



International Microbiota Observatory

L'Observatoire International
des Microbiotes

Second wave 2024

Results for France

The 2024 International Microbiota Observatory

7 countries had already been surveyed in 2023. When possible, we will indicate the changes for **constant scope** :

+ 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)



– Microbiota and chronic diseases. 2-3 specifically angled “public health” questions to gather data to be activated during World Health Days (Diabetes, IBS, cancer, respiratory infections, endometriosis, etc.).



– Microbiota information. Where do respondents seek information related to the microbiota? For relevant and trustworthy information about microbiota, who would you trust the most?



– Targeted audiences: parents of children (aged 3y and less), seniors, women, people with disease, young adults...



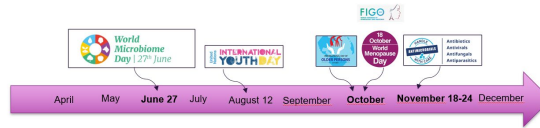
4 new countries to emphasize the international scope of the study.

New topics to engage our audiences and provide activations all through the year

A pluridisciplinary international scientific committee to spread results among HCPs communities

But objectives remain the same:

- Raise awareness about microbiota
- Gain valuable insights and useful data for the Institute and Biocodex
- Mark the link between Biocodex and the microbiota in people's minds



A publication?



Medical societies, congress...



Polskie Towarzystwo
Gastroenterologii



Methodology

Method

This international survey was conducted online in **11 countries** from January 26 to February 26, 2024. **7,500 people aged 18 and over** were interviewed.

7 countries were already part of the survey in 2023:



4 new countries were added this year:



United States (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 the quota method.

Reading notes:



**ALL
11 COUNTRIES**
(n=7,500)

= Overall results for all 11 countries.



= Focus on detailed results according to different criteria such as gender, age, presence of children under 3, and people with health problems.

 Significant differences vs. total - superior

 Significant differences vs. total - inferior

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

All results are presented in %.

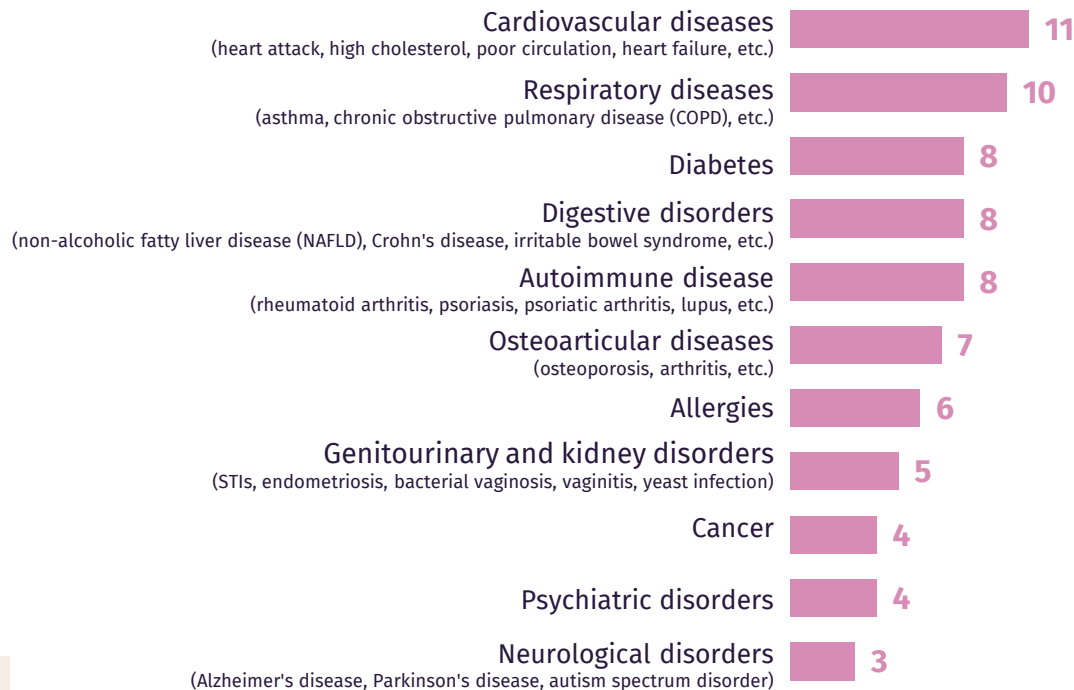


Some results have a low base and should therefore be interpreted with caution.



Details of people with health problems.

NEW QUESTION *RS10. Which of the following health problems do you suffer from?*
Base: All respondents



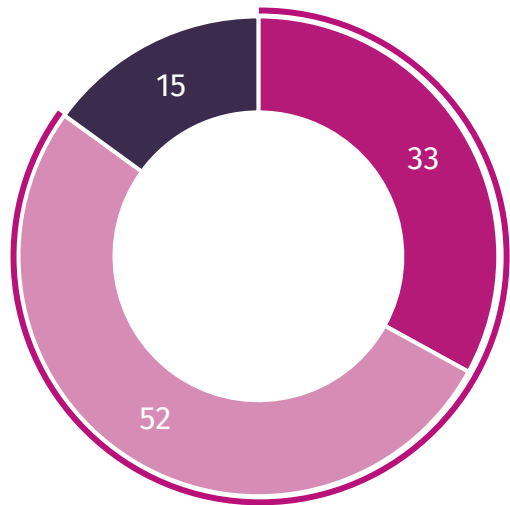


Significant increase
in knowledge of the
microbiota in France,
even if most admit to not
really **knowing** what it
is.



Knowledge of the microbiota has increased this year: 85% of French people have heard of it. However, only a third know exactly what it is.

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

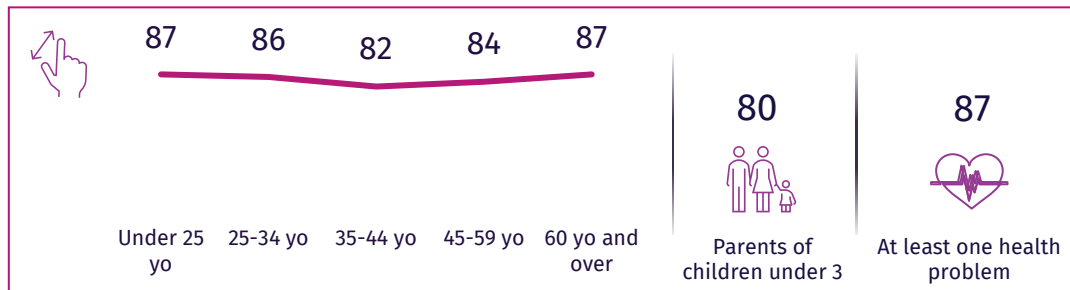


- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I've never heard of it

85% have heard of the term "microbiota"
2023: 81%, +4 pts

ALL 11 COUNTRIES

70%



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

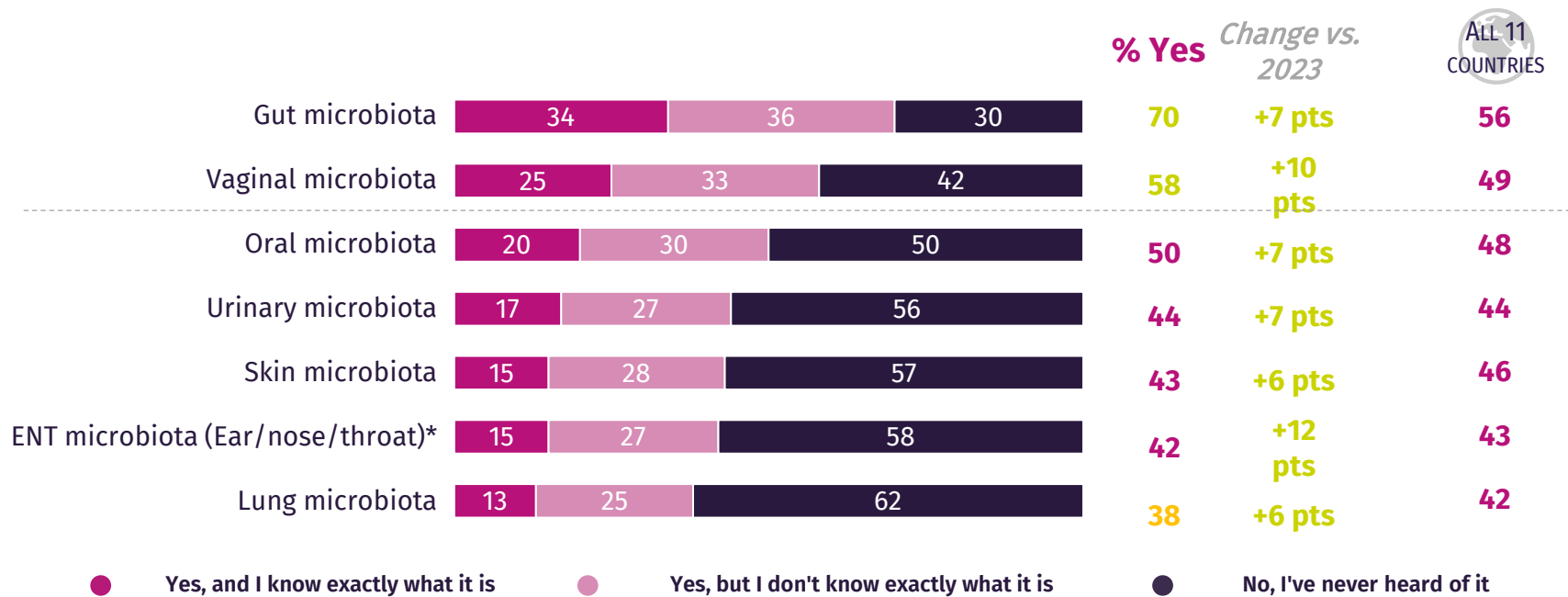


Moreover, French people heard about different microbiota this year.



