



International Microbiota Observatory

Second wave

American results

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

Methods












Methods

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

7 countries had already been surveyed in 2023.



4 countries have been added to the scope this year :

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

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

Comments



ALL COUNTRIES

(n=7,500)

= Average response for all 7 countries.



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

 Significant differences vs total - superior

 Significant differences vs total - inferior

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

All results are presented in %.

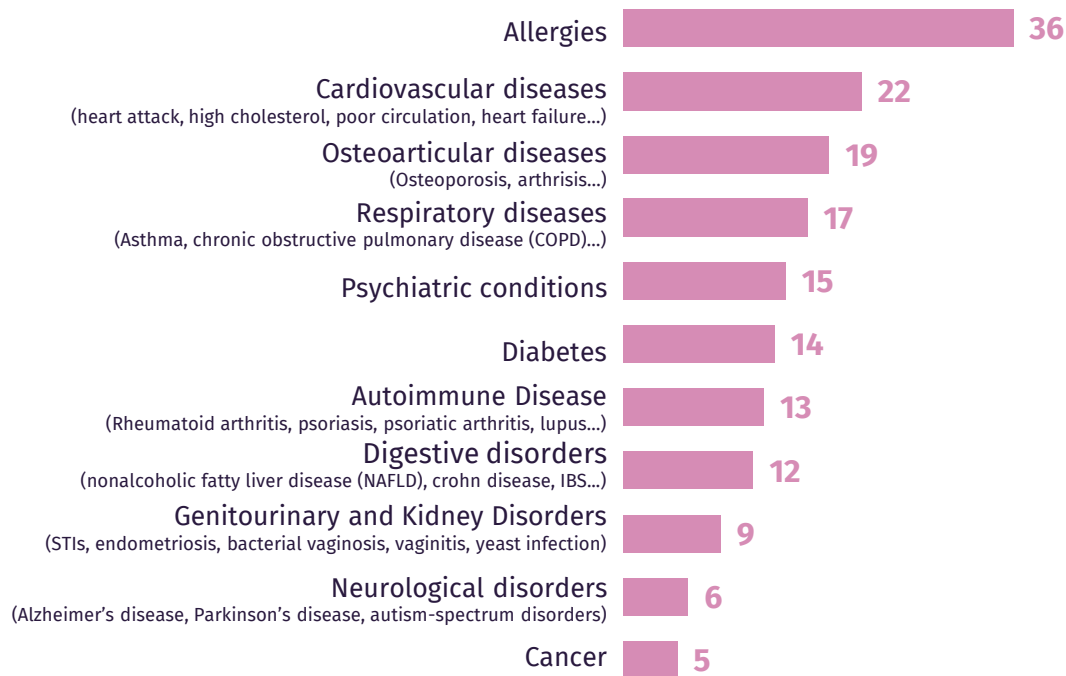


Some results have a low basis, results must be interpreted with cautious.



People with current conditions A focus detailed throughout the report

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





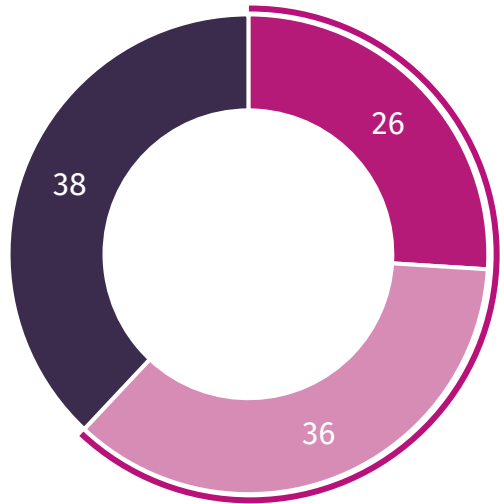
A growing awareness of microbiome in the USA, although the knowledge remains below the average



Awareness of the microbiome has increased since last year, with 3 out of 5 Americans who have already heard of it. Microbiome is still less known in the USA than the average.



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

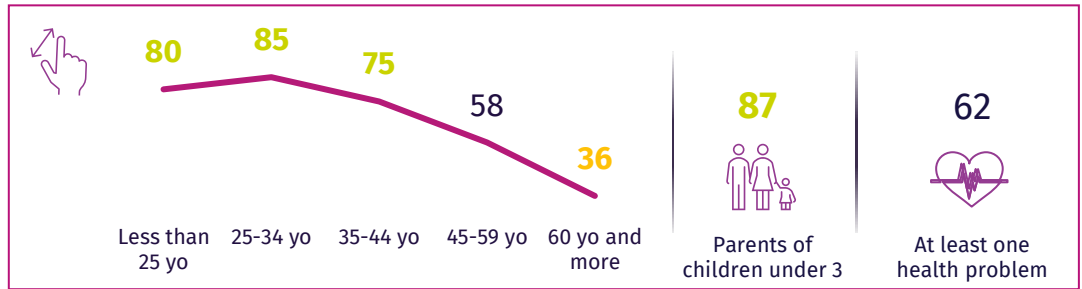


- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I never heard about it

62% have already heard about the term microbiome
2023: 53%, +9pts



70%



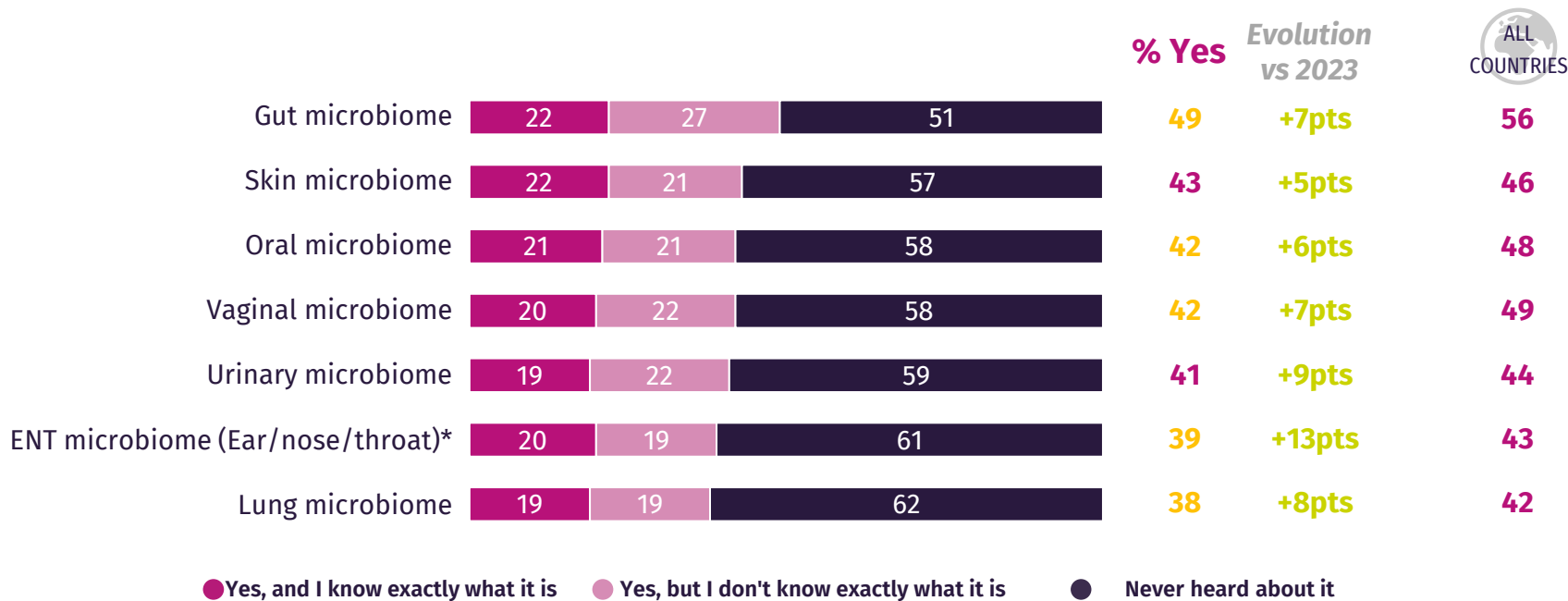
● Significant differences vs total - superior ● Significant differences vs total - inferior



Awareness of the different types of microbiome has also significantly increased since last year. However, they remain less well-known compared to global results.

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

Base: All respondents



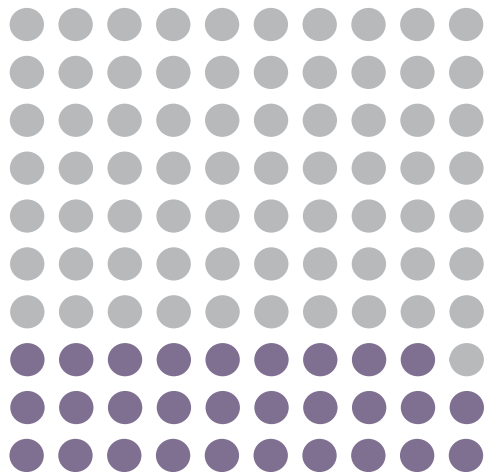
*This item is more precise this year



Nearly 3 out of 10 Americans know about the diversity of the microbiome. Respondents aged under 45 yo and parents of young children have a better awareness.



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

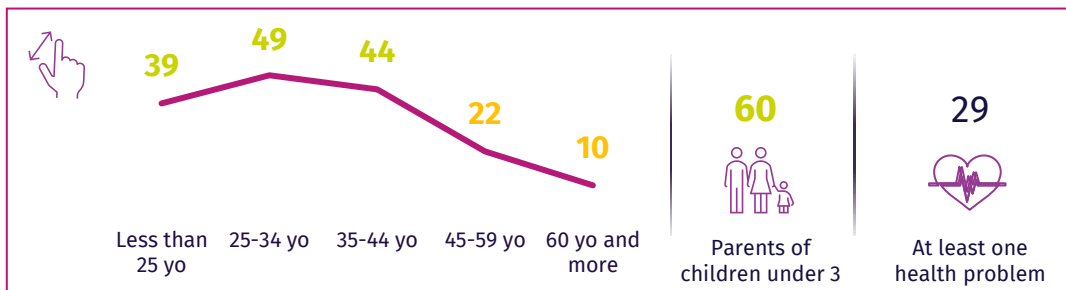


29% have already heard of each microbiome:
Gut, vaginal, skin, lung, urinary, oral and ENT microbiome

2023: 21%, +8pts



32%



But only **9%** know precisely all of them

2023: 6%, +3pts



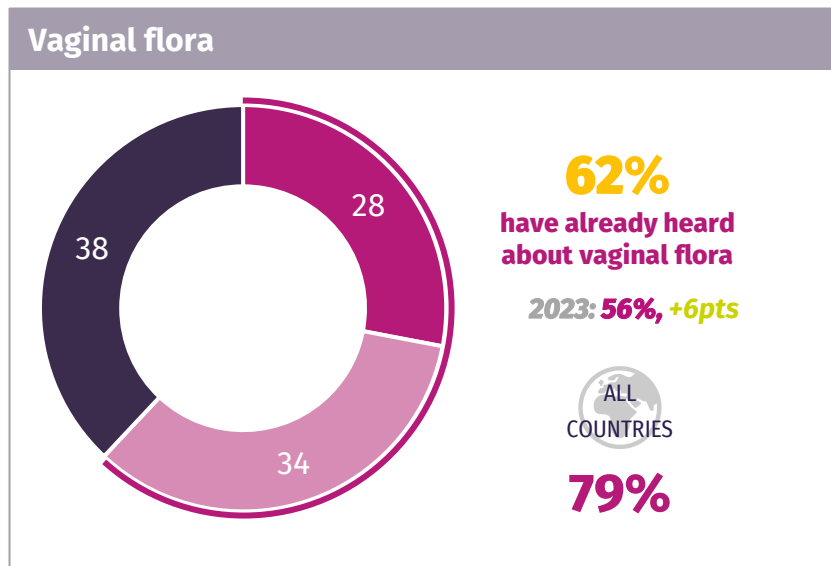
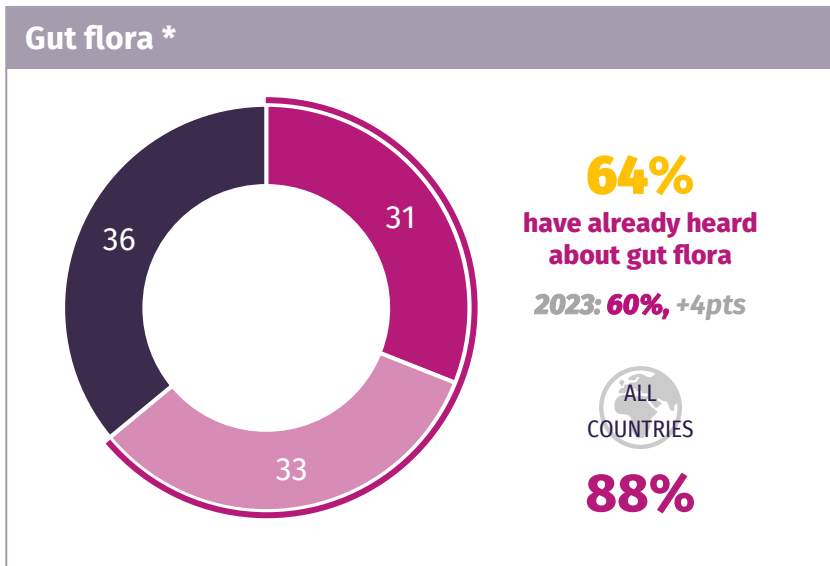
8%



