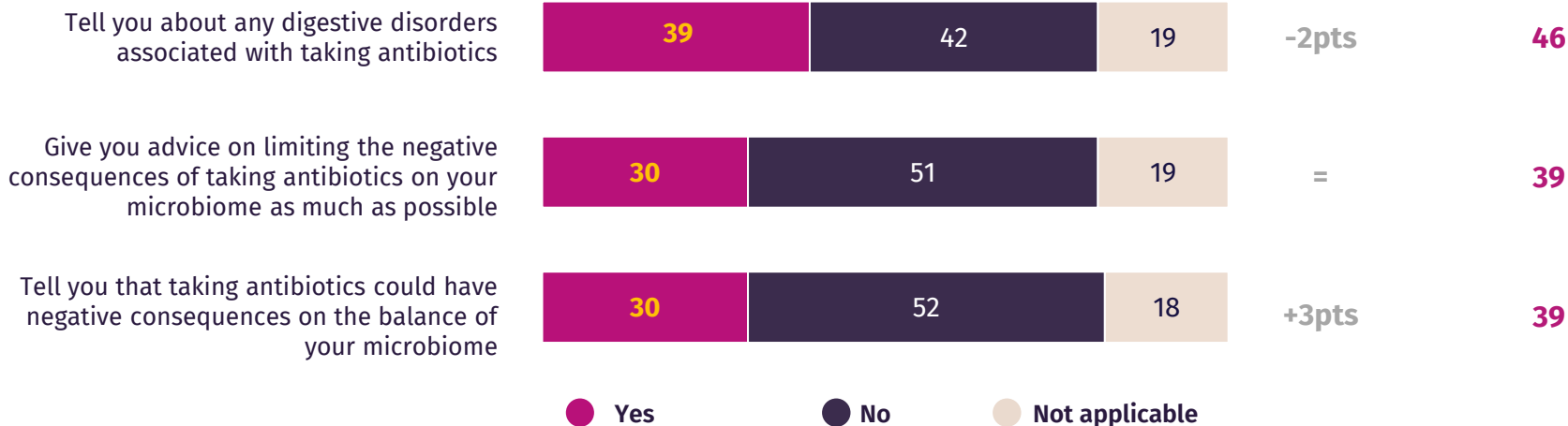


**27%**

Evolution vs 2023



**% Yes**

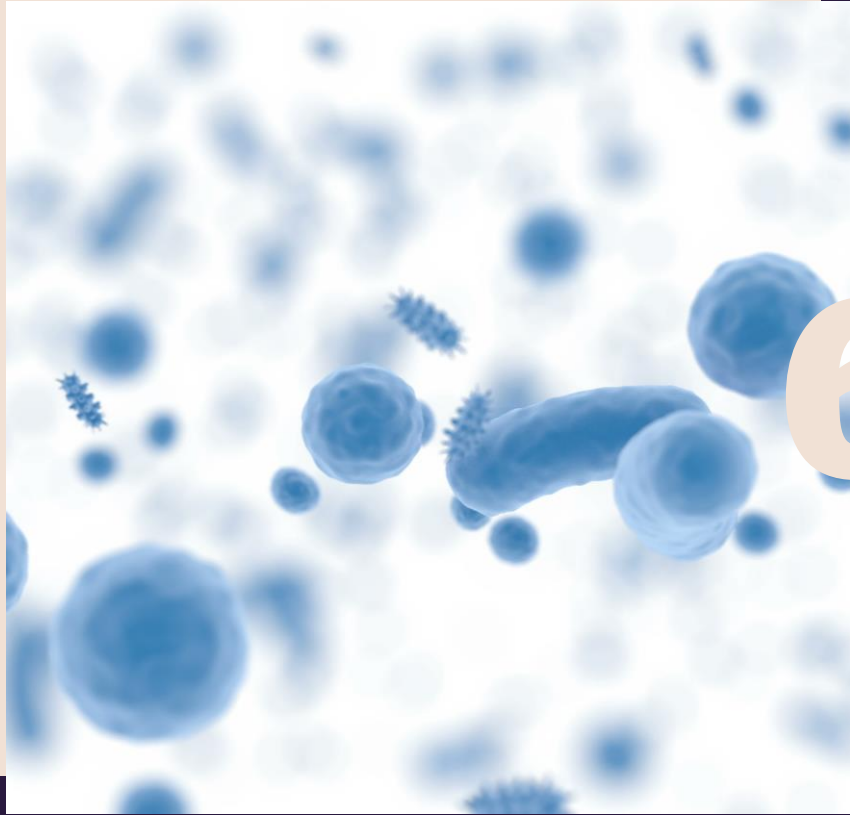




## Results are quite similar across all age groups.

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=47	n=67	n=88	n=144	n=154	▲ n=29	n=317
<b>% HAVE RECEIVED ALL THESE INFORMATION FROM THEIR HCPS</b>	<b>19</b>	<b>15</b>	<b>19</b>	<b>12</b>	<b>21</b>	<b>23</b>	<b>20</b>	<b>21</b>
Tell you about any digestive disorders associated with taking antibiotics	<b>39</b>	39	43	35	42	38	40	44