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

Base: All

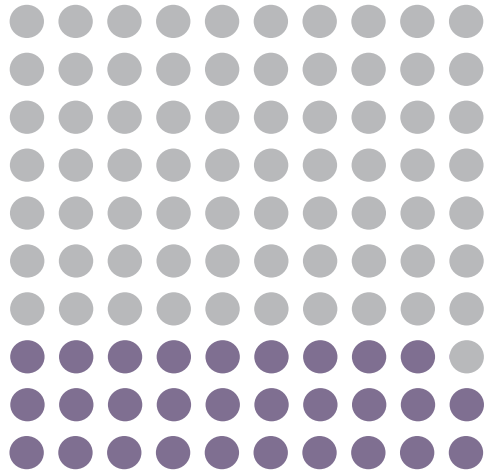


*Specific item added this year



Despite this progress, a minority of French people have heard of each type of microbiota, a level of knowledge similar to that observed globally. People under 45 seem to be more aware than those over 60.

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

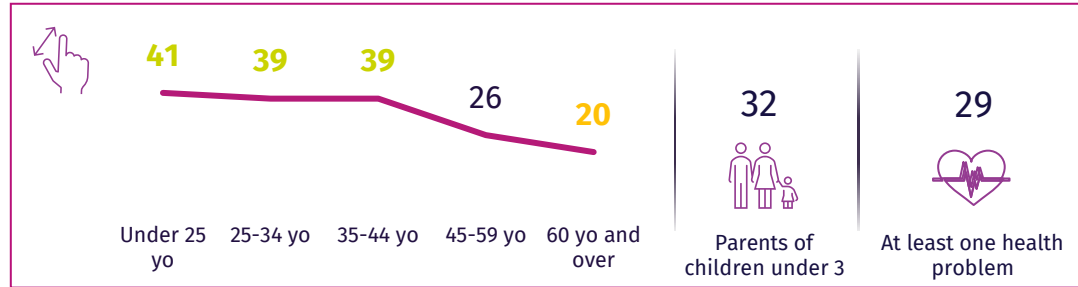


29% have heard of each type of microbiota:
intestinal, vaginal, skin, pulmonary, urinary, oral and ENT microbiota

ALL 11 COUNTRIES

32%

2023: 21%, +8 pts



But only 7% know exactly what all the microbiota are

ALL 11 COUNTRIES

8%

2023: 4%, +3 pts

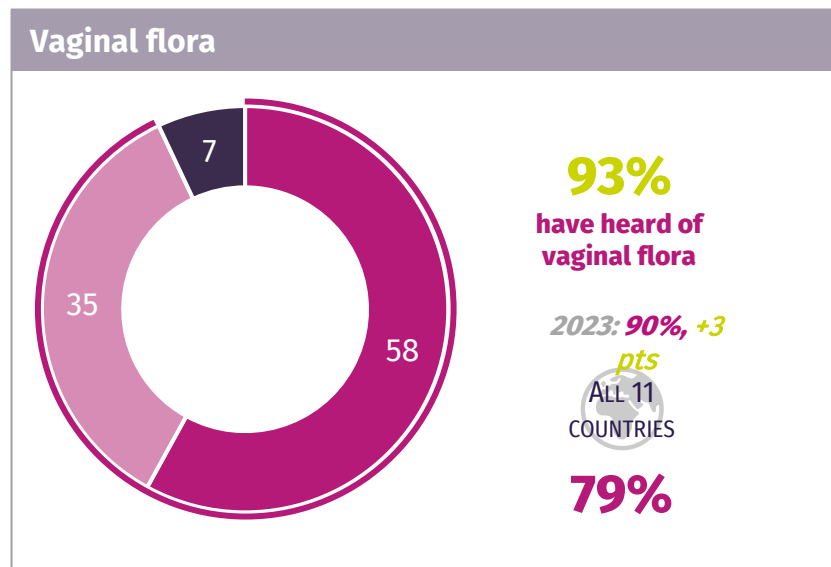
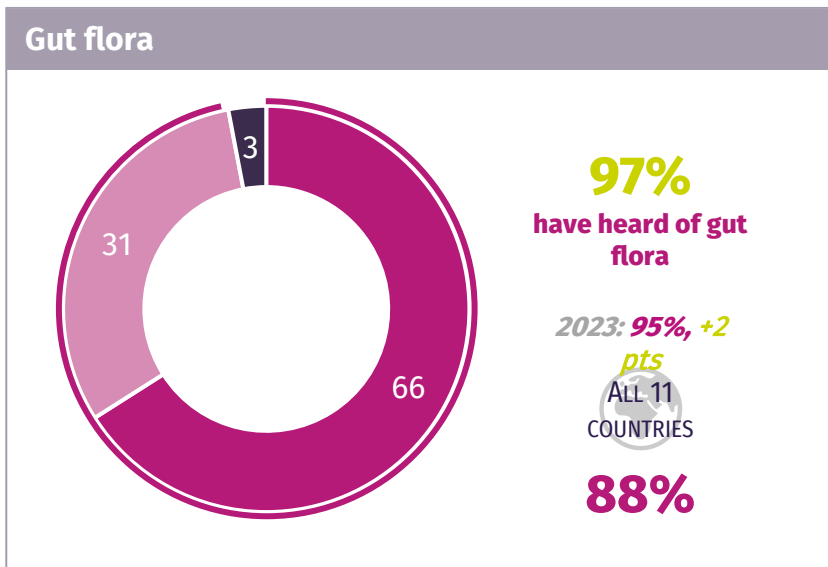
● Significant differences vs. total - superior

● Significant differences vs. total - inferior



On the other hand, the term "flora" is much better known in France, much more so than internationally.

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



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

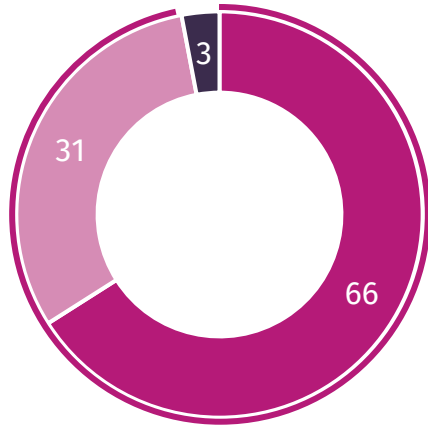


Nearly all French people have heard of gut flora, but women and seniors are more familiar with the concept.

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



Gut flora*



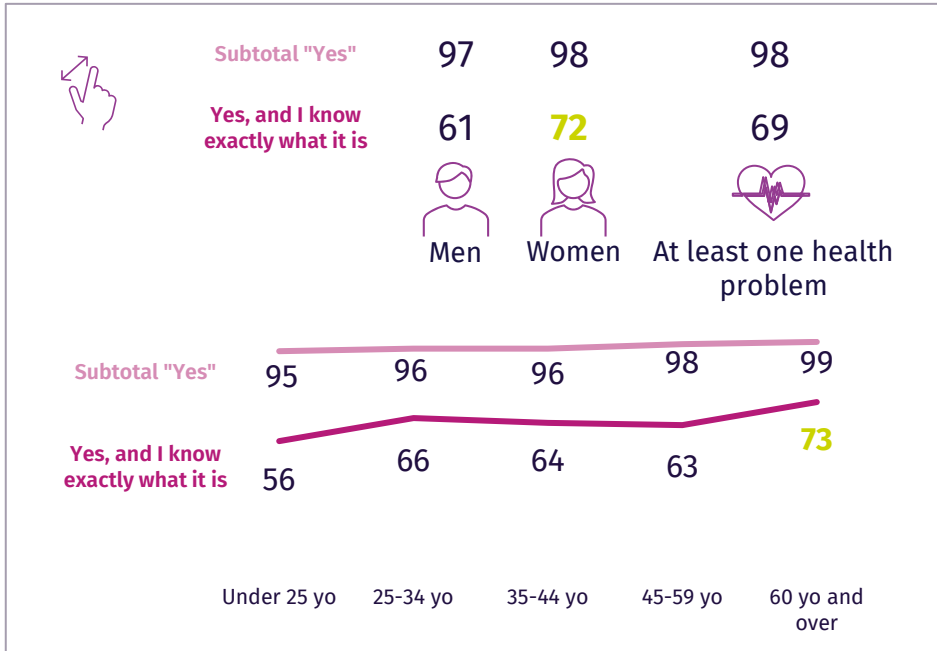
97%
have heard of gut
flora

2023: **95%**, +2
pts

ALL 11
COUNTRIES

88%

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



*The wording of this item has been changed from last year.