Americans are less familiar with the term “flora” compared to 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

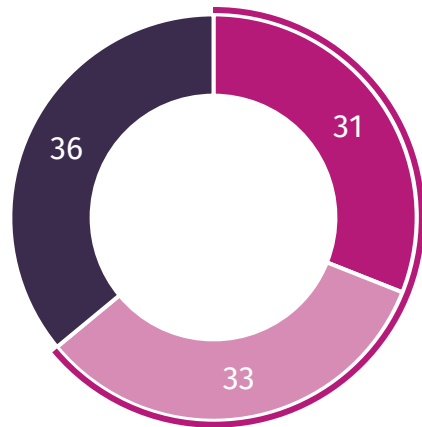


Among Americans, the 25-44 yo age groups have a more precise knowledge of gut flora.

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



Gut flora *



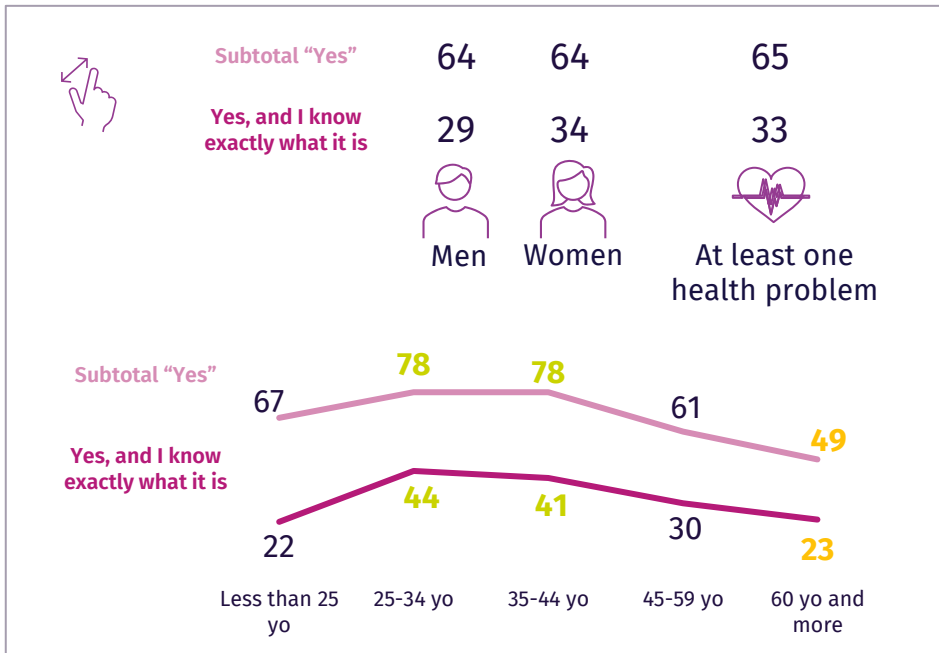
64%
have already heard
about gut flora

2023: 60%, +4pts



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

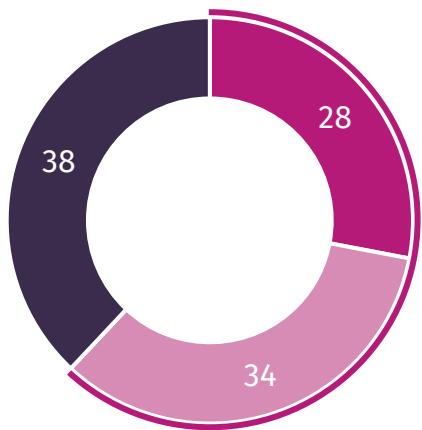


And respondents aged 25-44 yo are also more aware of vaginal flora.



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

Vaginal flora



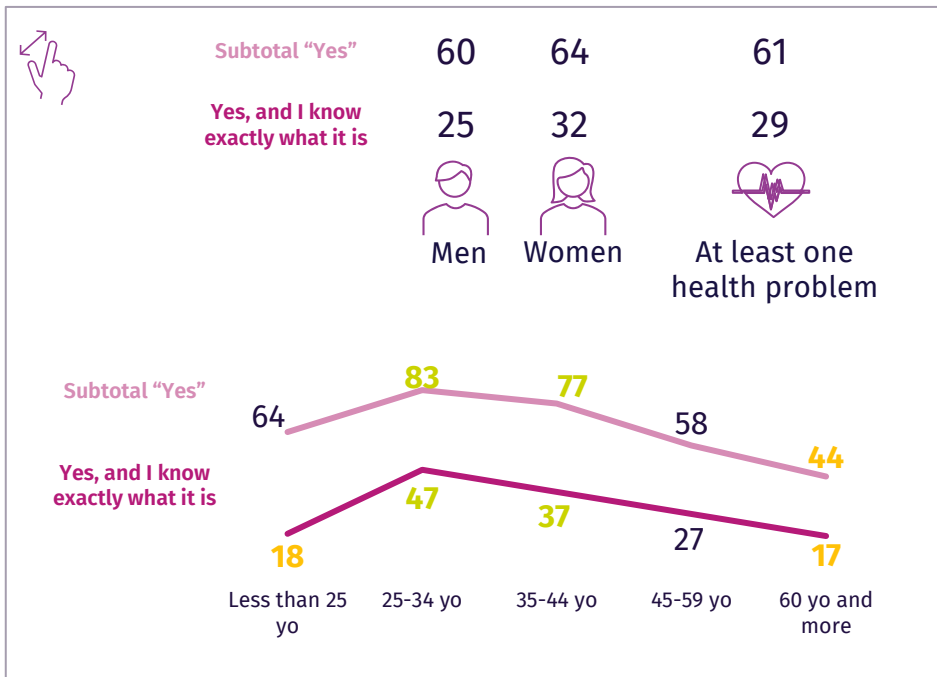
62%
have already heard
about vaginal flora

2023: 56%, +6pts



79%

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





2

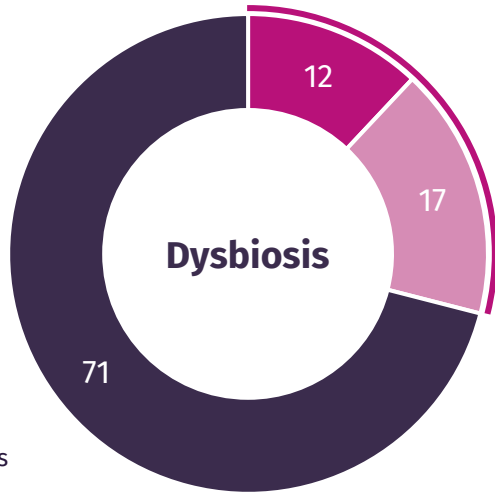
Knowledge of the role and functions of microbiome remains very limited in the USA



Dysbiosis is still not a popular term among Americans, despite an improvement since last year. It remains less known than in other countries.



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

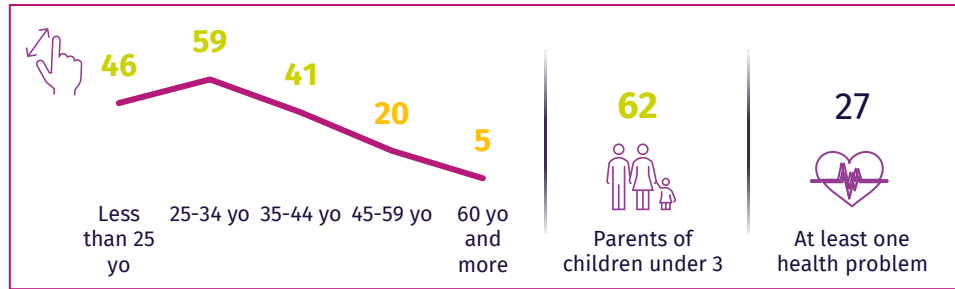


- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- Never heard about it

29% have already heard about the term 'dysbiosis'
2023: 20%, +9pts



34%



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

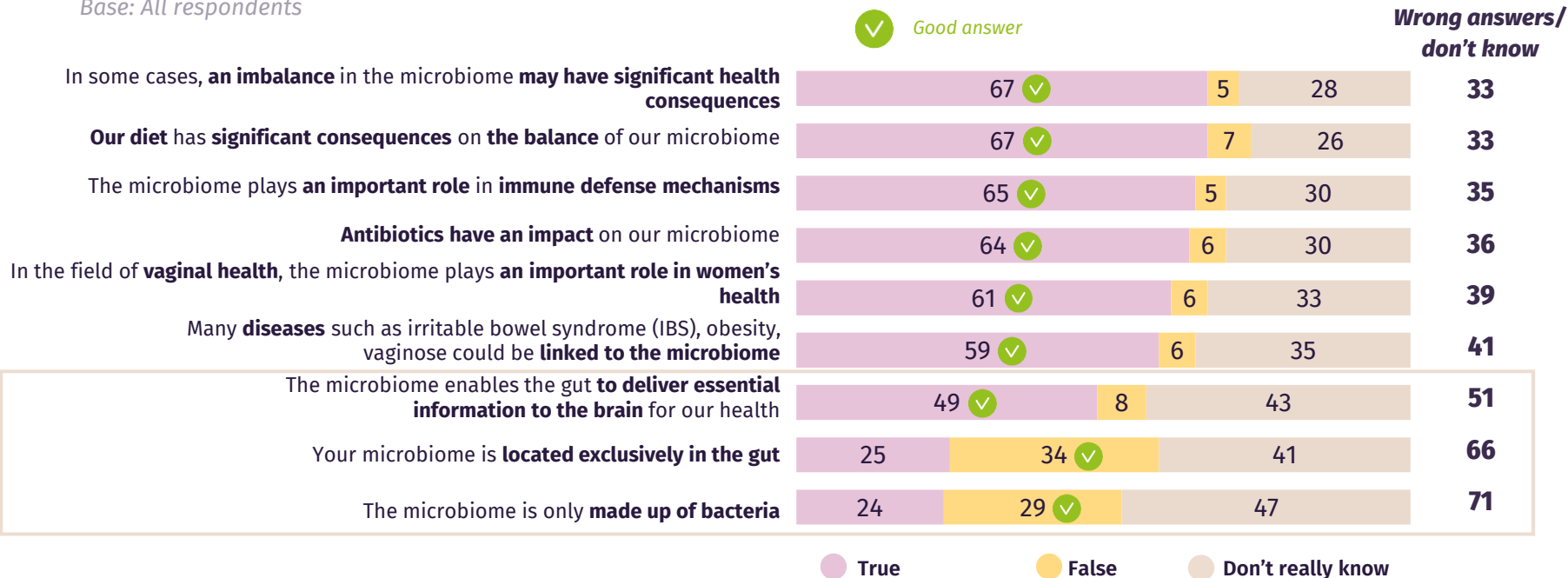


In the USA, knowledge about the microbiome can be improved, especially about its function, diversity and composition.



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".



Overall, knowledge of the role and functions of microbiome is lower in the USA compared to other countries. Results are quite steady compared to the first wave.