Give you advice on limiting the negative consequences of taking antibiotics on your microbiome as much as possible	<b>30</b>	28	24	22	29	36	20	33
Tell you that taking antibiotics could have negative consequences on the balance of your microbiome	<b>30</b>	25	33	22	30	35	20	33

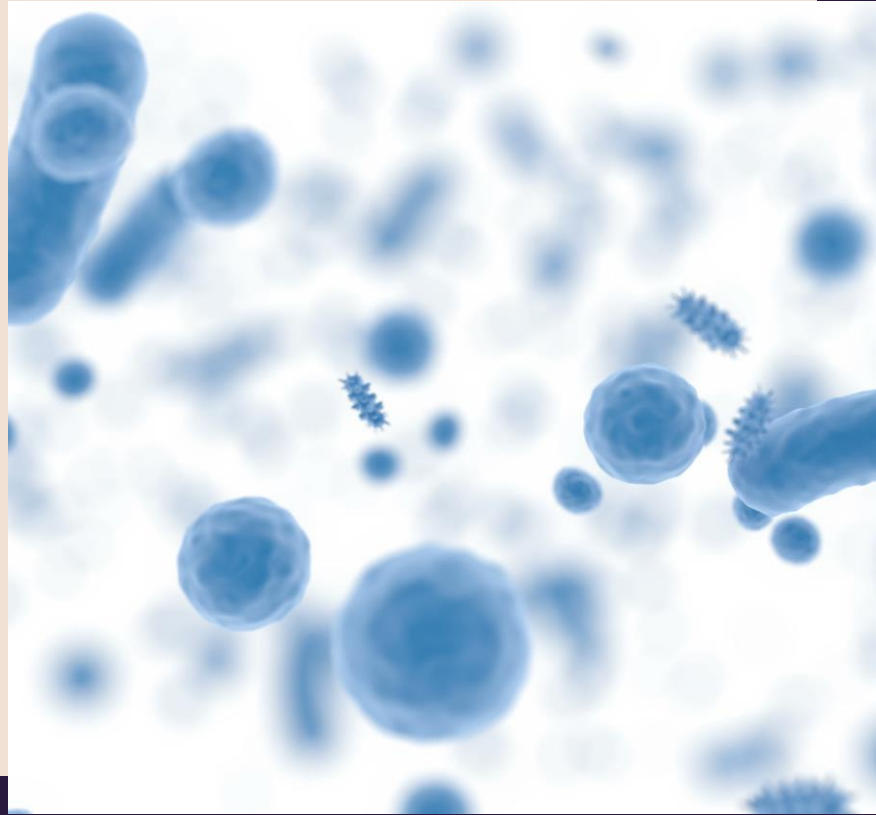


# 6

## Focus on the vaginal microbiome

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





Text displayed to respondents:

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

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

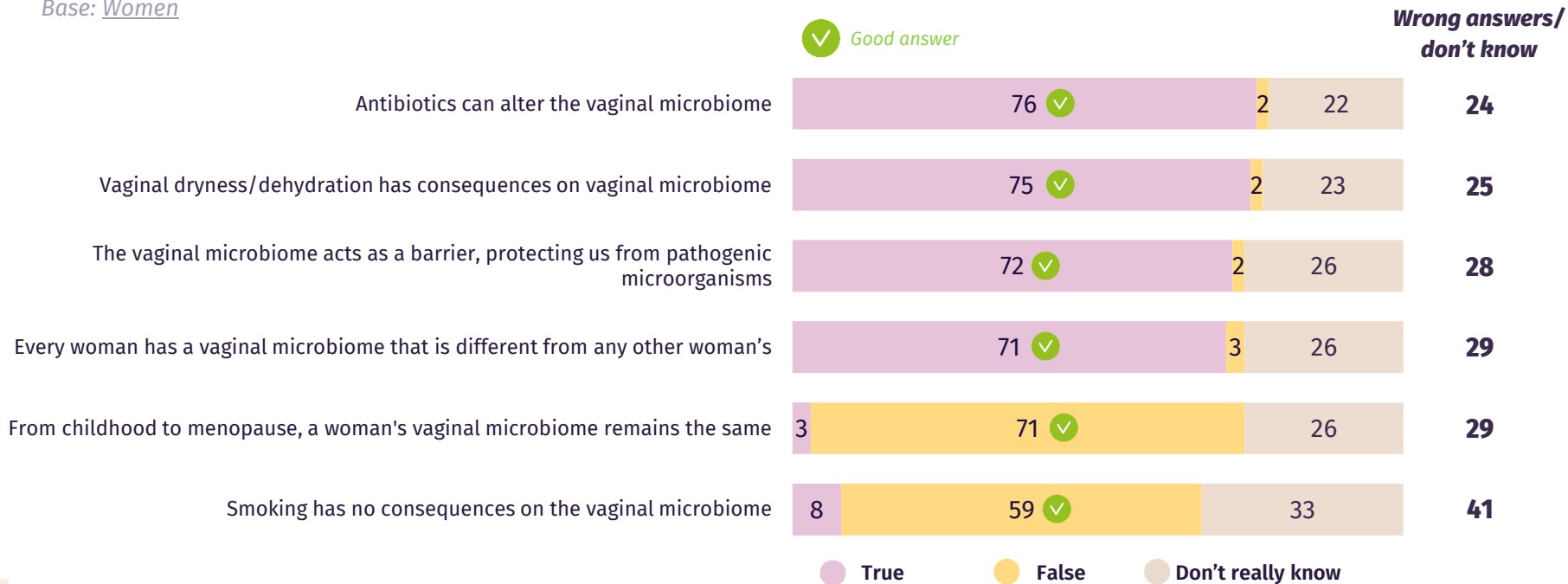


# Some aspects of the vaginal microbiome are quite well-known, particularly the effects of antibiotics and vaginal dryness on the vaginal microbiome.