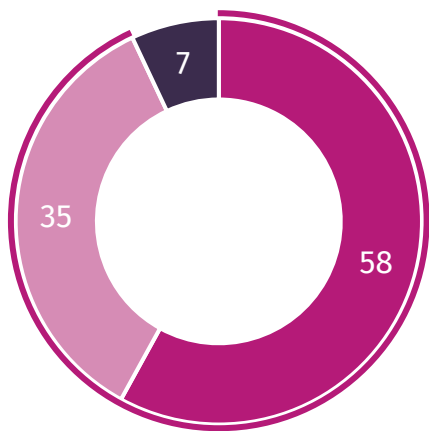


Women are also more familiar with vaginal flora, with 7 out of 10 knowing exactly what it is.

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



Vaginal flora



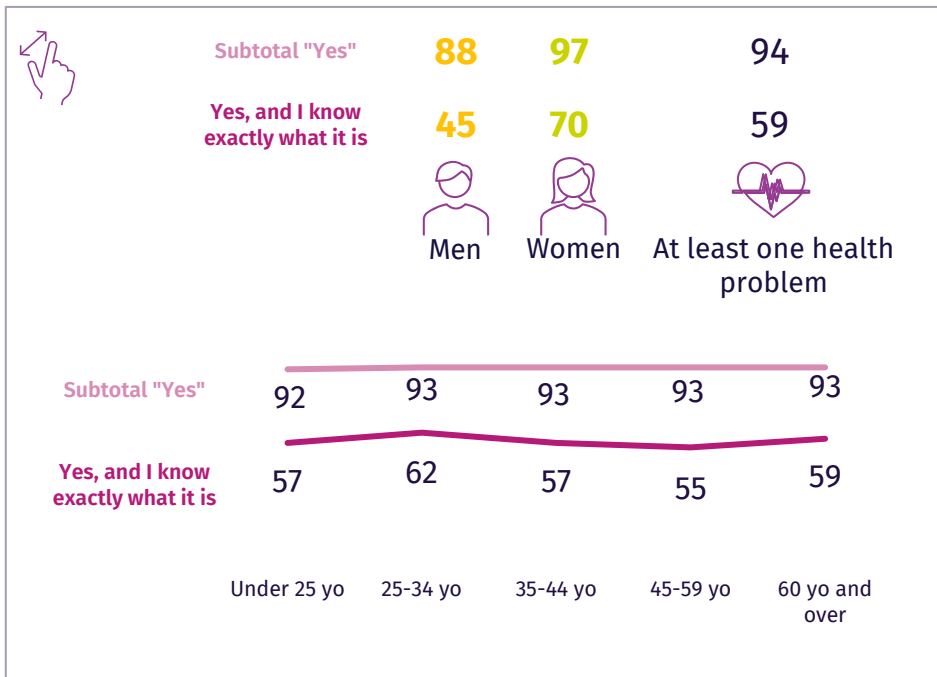
- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I've never heard of it

93%
have heard of
vaginal flora

2023: 90%, +3
pts

ALL 11
COUNTRIES

79%





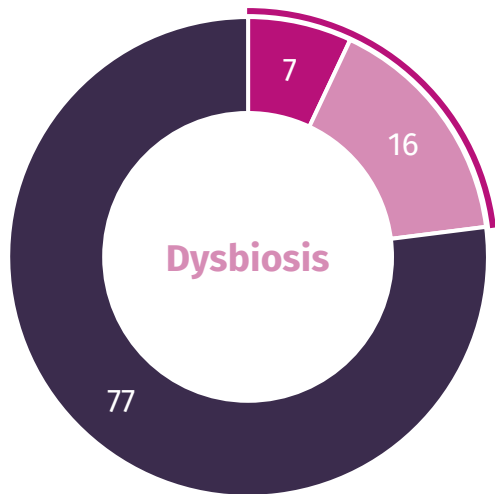
2

French people's
knowledge of the **role**
and **functions** of the
microbiota is still
limited



Although knowledge of this concept is growing, dysbiosis is still little known in France.

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

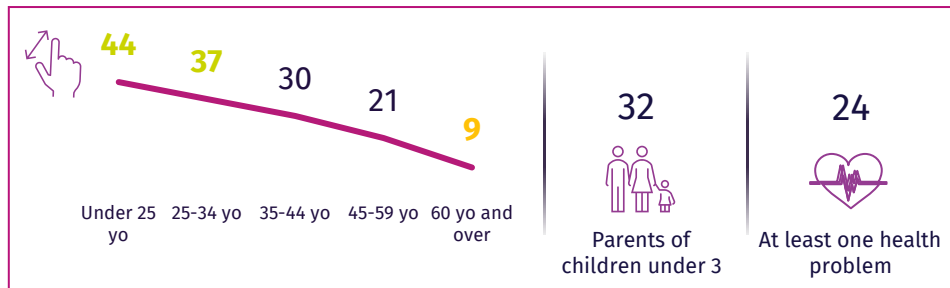


- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I've never heard of it

23% have heard of the term "dysbiosis"
2023: 17%, +6 pts

ALL 11 COUNTRIES

34%



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



Knowledge of the microbiota is limited, particularly concerning its diversity and composition.



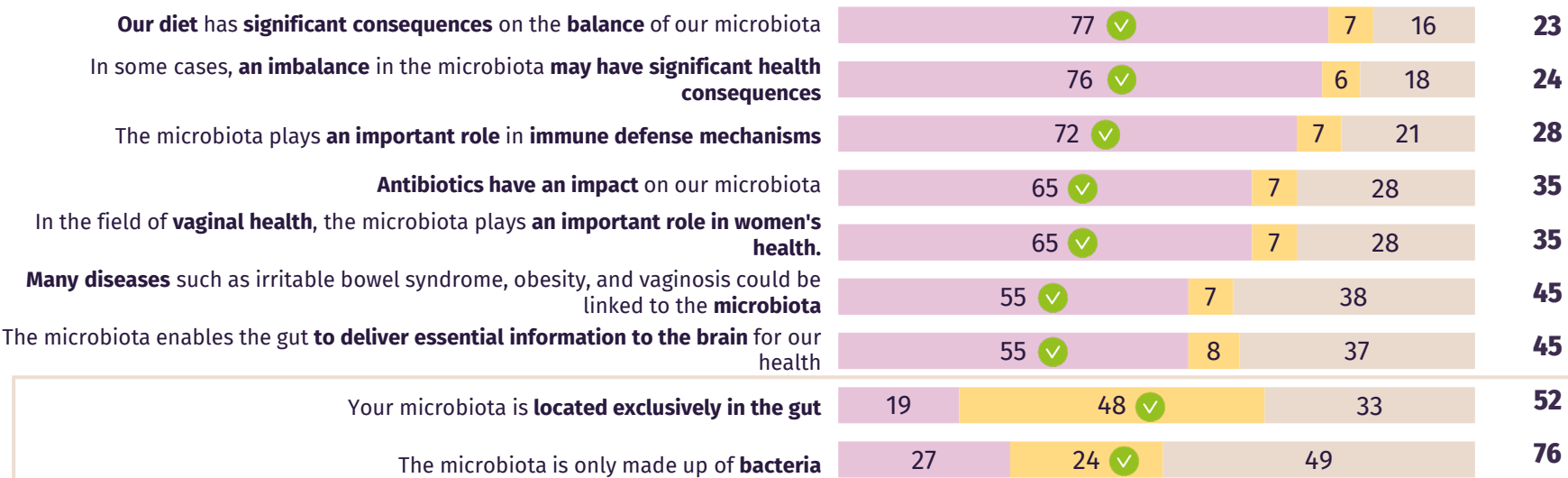
Question 4. For each of the following statements, tell us if you think it is TRUE or FALSE. If you're not sure of your answer, answer I DON'T REALLY KNOW.

Base: All



Correct answer

Wrong answers/
don't know



True

False

I don't really know



Compared to all the countries surveyed, the French have more gaps in their knowledge of the impact of antibiotics on the microbiota, the connection between the microbiota and certain diseases, and the composition of the microbiota.

Question 4. For each of the following statements, tell us if you think it is TRUE or FALSE. If you're not sure of your answer, answer I DON'T REALLY KNOW.