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

Base: All respondents

% good answer	Total	Evolution vs 2023	ALL COUNTRIES
In some cases, an imbalance in the microbiome may have significant health consequences	67	+1pt	77
Our diet has significant consequences on the balance of our microbiome	67	+3pts	78
The microbiome plays an important role in immune defense mechanisms	65	+1pt	74
Antibiotics have an impact on our microbiome	64	-1pt	70
In the field of vaginal health , the microbiome plays an important role in women's health	61	+4pts	68
Many diseases such as irritable bowel syndrome (IBS), obesity, vaginose could be linked to the microbiome	59	<i>New item</i>	64
The microbiome enables the gut to deliver essential information to the brain for our health	49	+3pts	53
Your microbiome is located exclusively in the gut	34	-2pts	46
The microbiome is only made up of bacteria	29	<i>New item</i>	28



Knowledge on the microbiome is lower for Americans aged 60yo and over.

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.

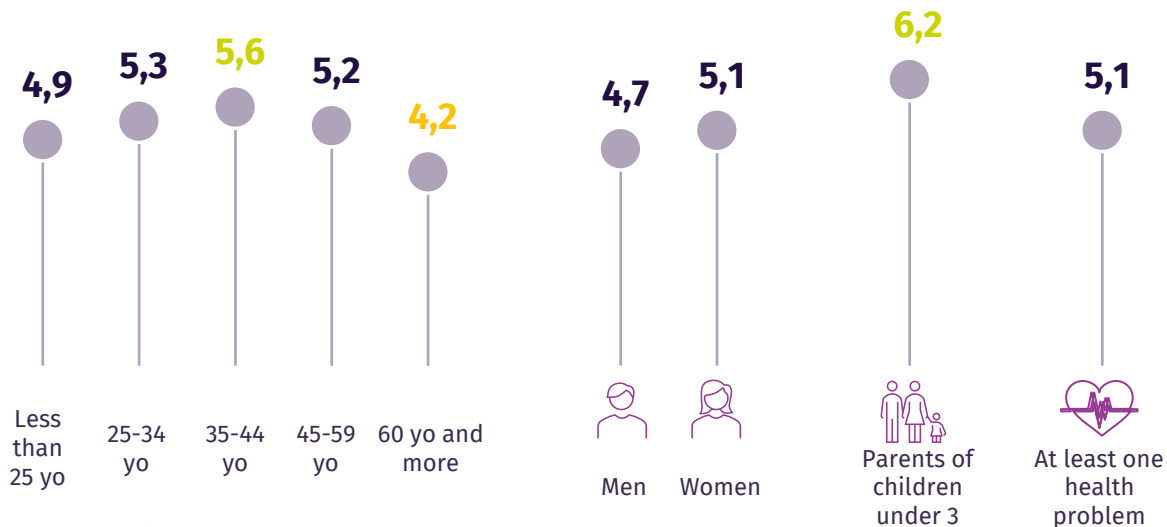
Base: All respondents



5,6

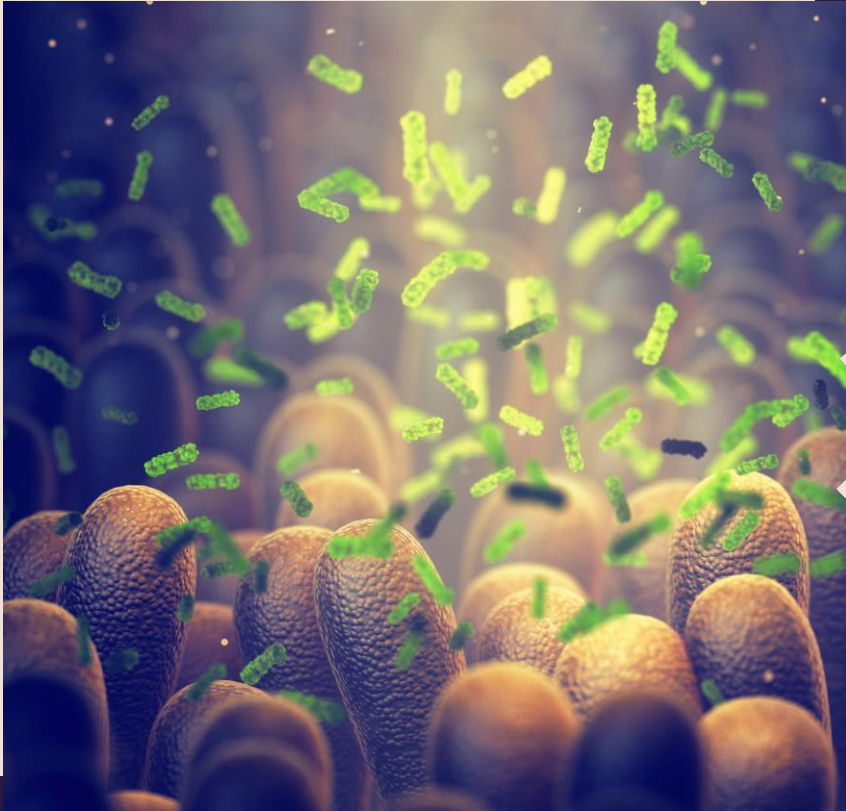
5,0/9

Number of good responses on average



● Significant differences vs total - superior

● Significant differences vs total - inferior



3

To maintain a balanced microbiome, Americans are less likely to adopt appropriate behaviours

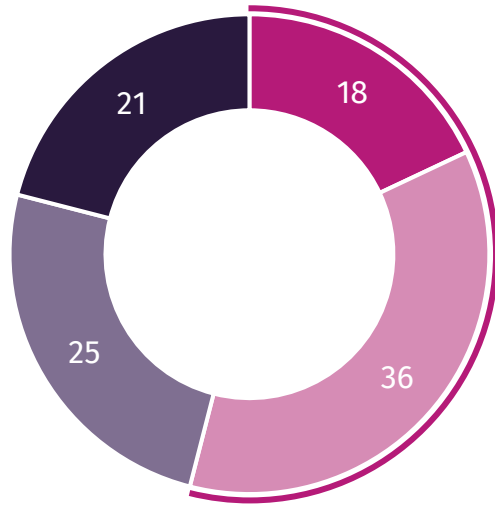


Americans are less likely than other countries to have changed their behaviors to protect their microbiome. However, in this country, those under 45 yo and parents of young children were the most likely to do so.

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

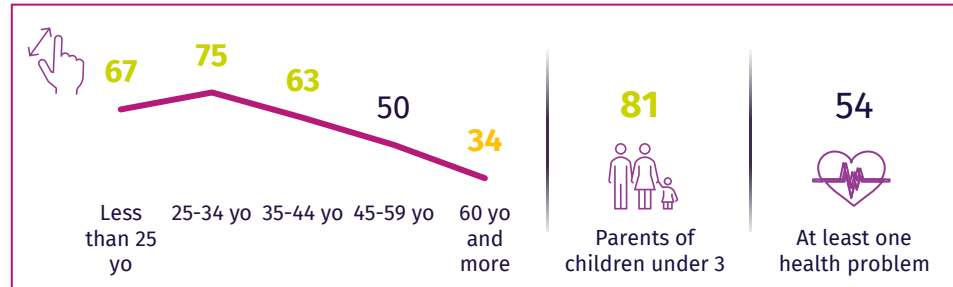


- Yes, a lot
- Yes, a little
- No, not really
- No, not at all

54% have changed their behaviors



58%



● Significant differences vs total - superior

● Significant differences vs total - inferior

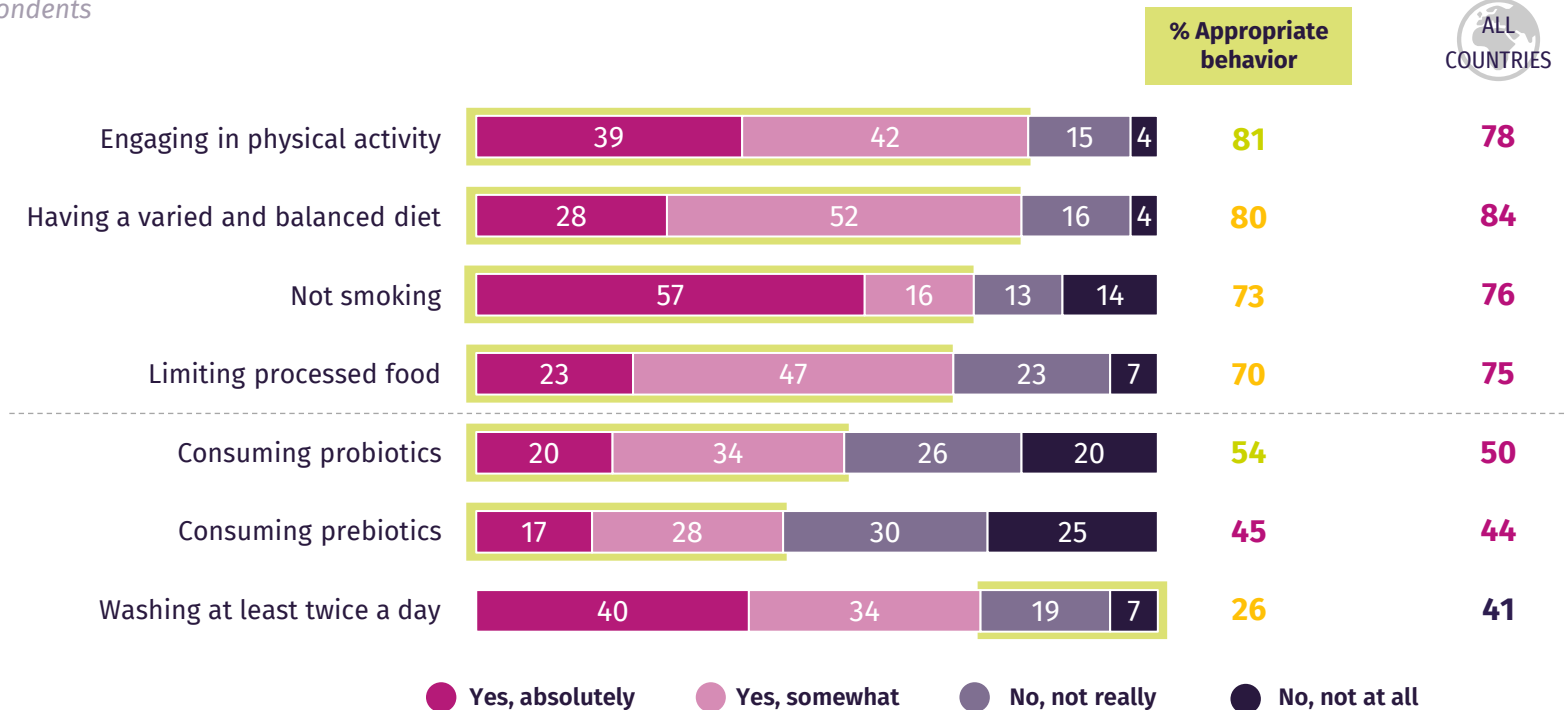


Americans are less likely to adopt these behaviours, while they are more likely than average to consume probiotics.

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 the USA, parents and people aged 25-34yo are more likely to have adopted positive behaviors for their microbiome.