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



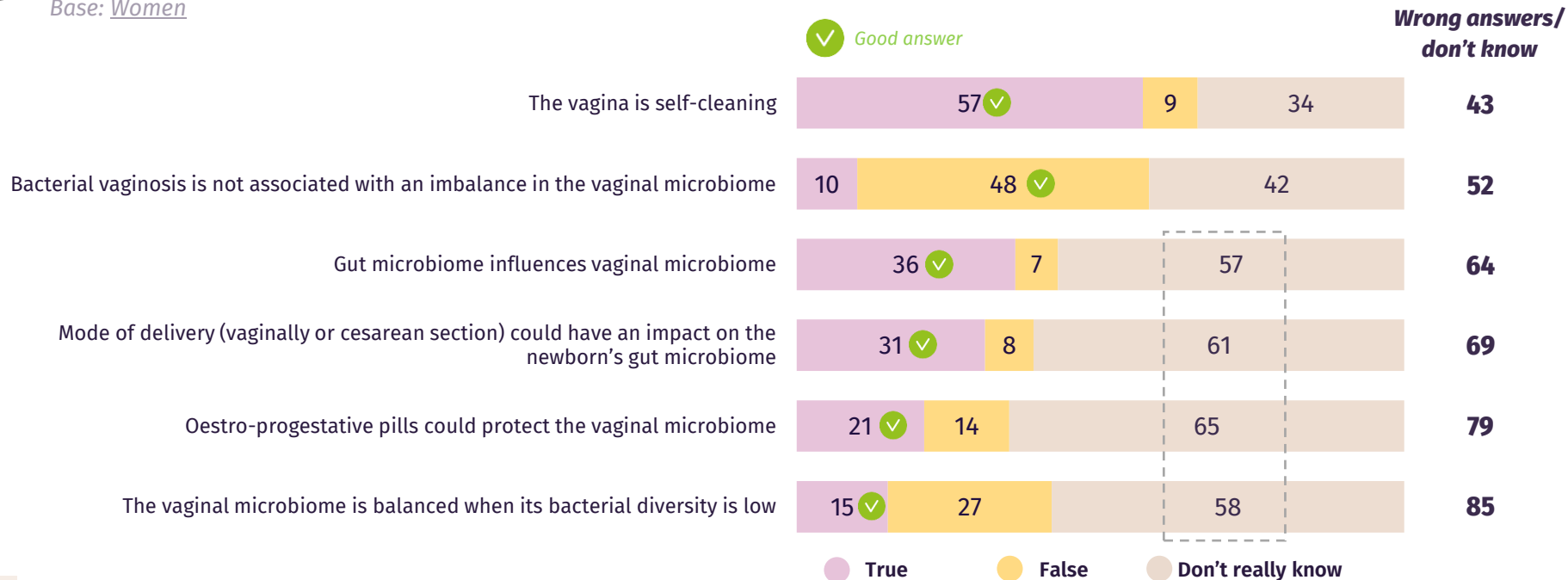


## However, other aspects are still unknown by a majority of women such as the influence of the gut microbiome on the vaginal microbiome.



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





# Some aspects are better known in Portugal than in the other countries and others are not. Moreover, compared to last year results, women are more likely to be aware of the connexion between bacterial vaginosis with 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

% good answer

	Total	Evolution vs 2023	ALL COUNTRIES
Antibiotics can alter the vaginal microbiome	76	New item	69
Vaginal dryness/dehydration has consequences on vaginal microbiome	75	New item	69
The vaginal microbiome acts as a barrier, protecting us from pathogenic microorganisms	72	+2pts	68
Every woman has a vaginal microbiome that is different from any other woman's	71	+7pts	64
From childhood to menopause, a woman's vaginal microbiome remains the same	71	+5pts	55
Smoking has no consequences on the vaginal microbiome	59	New item	55
The vagina is self-cleaning	57	-2pts	56
Bacterial vaginosis is not associated with an imbalance in the vaginal microbiome	48	+11pts	44
Gut microbiome influences vaginal microbiome	36	New item	43
Mode of delivery (vaginally or cesarean section) could have an impact on the newborn's gut microbiome	31	New item	40
Oestro-progestative pills could protect the vaginal microbiome	21	New item	22
The vaginal microbiome is balanced when its bacterial diversity is low	15	-11pts	30