Base: All

% correct answer	Total	Change vs. 2023	ALL 11 COUNTRIES
Our diet has significant consequences on the balance of our microbiota	77	+1 pt	78
In some cases, an imbalance in the microbiota may have significant health consequences	76	+1 pt	77
The microbiota plays an important role in immune defense mechanisms	72	-1 pt	74
Antibiotics have an impact on our microbiota	65	=	70
In the field of vaginal health , the microbiota plays an important role in women's health.	65	+1 pt	68
Many diseases such as irritable bowel syndrome, obesity, and vaginosis could be linked to the microbiota	55	<i>New item</i>	64
The microbiota enables the gut to deliver essential information to the brain for our health	55	+1 pt	53
Your microbiota is located exclusively in the gut	48	-3 pts	46
The microbiota is only made up of bacteria	24	<i>New item</i>	28



People under 25 and men know the least about the microbiota.

Question 4. For each of the following statements, tell us if you think it is TRUE or FALSE. If you're not sure of your answer, answer I DON'T REALLY KNOW.

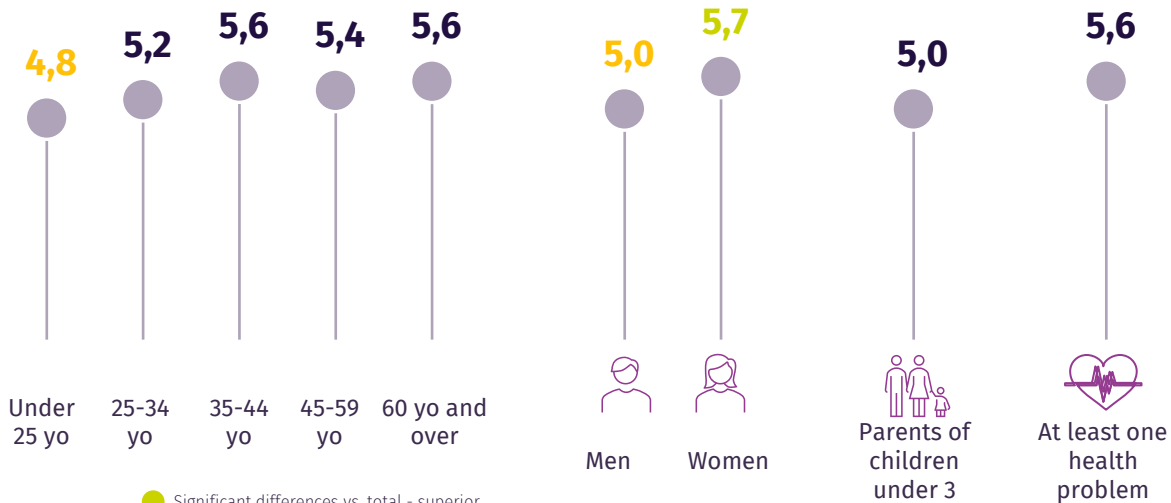
Base: All

ALL 11 COUNTRIES

5.6

5.4/9

Average number of correct answers



● Significant differences vs. total - superior

● Significant differences vs. total - inferior



French people are
among the **least** likely
3 **change** their
behaviors to maintain
a balanced **microbiota**

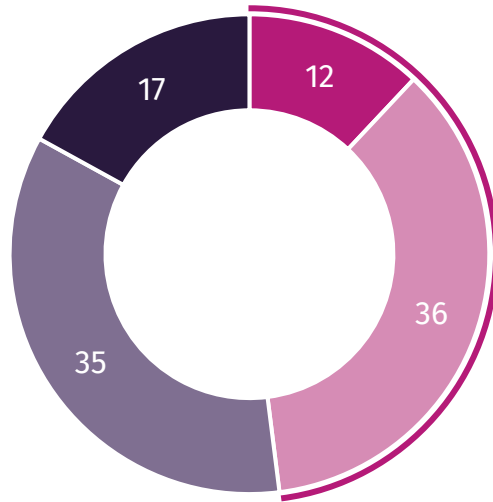


Only 1 in 2 French people claim to have changed their behavior to maintain a balanced microbiota, a figure below the average for the countries surveyed.

NEW QUESTION

Question 10. And in your daily life, have you changed your behaviors to better protect the balance and proper functioning of your microbiota?

Base: All

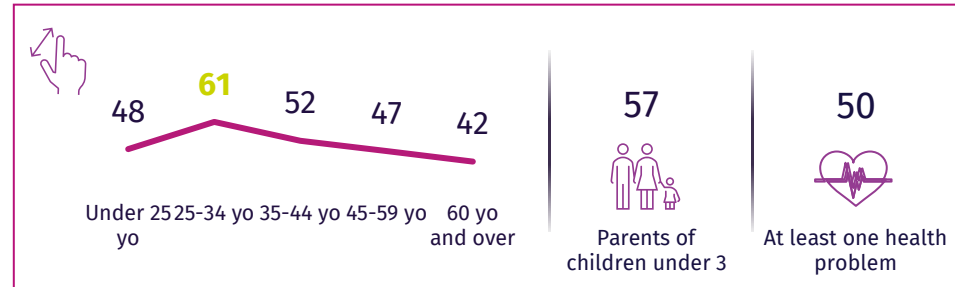


- Yes, a lot
- Yes, a little
- No, not really
- No, not at all

48% have changed their behavior

ALL 11 COUNTRIES

58%



● Significant differences vs. total - superior

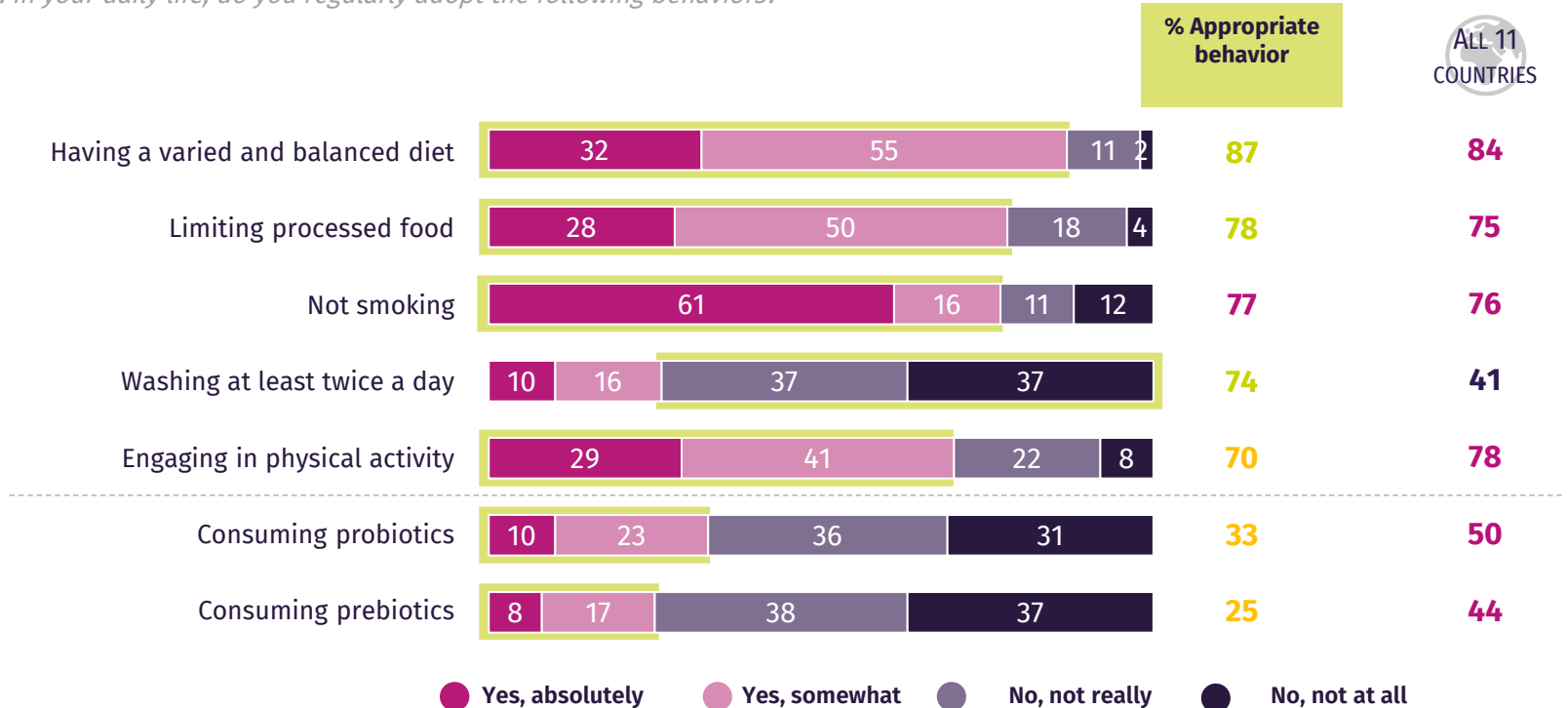
● Significant differences vs. total - inferior



While more French people than average adopt "standard" healthy behaviors, very few consume probiotics or prebiotics.

NEW QUESTION

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



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



It is especially those aged 25-34 who have adopted the right behaviors to benefit their microbiota.