NEW QUESTION

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

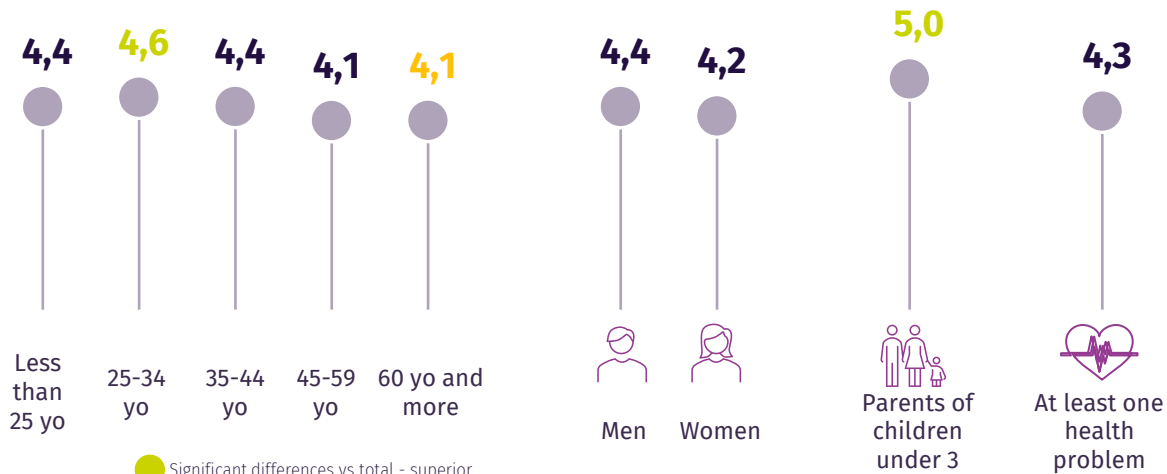
Base: All respondents

ALL COUNTRIES

4,5



Number of good responses on average



● Significant differences vs total - superior

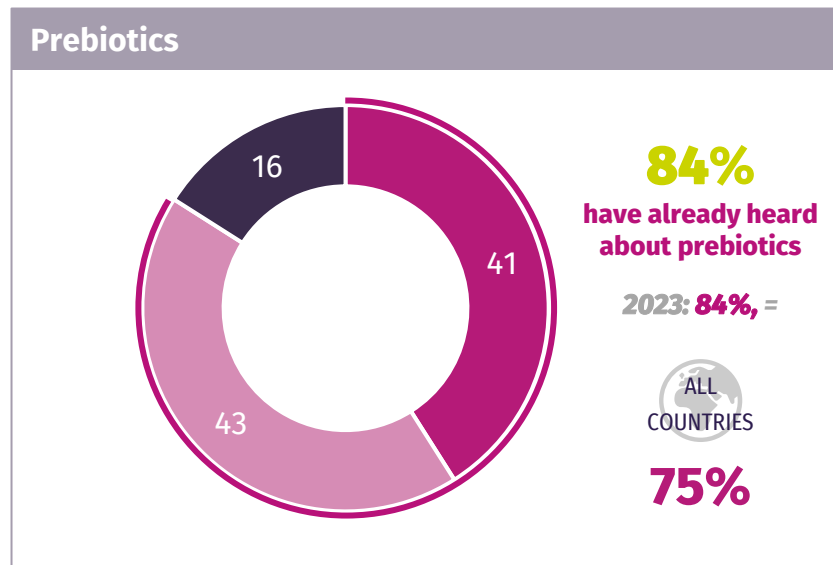
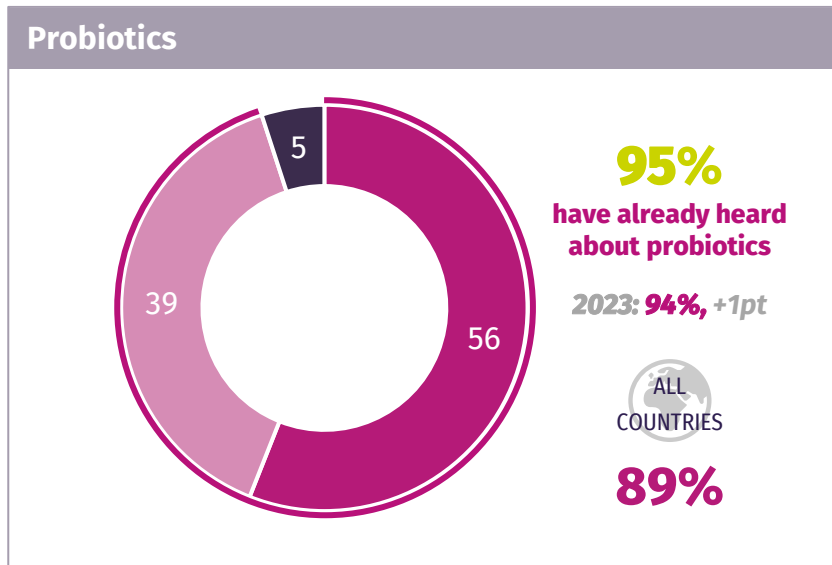
● Significant differences vs total - inferior



Awareness of probiotics and prebiotics is higher in the USA compared to other countries, but an important part still doesn't know exactly what they are.



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



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

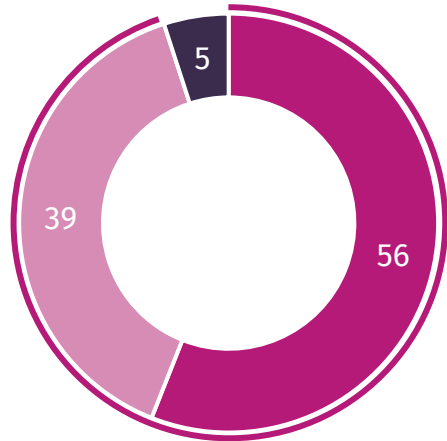


Americans aged 60 yo and over are the least likely to know about probiotics.



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

Probiotics



95%
have already heard
about probiotics

2023: **94%**, +1pt

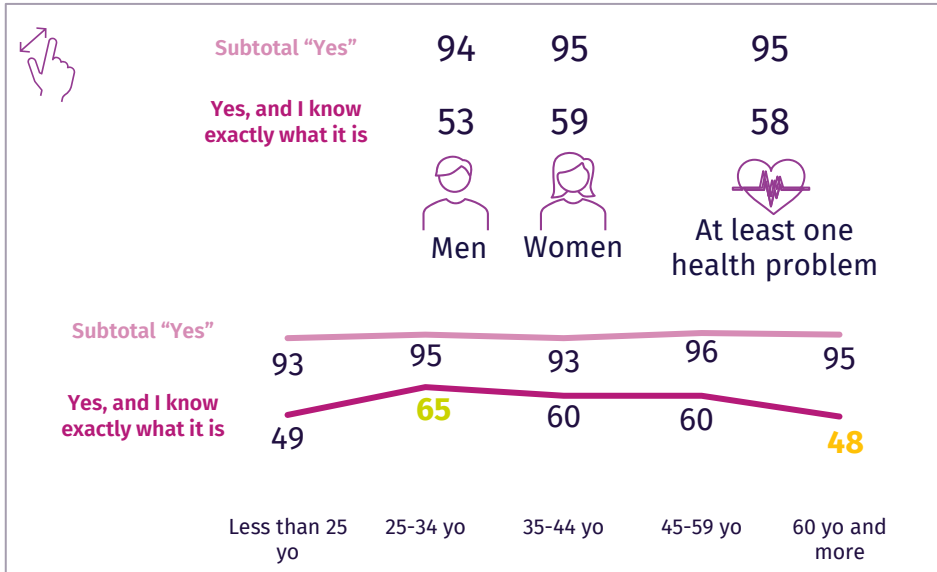


89%

● Yes, and I know exactly what it is

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

● No, I never heard about it



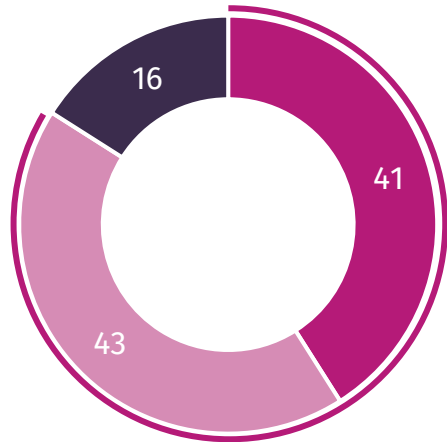


Americans aged 60 yo and over are the least likely to know about prebiotics.



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

Prebiotics



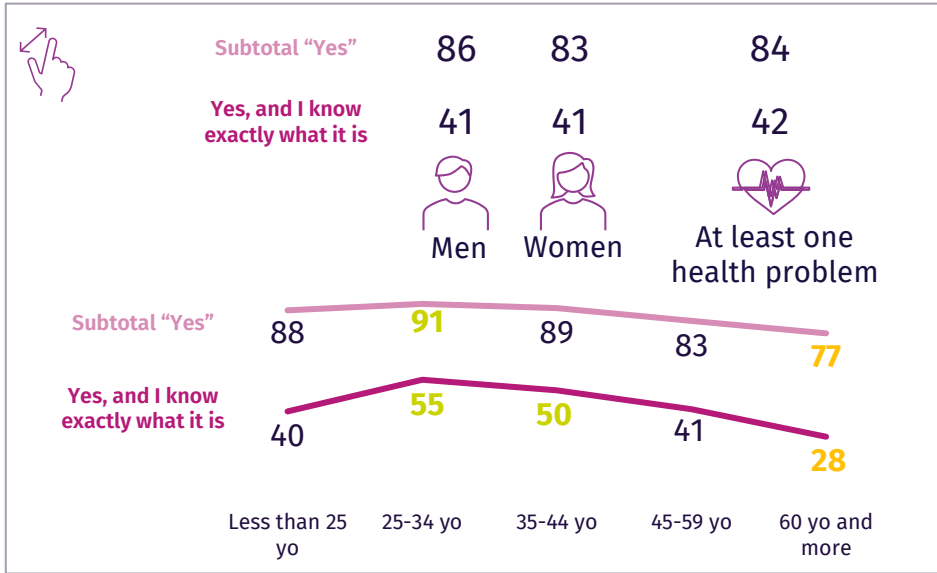
84%
have already heard
about prebiotics

2023: **84%**, =



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

For Americans, some health problems are more easily linked to the microbiome

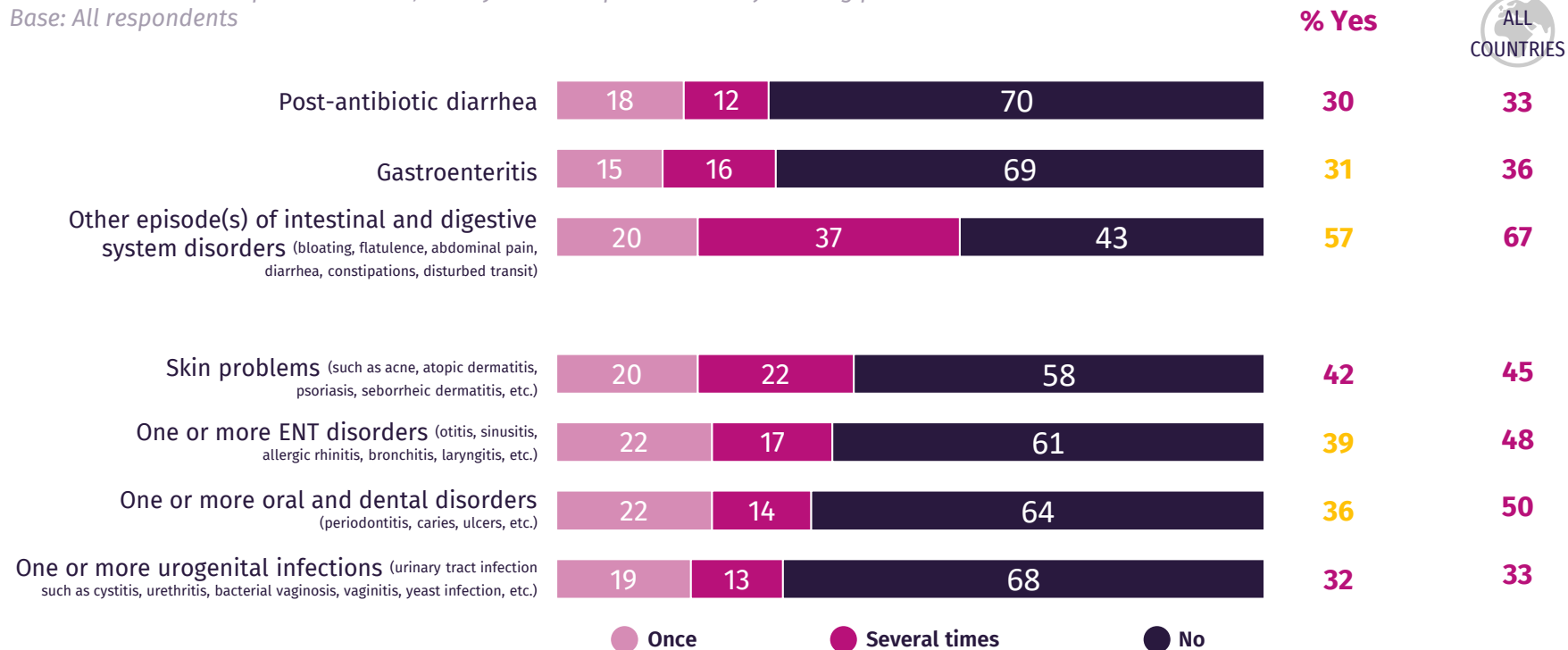


1 out of 3 Americans have experienced post-antibiotic diarrhea or gastroenteritis, while 57% have had other episode of intestinal and digestive system disorders.