● Significant differences vs total - superior

● Significant differences vs total - inferior



# Women aged 25-34yo have a better 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

▲ Low basis, results must be interpreted with caution

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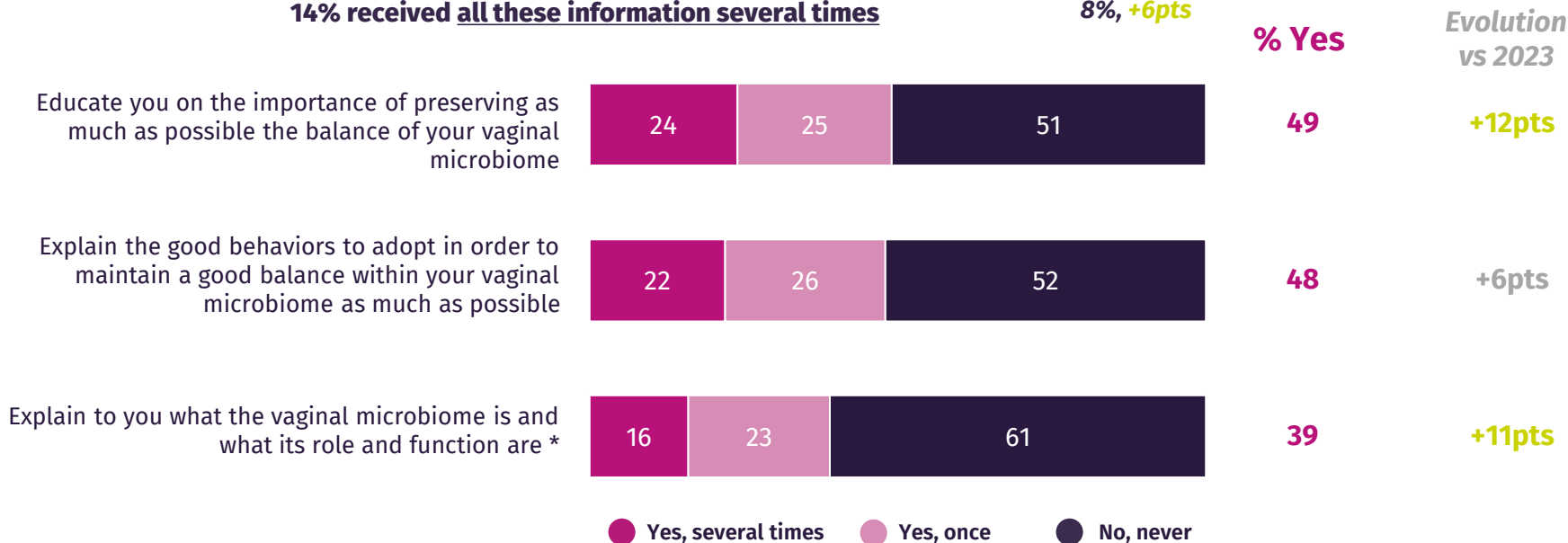




# Women have received more advice and information about vaginal microbiome from their HCPs than last year but it remains a minority.

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

**36%** received ALL THESE INFORMATION, at least one time  
14% received all these information several times  
2023: 24%, +12pts  
8%, +6pts



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



## The level of information about the vaginal microbiome from a HCP is very similar compared to the global results.

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>36</b>	37
<b>% Received ALL THESE INFORMATION, <u>several times</u></b>	<b>14</b>	14
Educate you on the importance of preserving as much as possible the balance of your vaginal microbiome	<b>49</b>	48
Explain the good behaviors to adopt in order to maintain a good balance within your vaginal microbiome as much as possible	<b>48</b>	48
Explain to you what the vaginal microbiome is and what its role and function are	<b>39</b>	43



Significant differences vs total - superior



Significant differences vs total - inferior

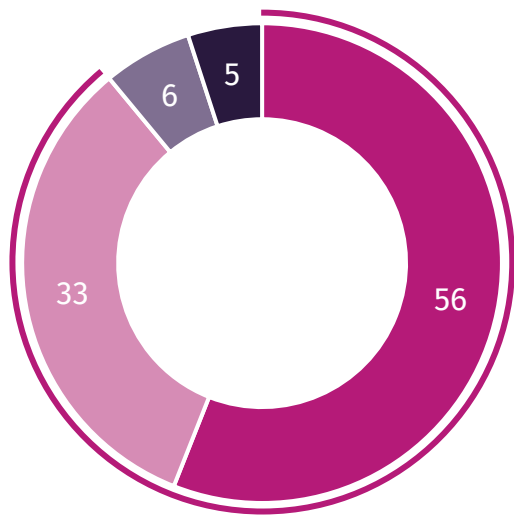


# The vast majority of women would like to have more information about the importance of the vaginal microbiome and its impact on health.



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



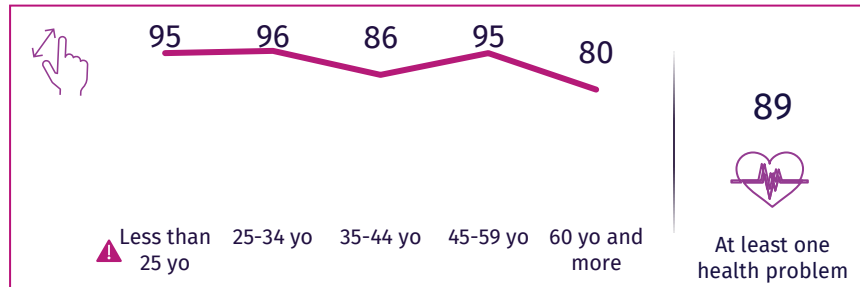
- Yes, absolutely
- Yes, somewhat
- No, not really
- No, not at all