NEW QUESTION

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

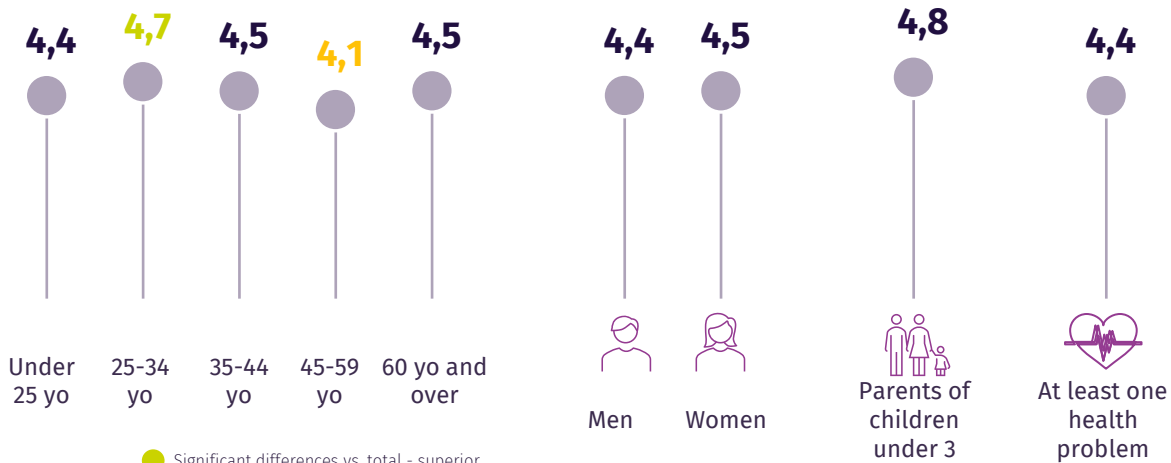
Base: All

ALL 11 COUNTRIES

4.5



Average number of correct answers



● Significant differences vs. total - superior

● Significant differences vs. total - inferior

Copyright Biocodex Microbiota
Institute et Ipsos - mars 2024

International
Microbiota
Observatory

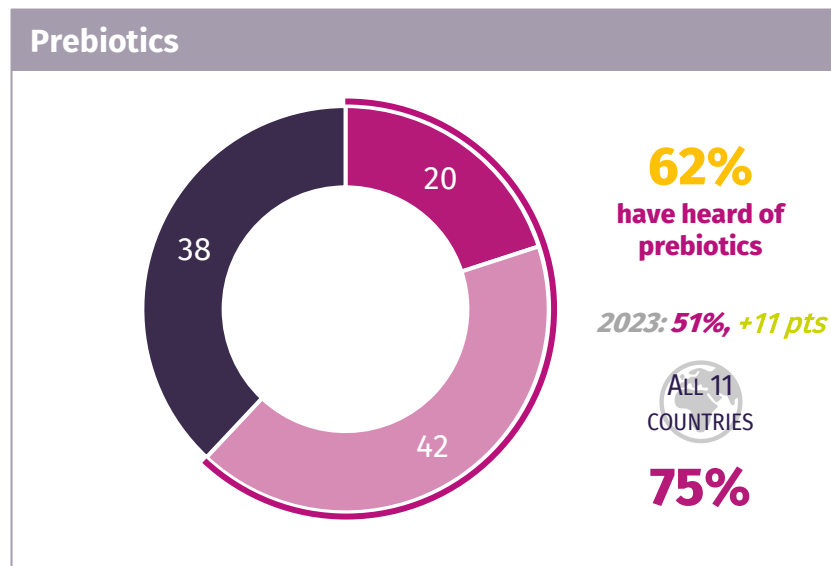
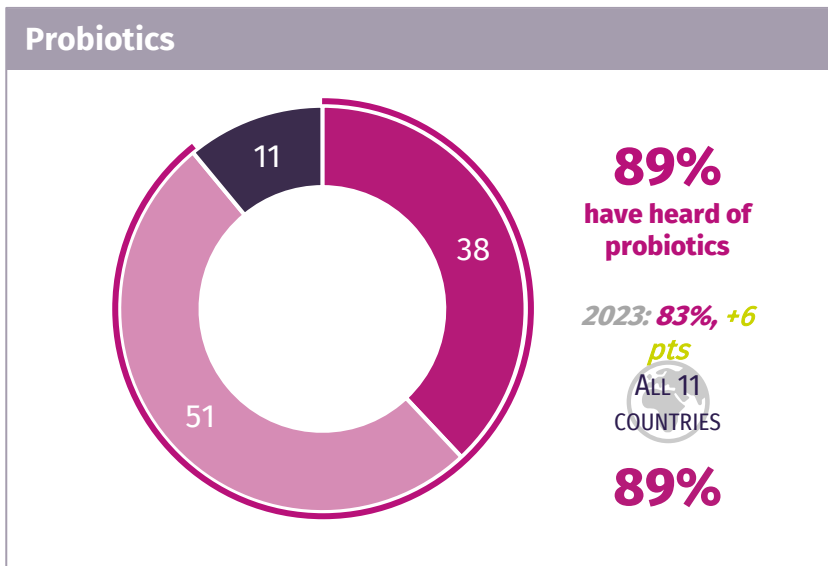


This year, knowledge of probiotics and prebiotics is progressing, but a large part of the population still doesn't know exactly what they are.



Question 2a. And have you ever heard of these terms?

Base: All



● Yes, and I know exactly what it is

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

● No, I've never heard of it

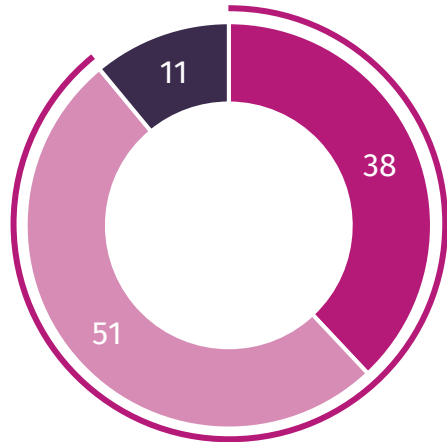


Among those aged 25 to 34, almost 1 in 2 know exactly what probiotics are.



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

Probiotics



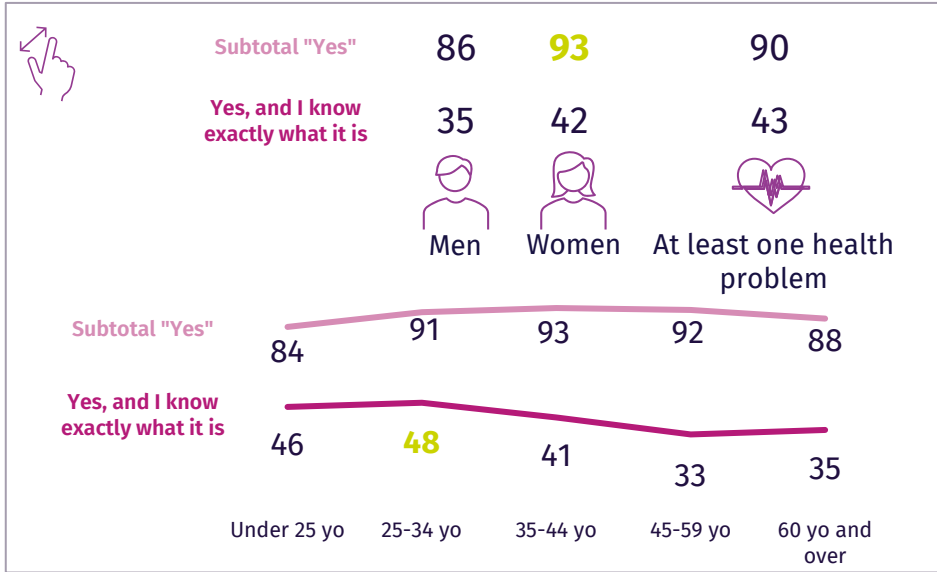
89%
have heard of
probiotics

2023: **83%**, +6
pts

ALL 11
COUNTRIES

89%

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



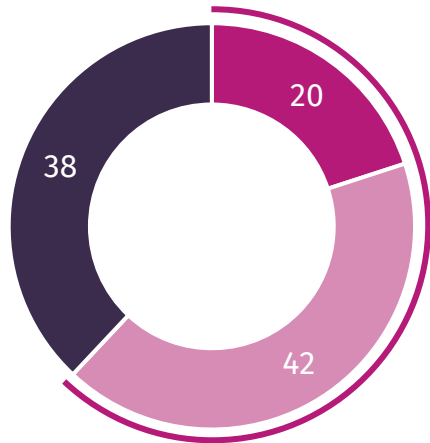


People under 35 have a more precise knowledge of prebiotics, although it remains limited.