NEW QUESTION

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

Base: All respondents



● Once

● Several times

● No

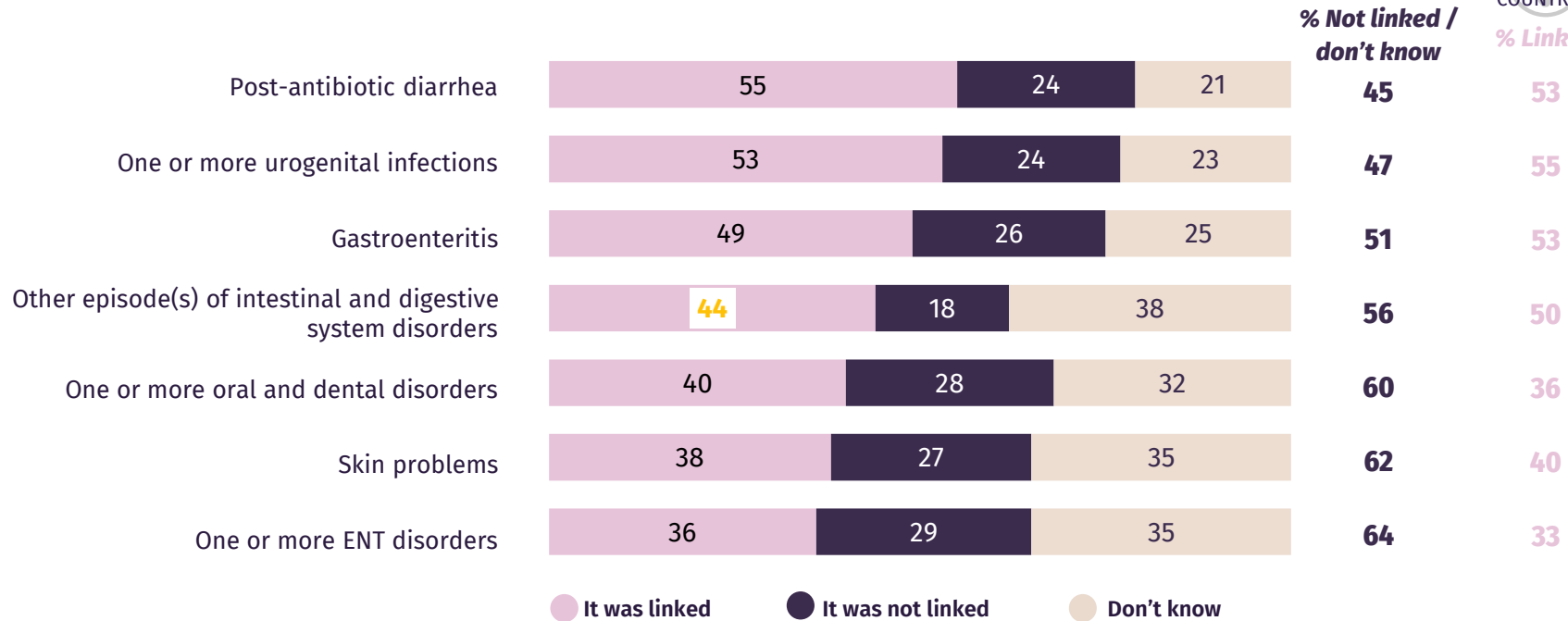


A majority of Americans link post-antibiotic diarrhea, urogenital infections to their microbiome. For the other problems they've experienced, the link is less obvious.

NEW QUESTION

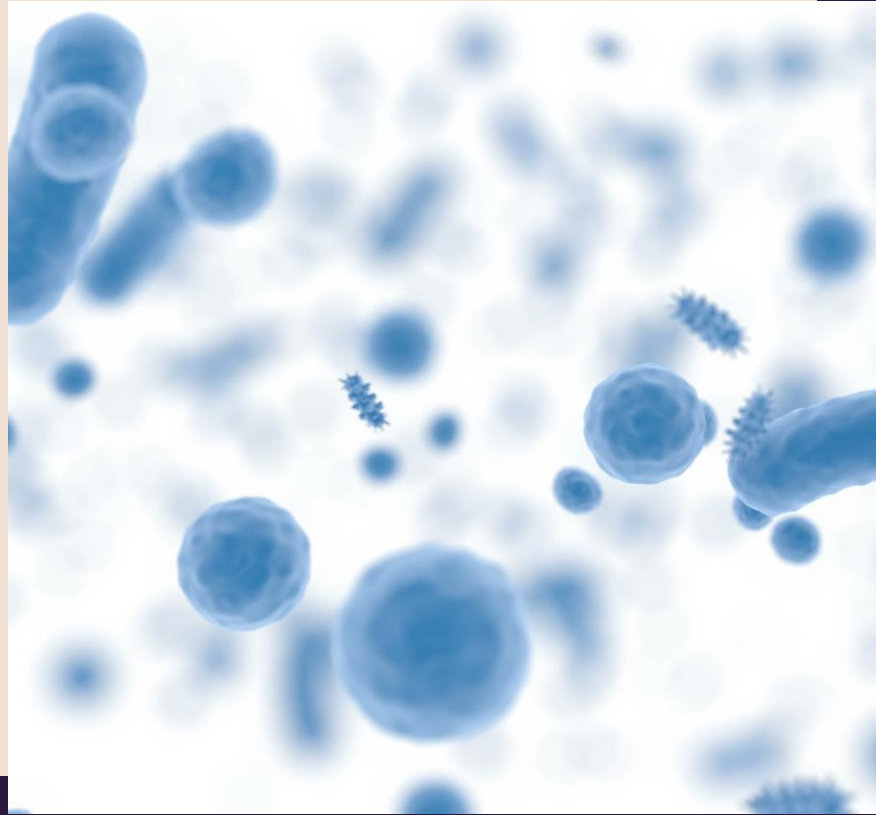
Question 11b. And do you think this or these problems are linked to your microbiome?
Base: People who have experienced these problems

ALL COUNTRIES
% Linked





A larger role to play for HCPs in the USA, as they are the most trusted source of 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 people discover the microbiome answering the survey. Otherwise, Americans heard about the microbiome for the first time through healthcare professionals.

NEW QUESTION

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

Base: All respondents

ALL COUNTRIES



Americans under 25 yo first heard about the microbiome through school and 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=107	n=180	n=169	n=244	n=300	n=483	n=517	n=82	n=680
While answering this questionnaire	22	6	8	15	22	41	18	26	7	25
By a healthcare professional	12	7	16	16	14	7	11	13	15	13
On television, in health-related programs	7	3	7	9	6	8	7	6	8	7
School/studies	7	15	8	7	6	3	8	6	10	7
On a blog, an online article	5	4	5	5	5	4	5	4	1	4
Your family, friends, acquaintances	5	7	7	4	8	3	6	5	6	5
Advertisements (TV, press, street ads.)	4	0	3	6	6	5	3	6	2	4
On social media (influencers...)	4	13	7	5	2	0	5	3	11	4
Occupational doctor / workplace nurse	4	9	5	3	4	1	5	3	10	3
In a booklet/brochure at your healthcare professional's office	3	3	5	3	3	2	3	3	3	4
Scientific podcast	3	4	8	3	1	1	4	2	9	3
In specialized press (wellness, health magazines)	3	6	2	4	2	4	3	4	3	3
On television during the news	2	3	4	2	2	1	4	1	4	2
In national press (general, mainstream media)	2	1	3	1	3	1	1	2	0	2
From your colleagues	2	7	3	3	0	0	3	0	4	1
On the radio	1	0	0	1	1	1	1	1	0	1
In regional daily press	1	2	1	1	0	0	1	1	3	0
During a sports activity	0	2	0	1	1	0	1	0	1	1
Other	13	8	8	11	14	18	11	14	3	11



Significant differences vs total - superior



Significant differences vs total - inferior



First source by profile



Healthcare professionals are considered as the most trusted source for information about microbiome. Then, Americans rely on teachers or on their relatives.

NEW QUESTION

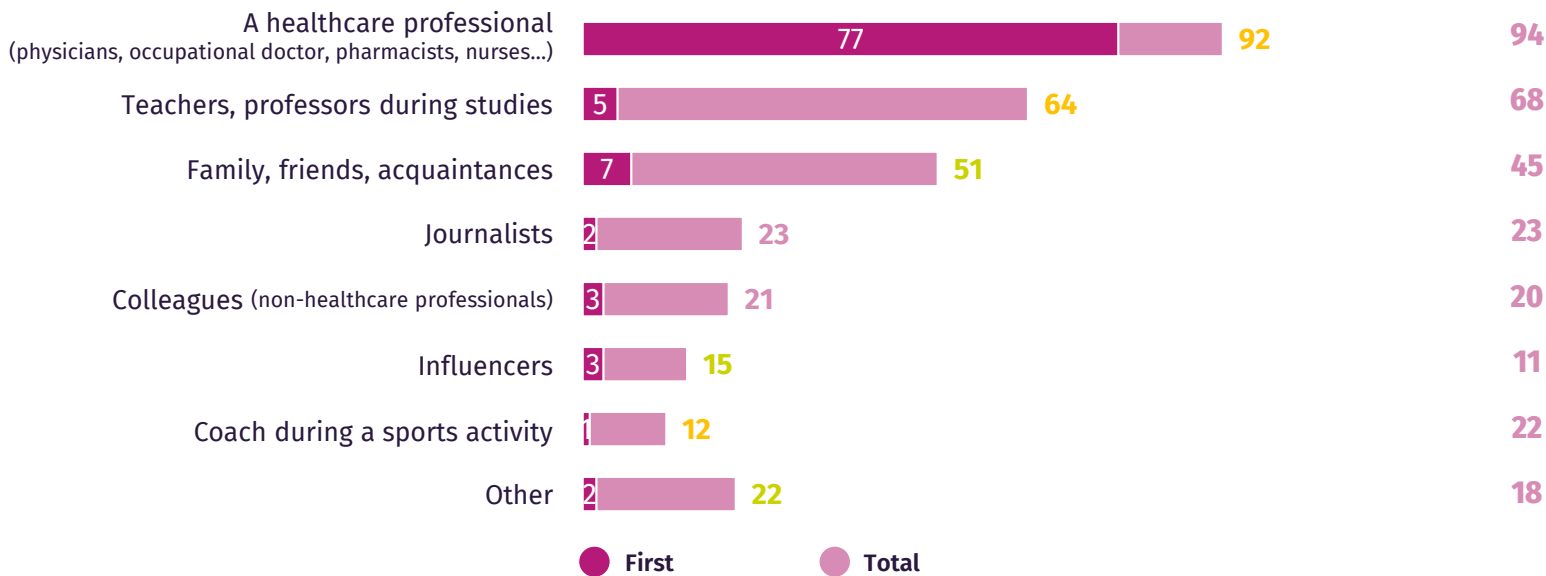
Question 2V2. For relevant and trustworthy information about microbiome, who would you trust the most?

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

Base: All respondents



% Total





For all age groups, healthcare professionals remain the most reliable source of information. Americans under 35 yo are more likely to trust influencers.

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=107</i>	25-34 yo <i>n=180</i>	35-44 yo <i>n=169</i>	45-59 yo <i>n=244</i>	60 yo and more <i>n=300</i>	Men <i>n=483</i>	Women <i>n=517</i>	Parents of children under 3 <i>n=82</i>	At least one health problem <i>n=680</i>
A healthcare professional (physicians, occupational doctor, pharmacists, nurses...)	92	80	83	90	95	98	88	95	89	93
Teachers, professors during studies	64	62	64	69	64	63	64	65	62	64
Family, friends, acquaintances	51	49	47	46	54	53	49	53	45	51
Journalists	23	38	15	24	25	21	26	20	22	23
Colleagues (non-healthcare professionals)	21	17	26	18	24	18	23	19	20	20
Influencers	15	24	30	19	9	7	20	11	32	14
Coach during a sports activity	12	21	23	20	6	4	15	10	29	11
Other	22	10	11	15	24	36	16	28	2	24

● Significant differences vs total - superior

● Significant differences vs total - inferior



This year, Americans have received more information from the health professionals about the microbiome. However, it remains a minority of them.