**89%** would like to have more information about the importance of the vaginal microbiome and its impact on health

2023: 92%, -3pts



**88%**



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

▲ Low basis, results must be interpreted with caution

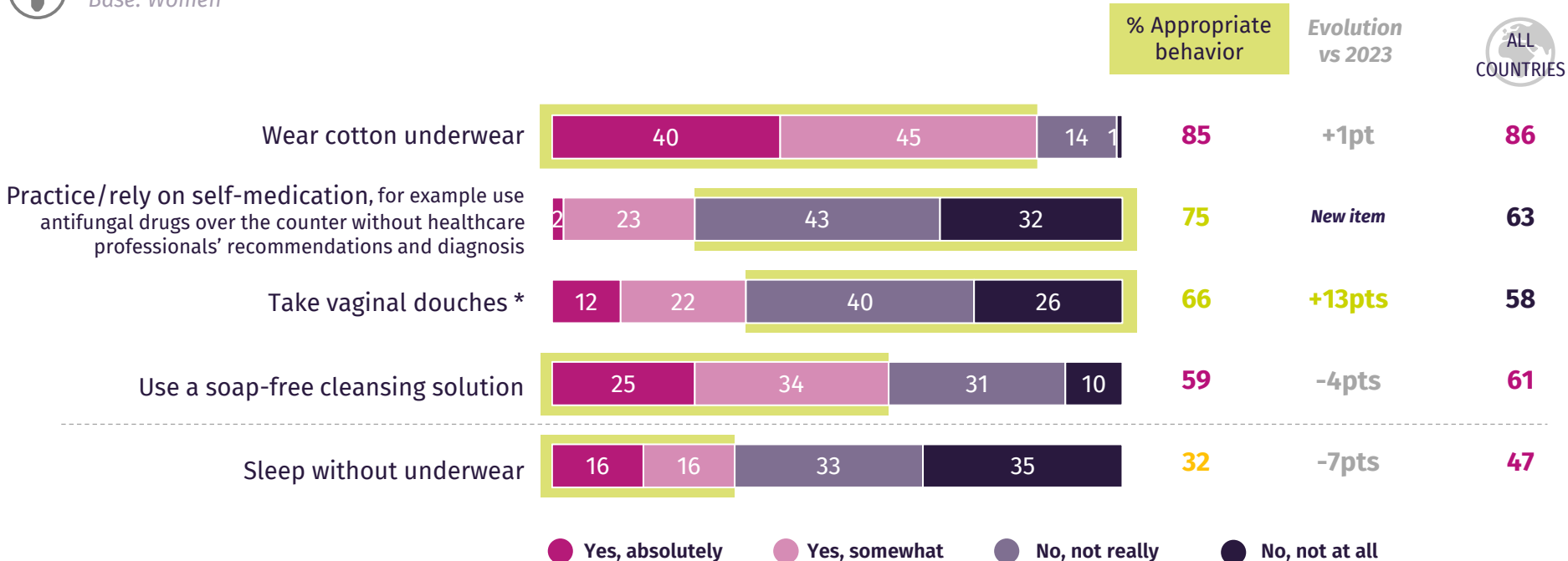




# This year, Portuguese women are more likely to avoid vaginal douches. However, only a third is sleeping without underwear, less compared to all countries.

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

Base: Women



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

\*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).



# Overall, Portuguese women, regardless of age, have adopted the same level of behaviours appropriate for their vaginal microbiome.