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



Prebiotics



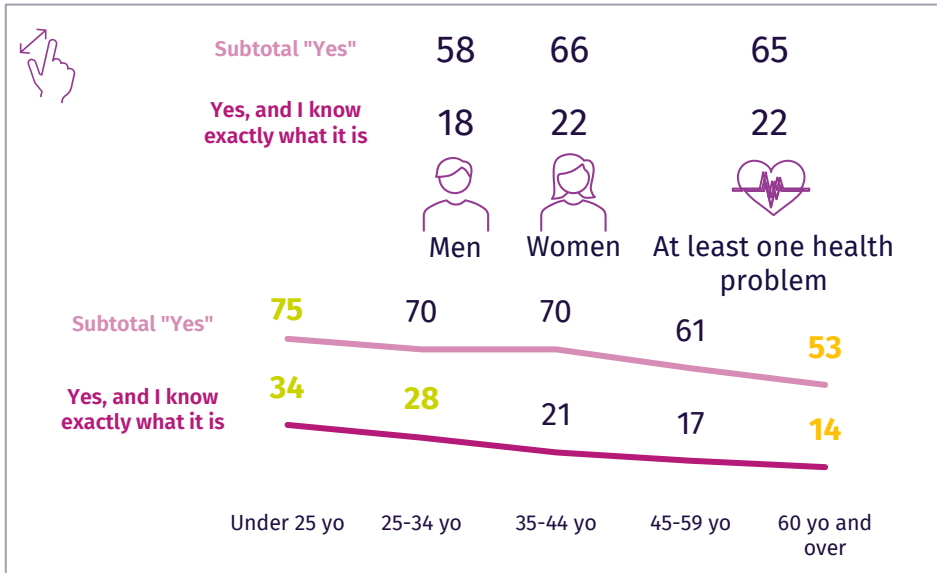
62%
have heard of
prebiotics

2023: 51%, +11 pts



75%

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





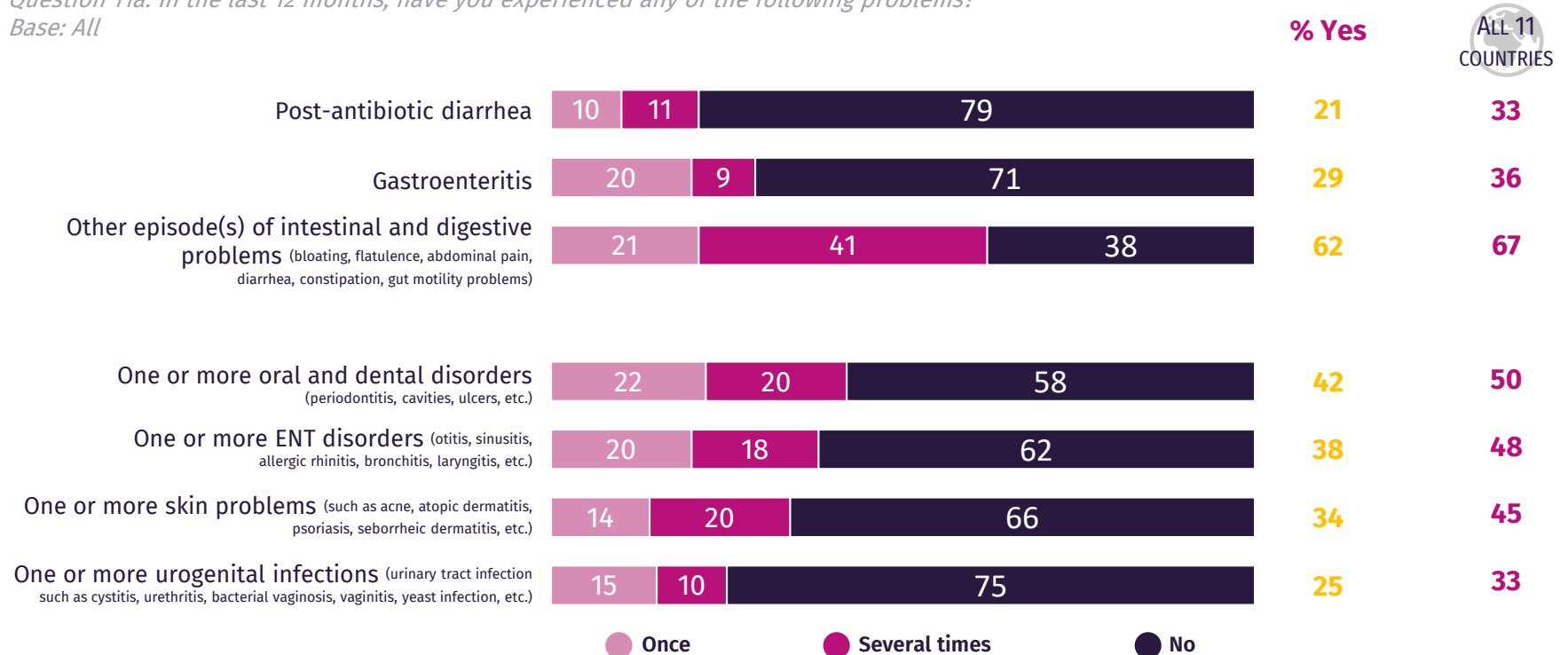
When **confronted**
with a **health**
problem, few French
people make the
connection with
their microbiota.



Over the past 12 months, 1 in 5 French people have suffered from post-antibiotic diarrhea and 1 in 3 from gastroenteritis, while almost 2 in 3 have suffered from other intestinal and digestive problems.

NEW QUESTION

Question 11a. In the last 12 months, have you experienced any of the following problems?
Base: All



● Once ● Several times ● No

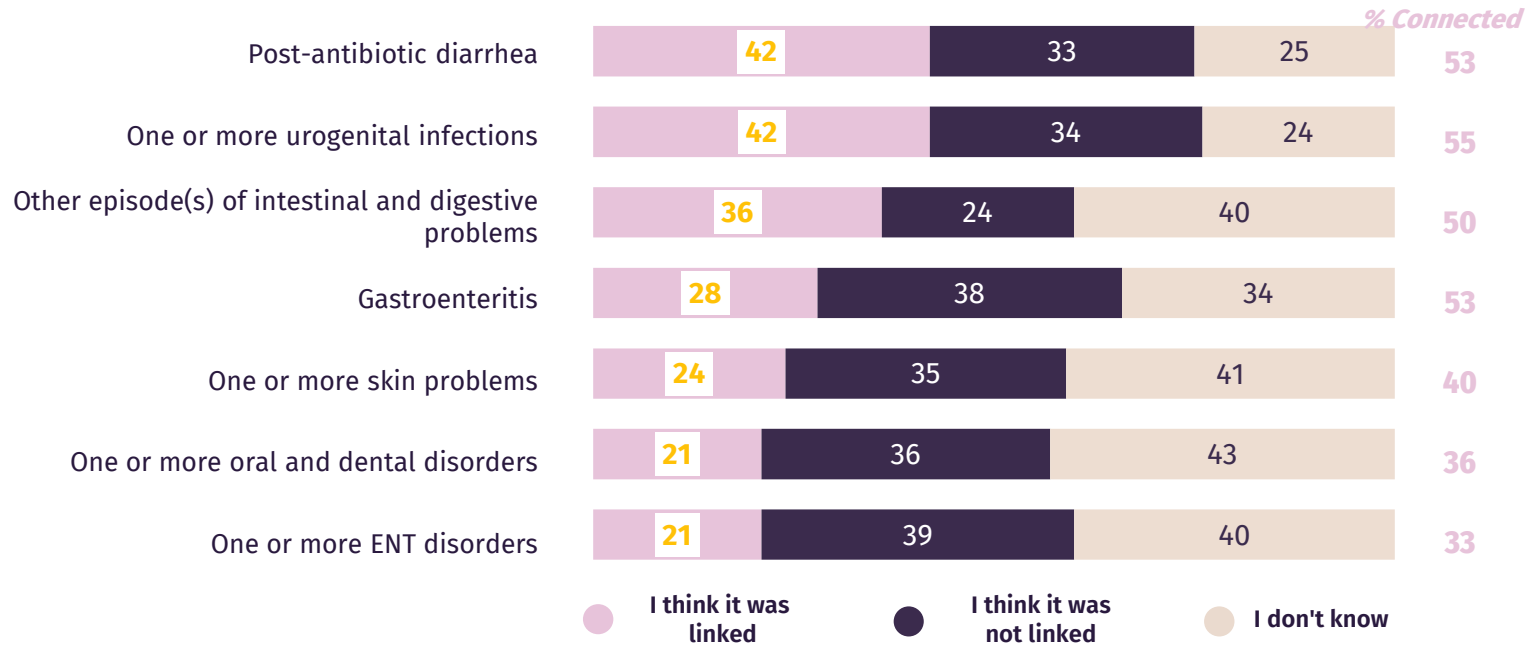


Fewer French people make the connection between health problems and microbiota than other populations.