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

Only **31%** received **ALL THESE INFORMATION**, at least one time
10% received all these information several times **2023: 19%, +12pts**
5%, +5pts

% Yes **Evolution vs 2023**

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



45 **+14pts**

Prescribe probiotics or prebiotics



44 **+7pts**

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



43 **+14pts**

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



43 **+15pts**

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



Americans are less likely than average to have had a prescription for probiotics or prebiotics, or to have been educated about the importance of preserving their microbiome.

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	31	30
% Received ALL THESE INFORMATION, several times	10	9
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	45	48
Prescribe probiotics or prebiotics	44	50
Educate you about the importance of preserving as much as possible the balance of your microbiome	43	48
Explain to you what the microbiome is and what its role and function are	43	45



People aged less than 45 yo, parents and men were more likely to have received information from their HCPs.



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

Base: All respondents

% Yes	Total	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	Men	Women	Parents of children under 3	At least one health problem
	base n=1000	n=107	n=180	n=169	n=244	n=300	n=483	n=517	n=82	n=680
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	45	69	74	60	38	19	51	40	79	45
Prescribe probiotics or prebiotics	44	62	68	58	36	21	50	38	77	44
Educate you about the importance of preserving as much as possible the balance of your microbiome	43	64	67	59	39	16	48	39	76	43
Explain to you what the microbiome is and what its role and function are	43	62	69	58	38	15	48	37	74	42

● Significant differences vs total - superior

● Significant differences vs total - inferior

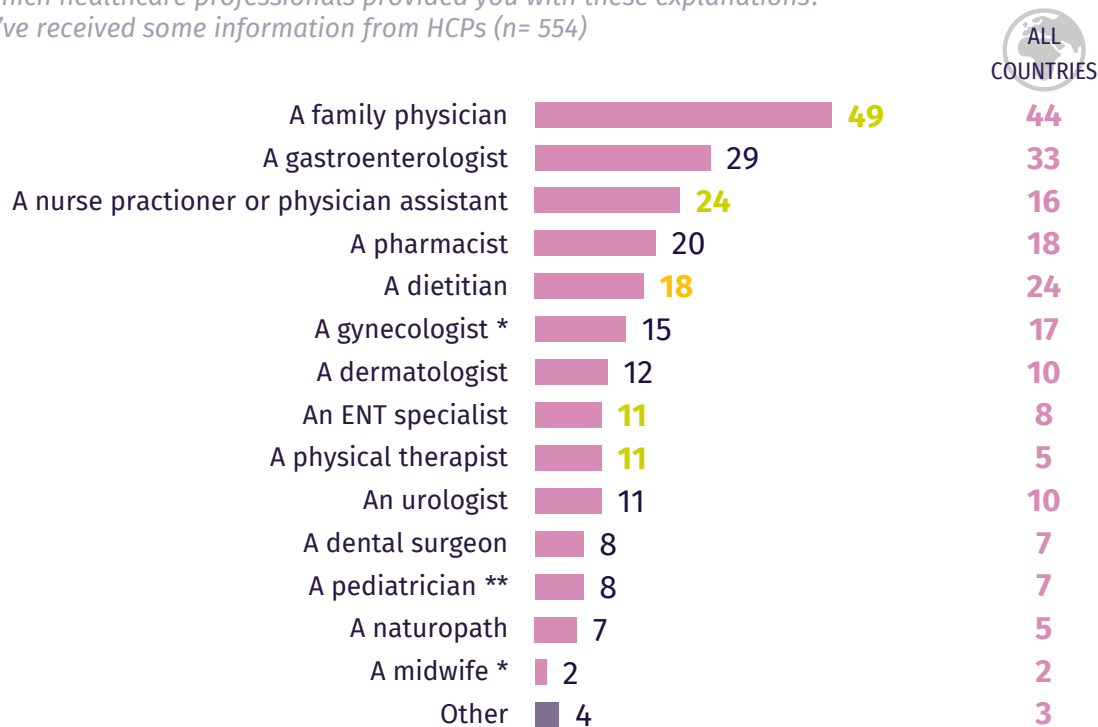


Family physician, gastroenterologist and the physician assistant are the top 3 professional sources of information about microbiome.

NEW QUESTION

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

Base: People who've received some information from HCPs (n= 554)



* Item displayed to women

** Item displayed to parents



The family physician is the most common source of information, regardless of age or gender of Americans.



NEW QUESTION

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

Base: People who've received some information from HCPs (n= 554)

	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=554	n=85	n=142	n=115	n=123	n=89	n=295	n=259	n=70	n=383
A family physician	49	36	42	47	61	56	48	49	45	49
A gastroenterologist	29	34	30	33	18	30	29	28	55	29
A nurse practitioner or physician assistant	24	21	22	20	27	29	23	25	13	25
A pharmacist	20	25	25	25	13	12	23	17	29	18
A dietitian	18	22	18	26	9	14	17	19	26	16
A gynecologist	15	6	23	21	12	10	0	33	29	14
A dermatologist	12	9	17	17	10	2	14	9	18	13
An ENT specialist	11	11	18	15	3	4	14	7	23	11
A physical therapist	11	13	17	16	5	2	14	8	15	11
An urologist	11	10	14	12	13	7	12	11	11	13
A dental surgeon	8	10	13	11	6	1	11	6	13	8
A pediatrician	8	3	15	14	3	0	7	9	17	9
A naturopath	7	4	9	10	6	3	8	5	6	8
A midwife	2	0	6	3	1	0	0	5	1	2
Other	4	0	3	7	2	11	4	5	0	5

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



Only a minority has received information about microbiome after being prescribed antibiotics. That's encouraging compared to last year, but still below average.



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

Base: All respondents

Only **22%** received ALL THESE INFORMATION from their HCPs

2023: **15%**, +7pts

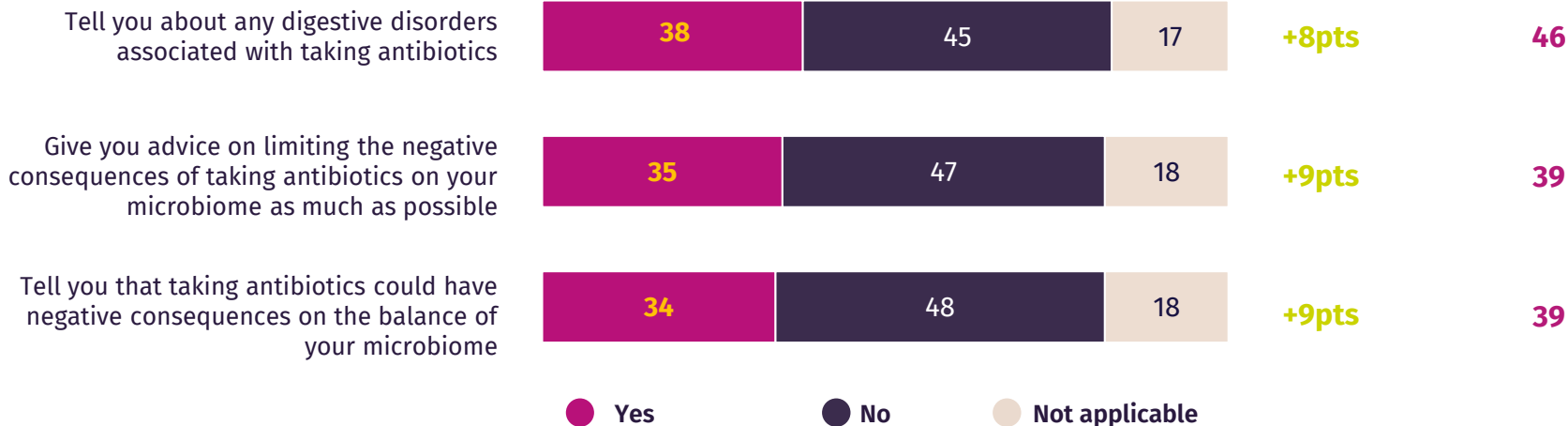


27%

Evolution vs 2023



% Yes





People aged 25-44 yo and parents have received more information and advice when prescribed antibiotics.



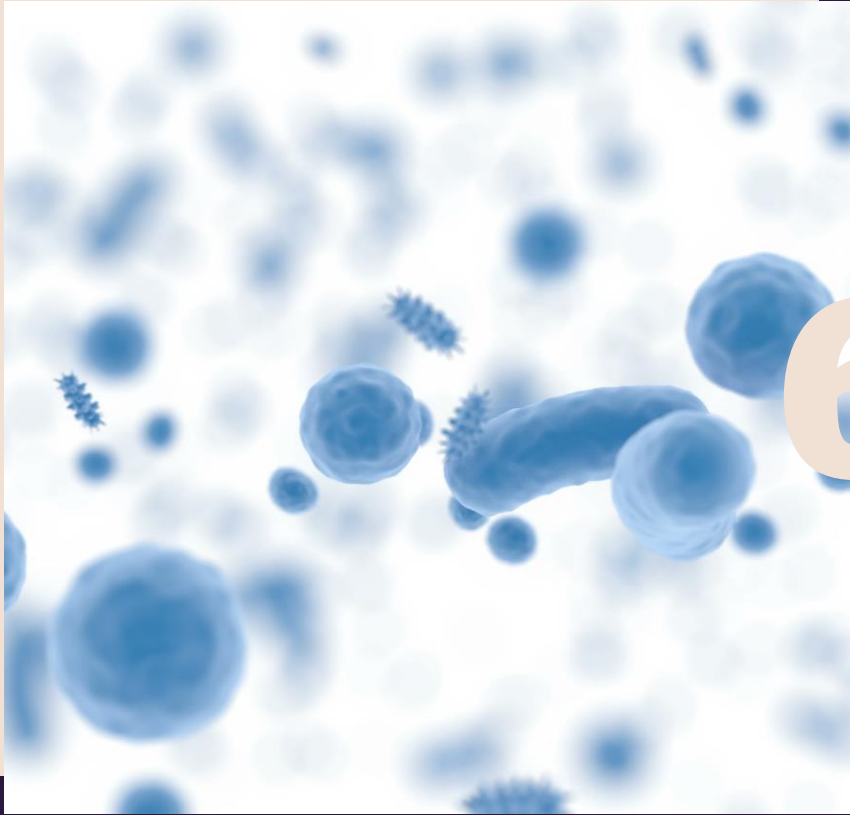
Question 7. The last time a doctor prescribed antibiotics, did they do the following?