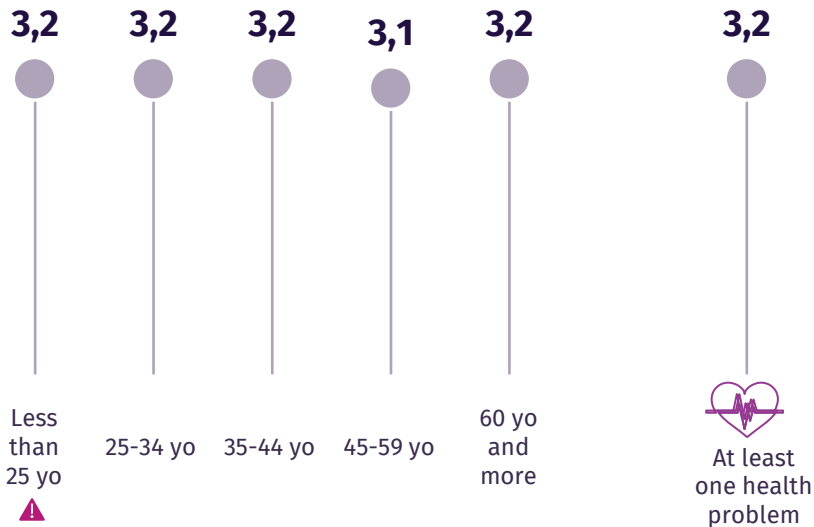
Question 16. In your daily life, do you regularly adopt the following behaviors?  
Base: Women



3,2

3,2/5

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

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

## Main results

# Learnings on Portuguese results



Awareness of the microbiome & its diversity	
Know exactly what is « microbiome »	15%
Subtotal « Aware »	62%
Subtotal Aware of the gut microbiome	42%
Subtotal Aware of all microbiome	25%

Level of knowledge around the microbiota	
Mean of good answers	5,7/9

Level of knowledge around the solutions which can maintain the microbiota balanced	
Know exactly what are probiotics	45% ↗
Know exactly what are prebiotics	21%

Adoption and identification of appropriate behaviors to maintain a balanced microbiota	
Have changed their behaviors	47%

Level of information provided by healthcare professionals	
Have heard about the microbiome from healthcare professional	11%
Received at least one piece of information at least once	50%

## Key learnings

Awareness of the microbiome is lower in Portugal than in other countries and hasn't improved. As last year, the Portuguese are more familiar with the term "flora", which they know more than the average.

In terms of knowledge of the role and functions of the microbiome, Portuguese results are close to the global results, but no improvement can be noticed compared to last year results, meaning there is room for improvement

Almost one in two have changed their behaviour to keep their microbiome in balance, less than the average. More specifically, the Portuguese are the least likely to consume probiotics and prebiotics. This can be explained by the lack of information received by the Portuguese: only a minority of them already have information about the microbiome, which is less compared to other countries.

In Portugal, HCPs are considered as the most trusted source of information on the microbiome. For those who had information, it was mainly from their GP, gastroenterologist or nurse.

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

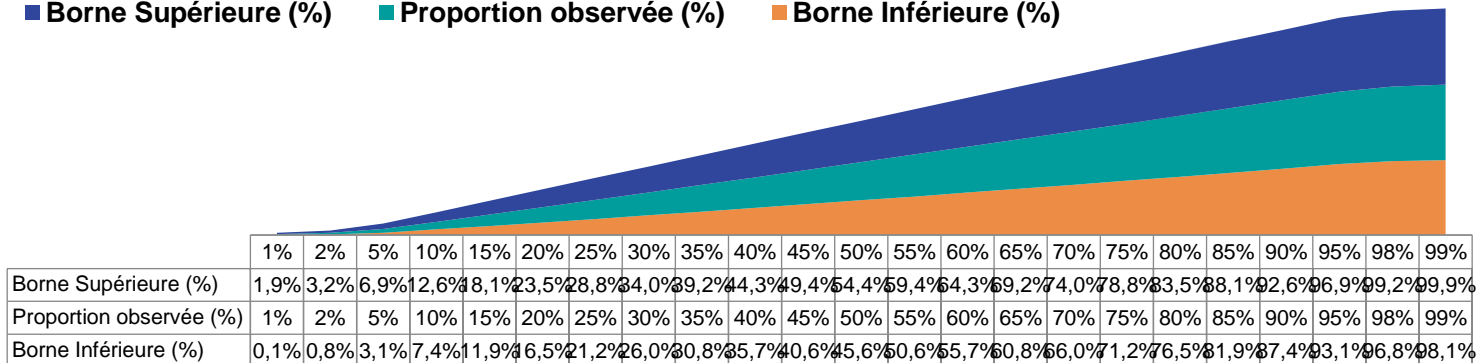
## Feuille de calcul

En l'occurrence s'agissant de cette étude :

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



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.**