NEW QUESTION

Question 11b. And do you think these problems were related to your microbiota?
Base: People who have encountered these problems

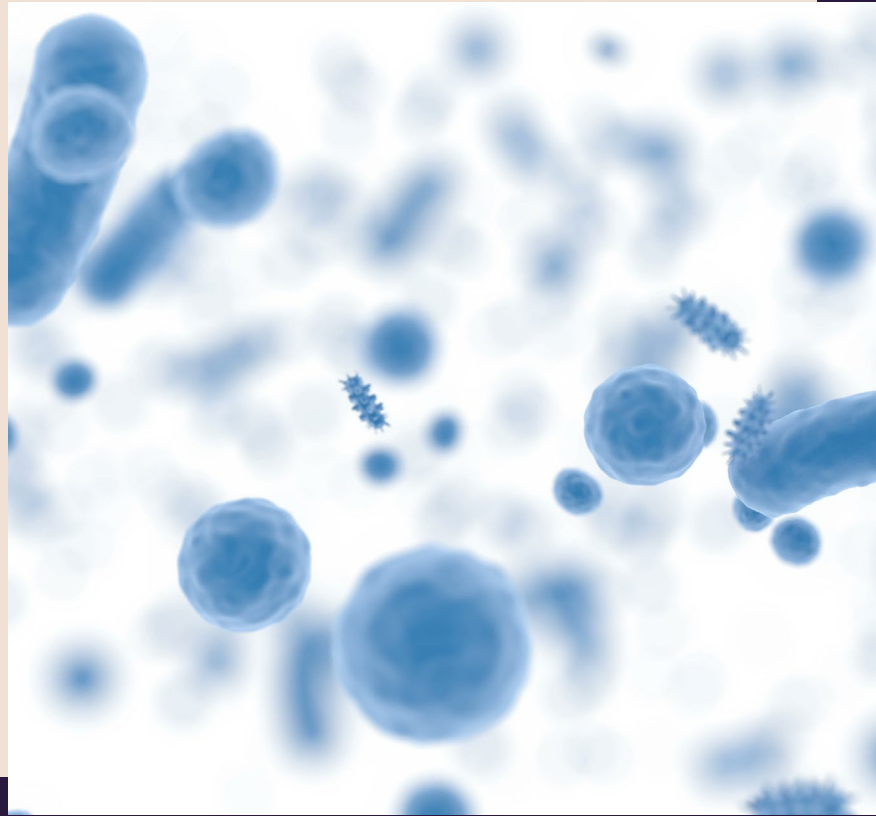
ALL 11 COUNTRIES



I think it was linked I think it was not linked I don't know



With French people displaying a severe lack of **information**, **healthcare professionals** have an **important role** to play



Text displayed to respondents:

Microbiota (or microbial flora) refers to all the microorganisms (bacteria, viruses, fungi, archaea, etc.) living in symbiosis in our bodies, mainly in our digestive tract, but also on the skin and in the lungs, ears, mouth and vagina.

Microbiota have many implications for our health, performing essential functions such as digesting food, synthesizing vitamins and stimulating our immune system.

An imbalance in microbiota could be implicated in certain diseases, such as allergies, obesity or chronic inflammatory bowel disease.

Recent studies also suggest that microbiota can have an impact on our mental health and behavior, influencing our mood, intellectual faculties and motivation.



For most French people, the first time they heard about the microbiota was on TV health programs or from a healthcare professional.

NEW QUESTION

Question 1V2. You heard about the microbiota for the first time...

Base: All

ALL 11 COUNTRIES





People under 25 heard about the microbiota for the first time at school or as part of their studies.



Question 1V2. You heard about the microbiota for the first time...

Base: All

	Total	Under 25 yo <i>n=84</i>	25-34 yo <i>n=153</i>	35-44 yo <i>n=161</i>	45-59 yo <i>n=241</i>	60 yo and over <i>n=361</i>	Men <i>n=466</i>	Women <i>n=534</i>	Parents of children under 3 <i>n=42</i>	At least one health problem <i>n=419</i>
On television, in health-related programs	18	11	18	12	21	21	18	18	13	18
From a healthcare professional	14	6	13	12	14	17	13	14	8	18
While answering this questionnaire	9	8	6	6	11	10	8	8	5	8
On television during the news	8	1	4	9	10	9	11	6	10	7
Your family, friends, acquaintances	8	7	5	10	8	10	8	9	4	8
On the radio	5	3	5	10	3	3	7	2	10	3
School/studies	5	16	8	4	2	3	4	6	4	5
Advertisements (TV, press, street ads, etc.)	4	3	5	5	3	4	4	4	4	4
In specialized press (wellness and health magazines)	4	3	2	2	7	4	3	6	0	5
From a blog, an online article	3	3	4	5	3	3	4	2	0	3
On social media (influencers, etc.)	3	10	6	4	0	1	1	4	6	3
In a booklet/brochure at your healthcare professional's office	2	2	4	2	2	1	2	2	4	2
In the national press (general, mainstream media)	2	1	2	0	2	3	2	2	3	3
From your colleagues	2	4	4	5	1	1	2	3	7	2
Occupational doctor / workplace nurse	2	10	2	1	2	1	2	2	9	2
Scientific podcast	1	0	3	1	0	0	1	1	2	1
In the regional daily press	1	0	2	2	1	0	1	1	2	0
During a sports activity	0	1	1	0	1	0	0	1	0	0
Other	9	11	6	10	9	9	9	9	9	8

● Significant differences vs. total - superior

● Significant differences vs. total - inferior

● First source by profile

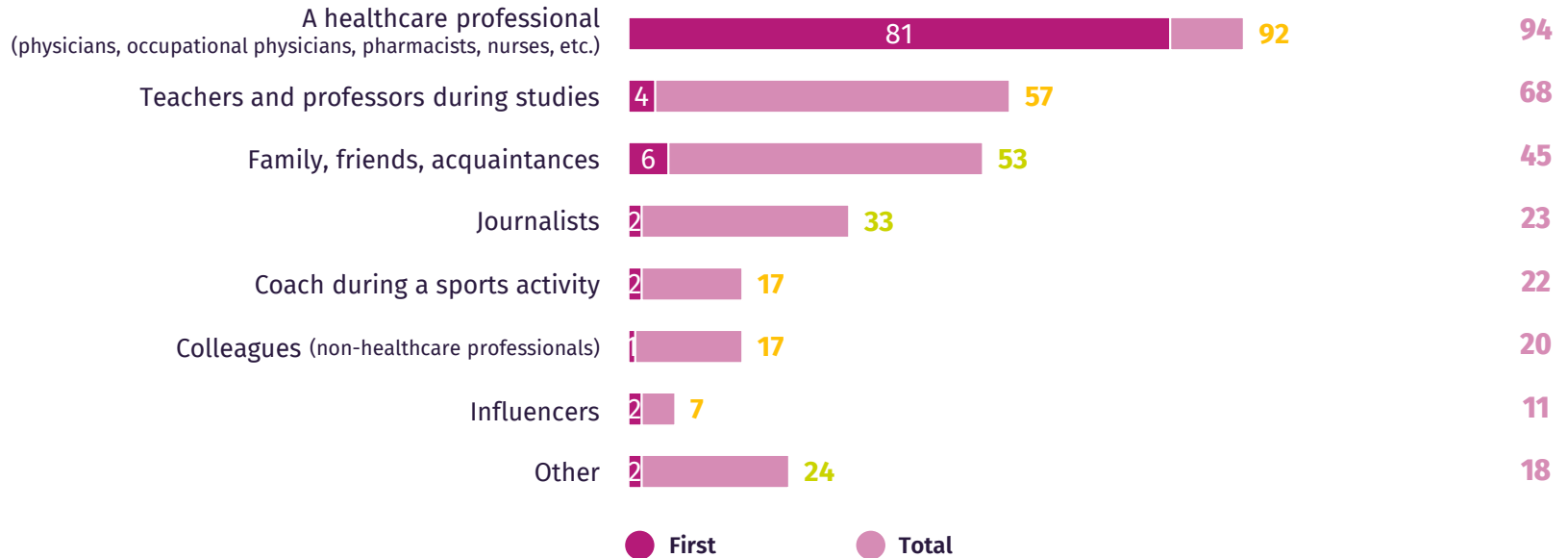


Healthcare professionals are the most reliable source of information if the French people are looking for relevant information on the microbiota.

NEW QUESTION

Question 2V2. For relevant, trustworthy information about the microbiota, who would you trust most?
 Select the sources you would trust most: 1st source, 2nd source, 3rd source
 Base: All

ALL 11 COUNTRIES
 % Total





For all age groups, healthcare professionals remain the most reliable and relevant source of information.

Question 2V2. For relevant, trustworthy information about the microbiota, who would you trust most?
 Select the sources you would trust most: 1st source, 2nd source, 3rd source
 Base: All

	Total	Under 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and over	Men	Women	Parents of children under 3	At least one health problem
		n=84	n=153	n=161	n=241	n=361	n=466	n=534	n=42	n=419
A healthcare professional (physicians, occupational physicians, pharmacists, nurses, etc.)	92	79	84	88	94	99	90	94	86	91
Teachers and professors during studies	57	66	56	53	58	56	60	55	41	57
Family, friends, acquaintances	53	54	47	51	53	56	48	57	59	52
Journalists	33	26	37	35	38	29	35	31	33	33
Coach during a sports activity	17	29	23	21	12	14	18	17	33	17
Colleagues (non-healthcare professionals)	17	15	24	21	17	14	18	17	21	19
Influencers	7	21	12	8	5	1	9	5	5	8
Other	24	10	17	22	24	31	23	24	22	23

● Significant differences vs. total - superior

● Significant differences vs. total - inferior



Despite significant progress, only a minority of French people have obtained information on the microbiota.