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=107	n=180	n=169	n=244	n=300	n=82	n=680
% HAVE RECEIVED ALL THESE INFORMATION FROM THEIR HCPS	22	24	38	29	20	9	40	20
Tell you about any digestive disorders associated with taking antibiotics	38	42	58	47	35	21	57	39
Give you advice on limiting the negative consequences of taking antibiotics on your microbiome as much as possible	35	45	58	47	27	18	66	34
Tell you that taking antibiotics could have negative consequences on the balance of your microbiome	34	40	55	45	31	15	57	33

● Significant differences vs total - superior

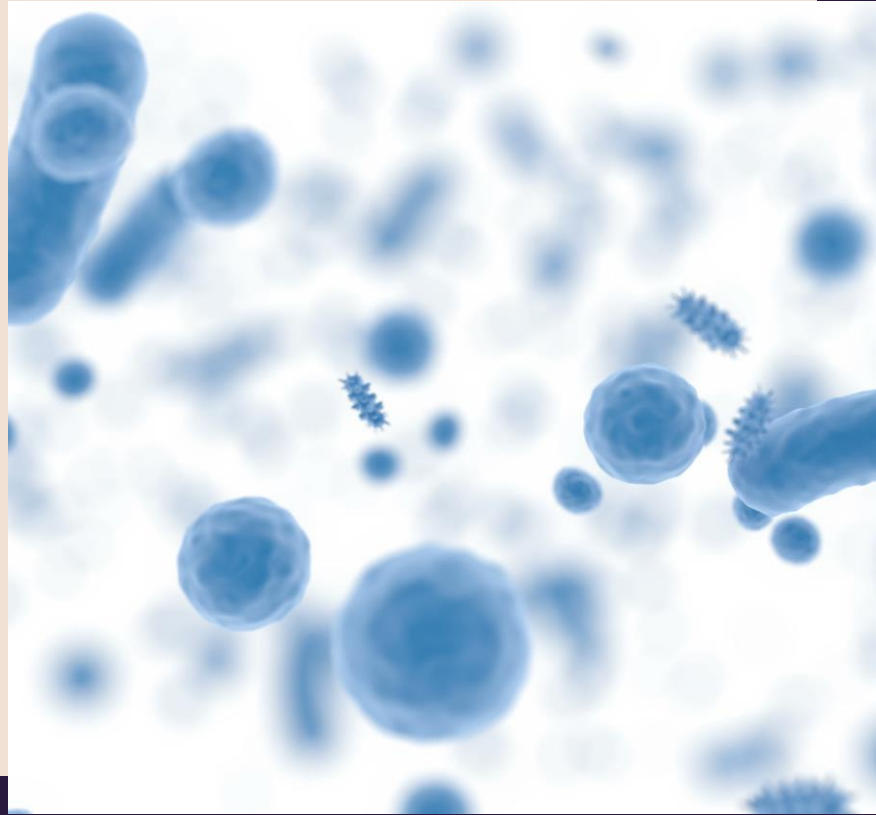
● Significant differences vs total - inferior



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.

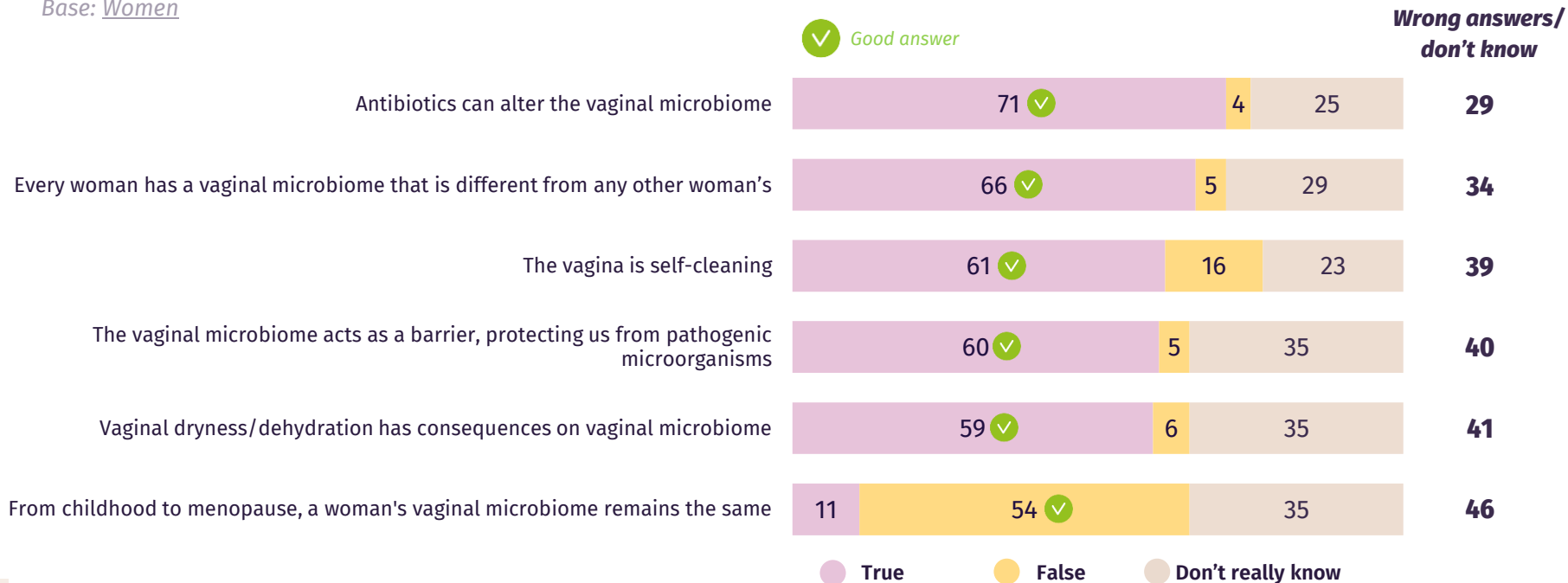


There are some aspects of the vaginal microbiome that the majority of women are aware of.



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

Base: Women



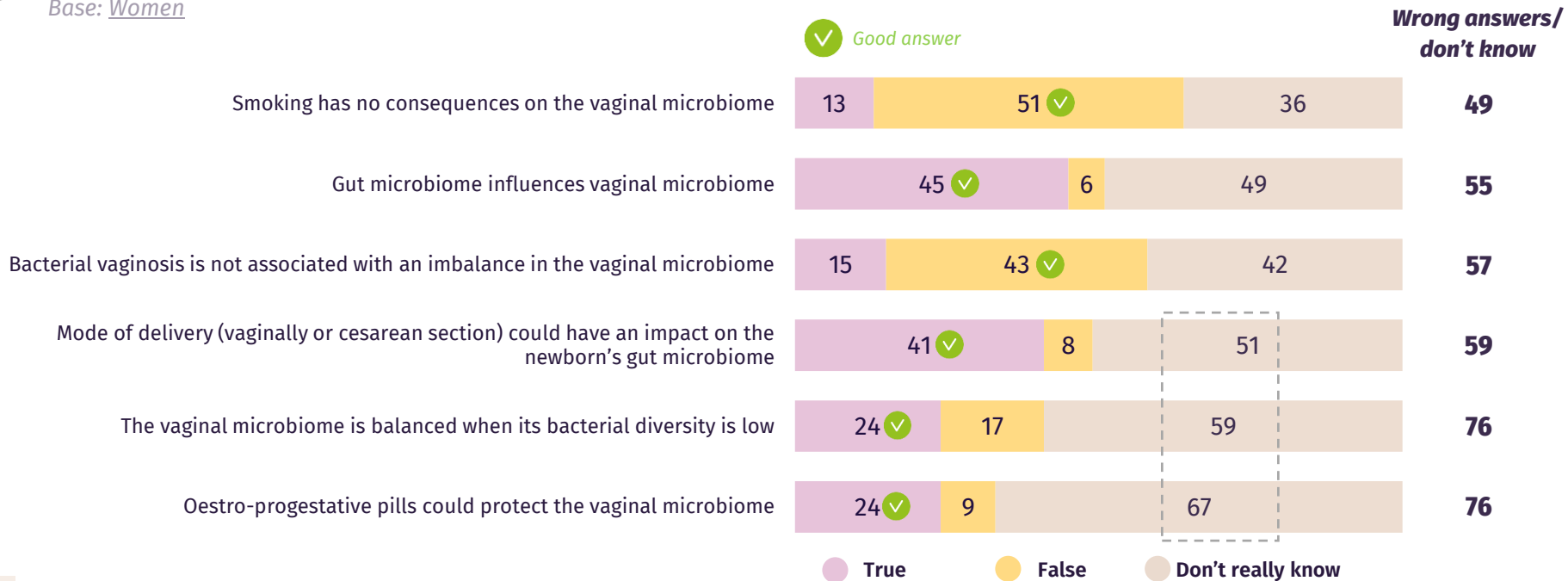


However, for other aspects, many American women simply do not know the answers: composition, oestro-progestative impact or mode of delivery impact.



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





The barrier protection of the microbiome, its composition or the consequences of vaginal dryness are less known in the USA.

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	71	New item	69
Every woman has a vaginal microbiome that is different from any other woman's	66	+11pts	64
The vagina is self-cleaning	61	+2pts	56
The vaginal microbiome acts as a barrier, protecting us from pathogenic microorganisms	60	+7pts	68
Vaginal dryness/dehydration has consequences on vaginal microbiome	59	New item	69
From childhood to menopause, a woman's vaginal microbiome remains the same	54	+1pt	55
Smoking has no consequences on the vaginal microbiome	51	New item	55
Gut microbiome influences vaginal microbiome	45	New item	43
Bacterial vaginosis is not associated with an imbalance in the vaginal microbiome	43	+7pts	44
Mode of delivery (vaginally or cesarean section) could have an impact on the newborn's gut microbiome	41	New item	40
The vaginal microbiome is balanced when its bacterial diversity is low	24	+5pts	30
Oestro-progestative pills could protect the vaginal microbiome	24	New item	22

● Significant differences vs total - superior

● Significant differences vs total - inferior



In details, American women aged 60 yo and over have a lower knowledge about 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.

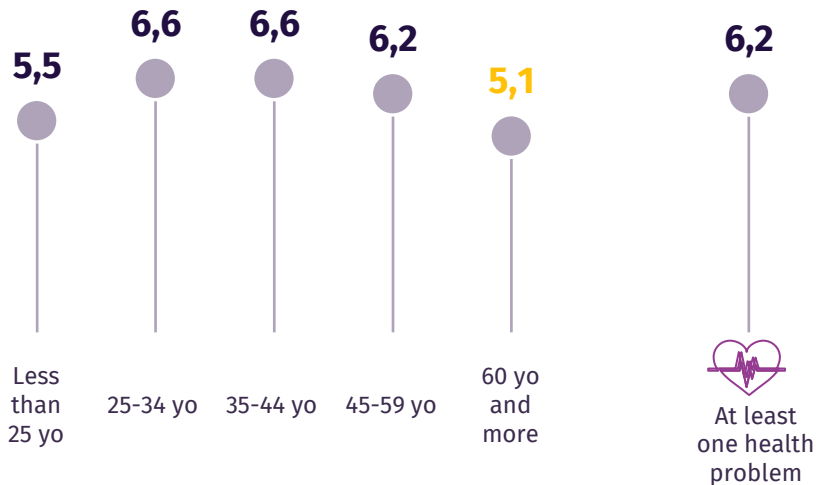
Base: Women



6,2

6,0/12

Number of good responses on average



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

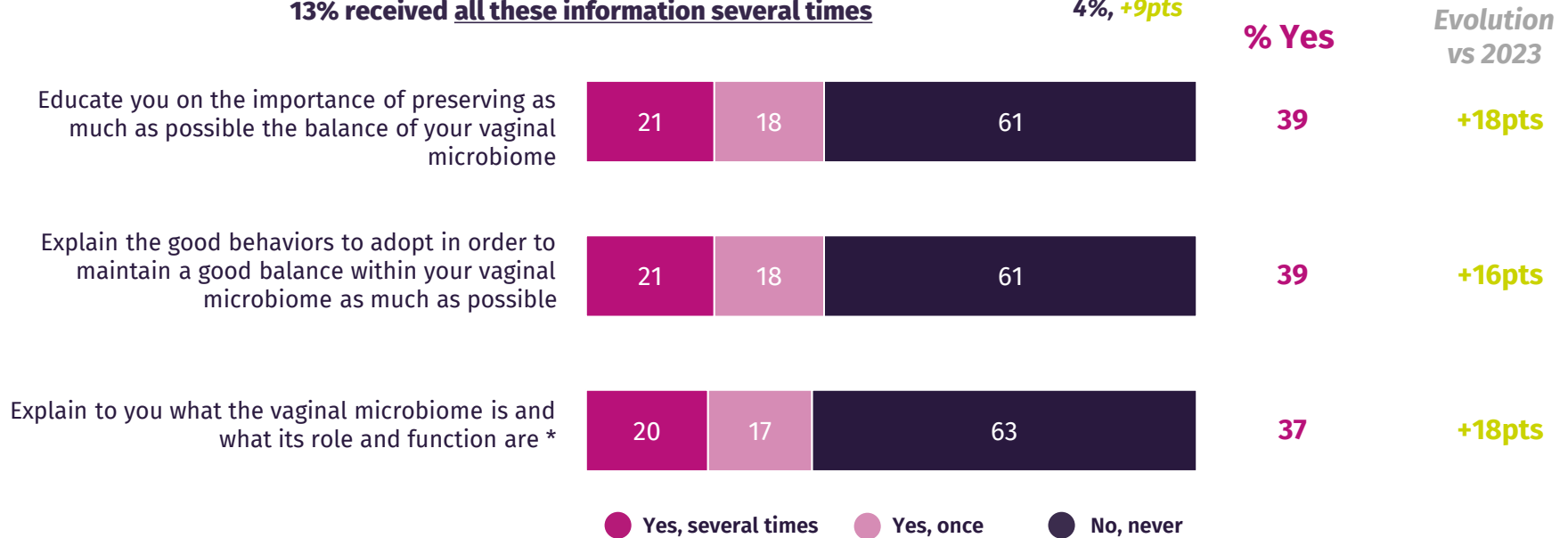


Only 1 in 3 American women have received information or advice about the vaginal microbiome from their HCPs. Although it remains a minority, the level of information has improved.



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

33% received **ALL THESE INFORMATION**, at least one time
13% received all these information several times **2023: 16%, +17pts**
4%, +9pts



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



However, American women have received less information compared to other countries.

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

% Yes

	Total	ALL COUNTRIES
% Have received ALL THESE INFORMATION, at least one time	33	37
% Received ALL THESE INFORMATION, <u>several times</u>	13	14
Educate you on the importance of preserving as much as possible the balance of your vaginal microbiome	39	48
Explain the good behaviors to adopt in order to maintain a good balance within your vaginal microbiome as much as possible	39	48
Explain to you what the vaginal microbiome is and what its role and function are	37	43

● Significant differences vs total - superior

● Significant differences vs total - inferior

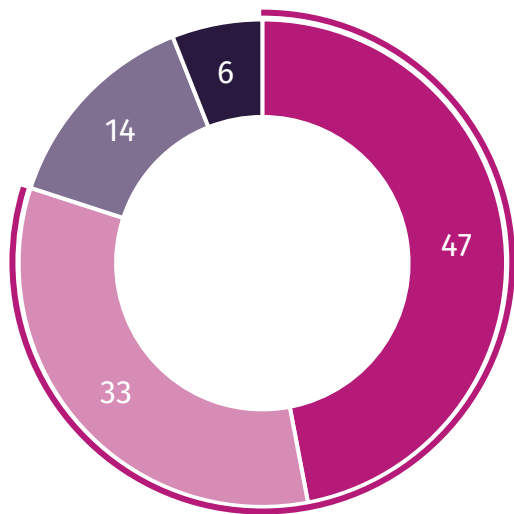


Most American women would like to have more information about the importance of the vaginal microbiome and its impact on health, especially those aged between 25 and 44 yo.



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

Base: Women



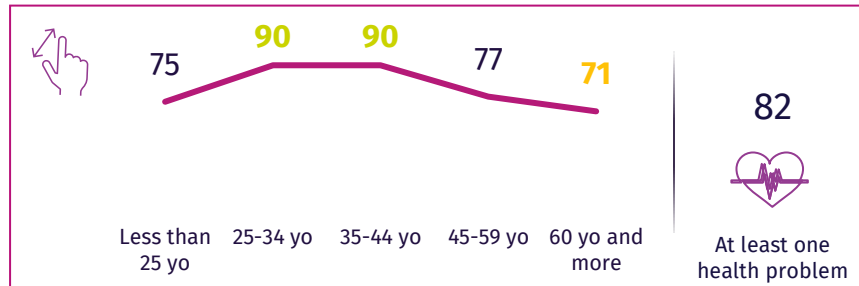
- Yes, absolutely
- Yes, somewhat
- No, not really
- No, not at all

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

2023: 71%, +9pts



88%



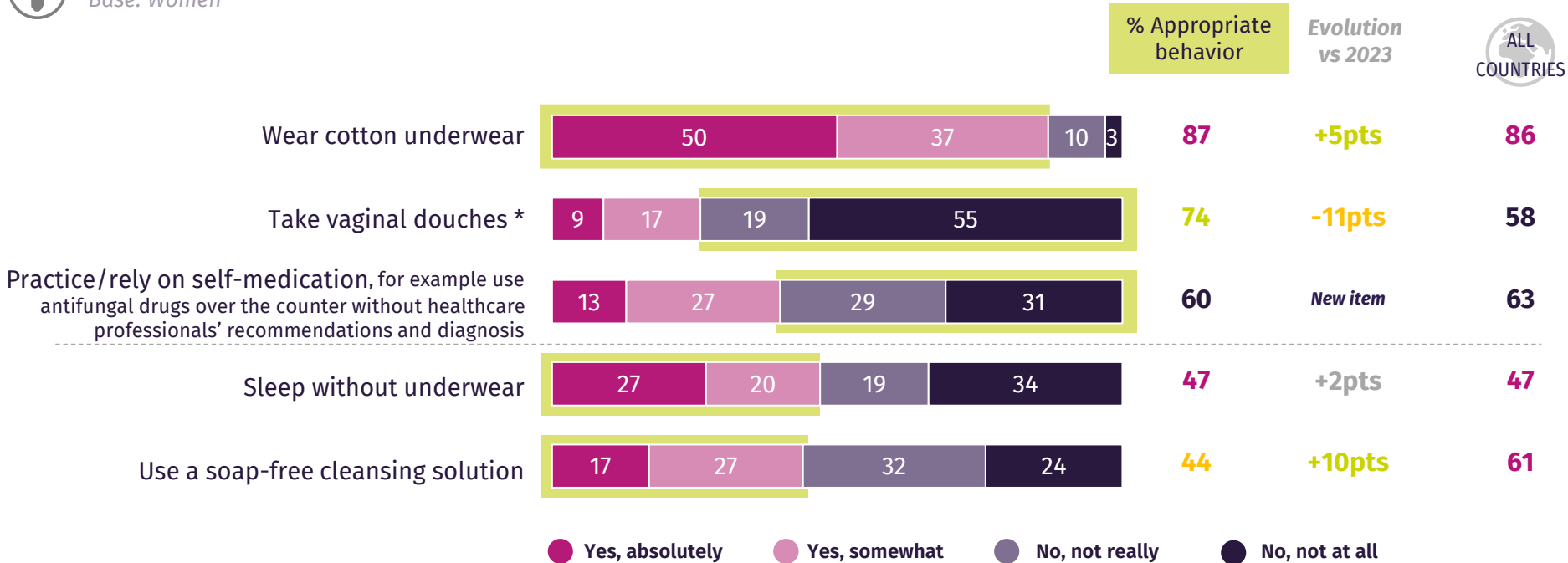
● Significant differences vs total - superior ● Significant differences vs total - inferior



An increasing proportion of women adopt appropriate behaviours except the one related to vaginal douche.



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).



The adoption of appropriate behaviors for their vaginal microbiome is quite similar among American women, regardless of their age.

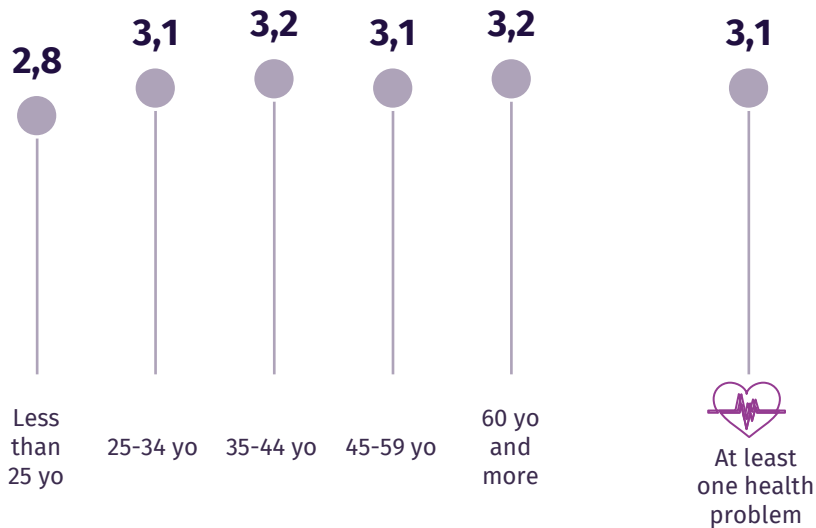


Question 16. In your daily life, do you regularly adopt the following behaviors?
Base: Women



3,2

3,1/5



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 the USA results



Awareness of the microbiome & its diversity	
Know exactly what is « microbiome »	26% ↗
Subtotal « Aware »	62% ↗
Subtotal « Aware » of the gut microbiome	49% ↗
Subtotal Aware of all microbiome	29% ↗
Level of knowledge around the microbiota	
Mean of good answers	5,0/9
Level of knowledge around the solutions which can maintain the microbiota balanced	
Know exactly what are probiotics	56%
Know exactly what are prebiotics	41% ↗
Adoption and identification of appropriate behaviors to maintain a balanced microbiota	
Have changed their behaviors	54%
Level of information provided by healthcare professionals	
Have heard about the microbiome from healthcare professional	12%
Received at least one piece of information at least once	57% ↗

Key learnings

Americans' awareness of the microbiome and its diversity has improved since last year. However, their results are still below global average.

Little is known among Americans about the role and functions of the microbiome and its consequences on health.

They are less likely to have adopted behaviors to maintain their microbiome balanced compared to other countries. However, American are more likely to consume probiotics compared to the global average.

This year, Americans have received more information about the microbiome from their healthcare professionals. However, it's less than in other countries, and still an important part of the population hasn't received these information. HCPs need to act and provide education and advice on microbiome, especially as they are considered as the most trusted source of information.

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

ANNEXES

FIABILITÉ DES RÉSULTATS

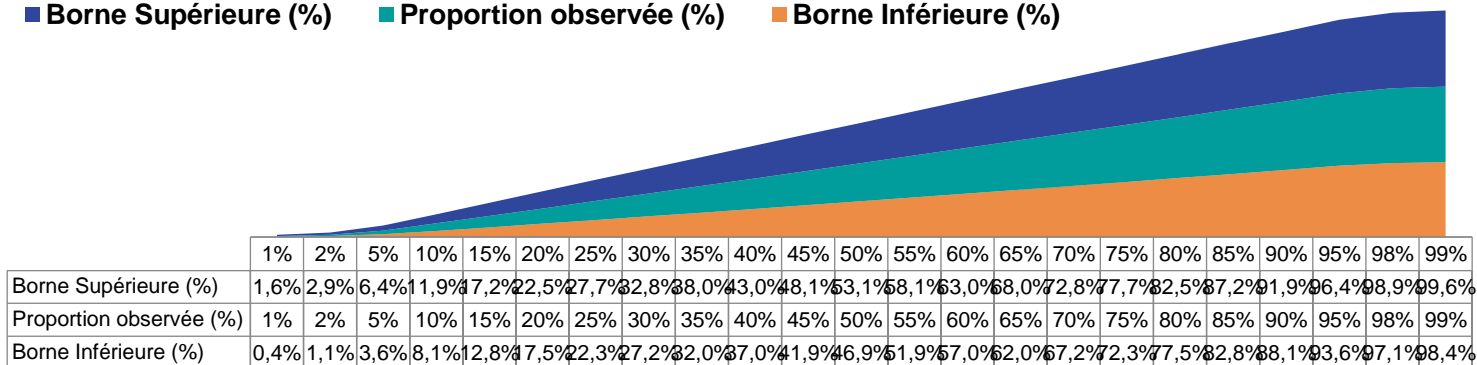
Feuille de calcul

En l'occurrence s'agissant de cette étude :

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

Les proportions observées sont comprises entre :

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



SURVEY OVERVIEW

CAWI survey – Online panel



SAMPLE

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



DATA COLLECTION

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



DATA PROCESSING

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

SURVEY MATERIAL THE QUESTIONNAIRE



Questionnaire

RELIABILITY OF RESULTS : SELF COMPLETION ONLINE SURVEYS IIS

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

UPSTREAM OF THE DATA COLLECTION

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

DURING THE DATA COLLECTION

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

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

DOWNSTREAM OF THE DATA COLLECTION

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

SURVEY OVERVIEW

Organization (CAWI survey - Online panel)



ACTIVITIES CARRIED OUT OR COORDINATED BY IPSOS TEAMS IN FRANCE

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



ACTIVITIES CARRIED OUT BY IPSOS EXPERT LOCAL TEAMS

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

ABOUT IPSOS

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

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

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

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

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GAME CHANGERS

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

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

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

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

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:

You act better when you are sure.