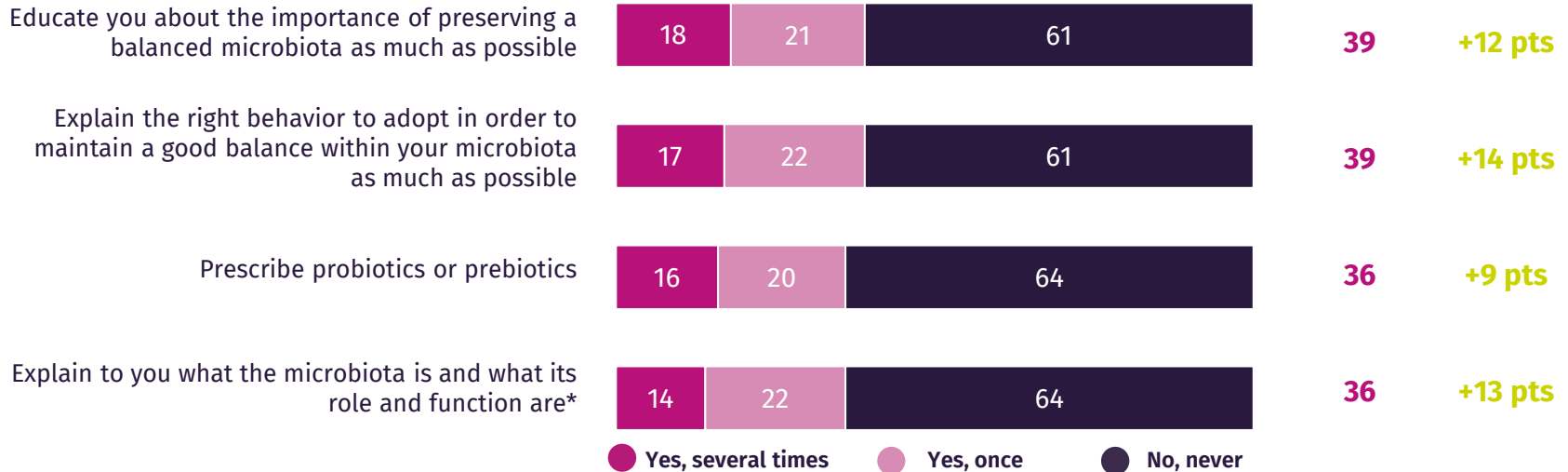
Question 5. Have any of your healthcare professionals ever done any of the following?
Base: All

Only **22%** received **ALL THIS INFORMATION**, at least once
6% received **all this information several times**

2023: 12%, +10 pts
3%, +3 pts

% Yes

Change vs. 2023



A full definition of the microbiota was presented to respondents before this question.
*The wording of this item has been changed from last year.



French people are among those who receive the least information compared to the rest of the countries surveyed.

Question 5. Have any of your healthcare professionals ever done any of the following?
Base: All

% Yes

	Total	ALL 11 COUNTRIES
% received ALL THIS INFORMATION at least once	22	30
% received ALL THIS INFORMATION several times	6	9
Educate you about the importance of preserving a balanced microbiota as much as possible	39	48
Explain the right behavior to adopt in order to maintain a good balance within your microbiota as much as possible	39	48
Prescribe probiotics or prebiotics	36	50
Explain to you what the microbiota is and what its role and function are	36	45



A generational divide emerges here: people under 35 appear to be more informed by healthcare professionals, while those over 45 are less informed.

Question 5. Have any of your healthcare professionals ever done any of the following?

Base: All



% Yes	Total	Under 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and over	Men	Women	Parents of children under 3	At least one health problem
	base n=1000	n=84	n=153	n=161	n=241	n=361	n=466	n=534	n=42	n=419
Educate you about the importance of preserving a balanced microbiota as much as possible	39	57	55	45	31	30	40	39	53	46
Explain the right behavior to adopt in order to maintain a good balance within your microbiota as much as possible	39	60	58	38	32	31	40	39	54	44
Prescribe probiotics or prebiotics	36	50	57	41	29	24	34	37	53	42
Explain to you what the microbiota is and what its role and function are	36	50	56	41	31	26	38	35	49	40

● Significant differences vs. total - superior

● Significant differences vs. total - inferior

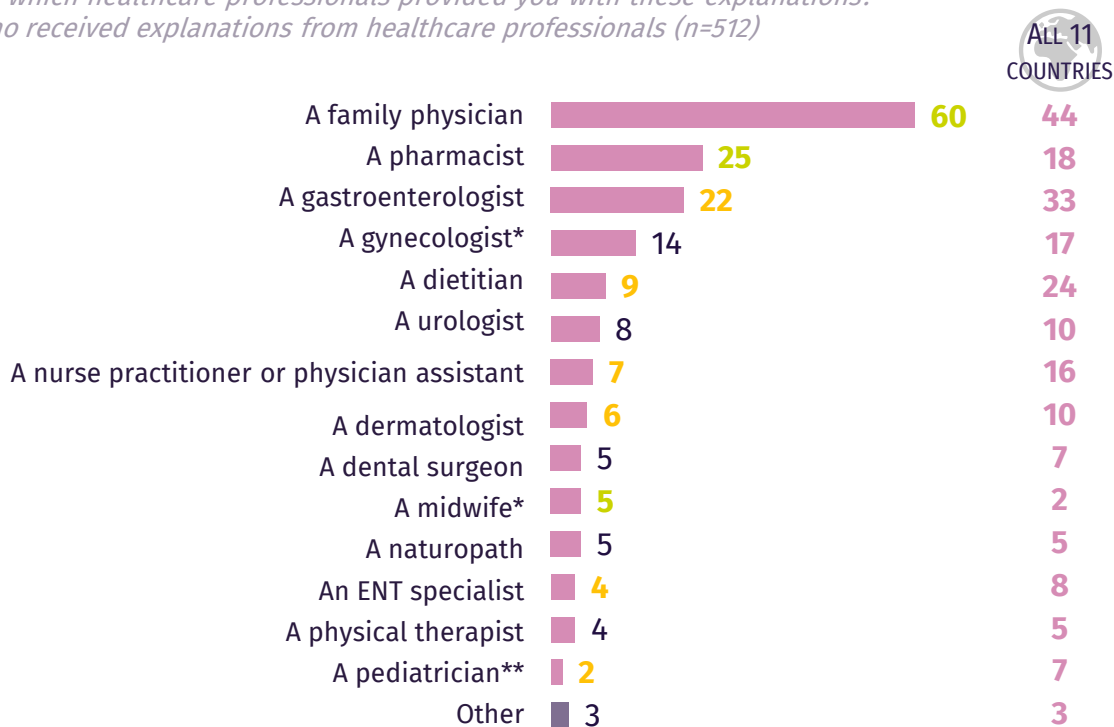


Family physicians are the main source of information on the microbiota, followed by pharmacists and gastroenterologists.

NEW QUESTION

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

Base: People who received explanations from healthcare professionals (n=512)



* Item asked only of women

** Item asked of only parents



People under 25 received information from many sources (gynecologist, pharmacist, gastroenterologist), but the main source remains the family physician.



NEW QUESTION

Question 6. And which healthcare professionals provided you with these explanations?
Base: People who received explanations from healthcare professionals (n=512)

	Total	Under 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and over	Men	Women	Parents of children under 3	At least one health problem
base	n=512	n=54	n=111	n=93	n=105	n=149	n=230	n=282	▲ n=28	n=238
A family physician	60	42	55	54	57	78	59	61	56	59
A pharmacist	25	24	28	35	29	15	28	22	15	27
A gastroenterologist	22	9	26	16	27	26	24	21	23	28
A gynecologist	14	16	18	15	12	10	0	25	24	15
A dietitian	9	17	11	6	8	6	10	8	13	12
A urologist	8	18	10	5	8	4	12	5	0	7
A nurse practitioner or physician assistant	7	9	16	3	4	4	10	5	5	9
A dermatologist	6	13	11	7	3	2	7	5	3	5
A dental surgeon	5	12	6	2	2	6	8	3	0	4
A midwife	5	14	7	7	2	1	0	9	12	4
A naturopath	5	9	8	4	3	3	6	5	0	5
An ENT specialist	4	9	5	7	3	0	6	3	12	5
A physical therapist	4	8	10	5	2	0	7	2	2	4
A pediatrician	2	2	7	1	0	0	1	2	3	2
Other	3	0	1	2	6	4	2	4	0	4





And when antibiotics are prescribed, this year as well, only a minority of French people were made aware of the negative consequences for their microbiota, or of advice on how to limit this imbalance.

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

Only **21%** received **ALL THIS INFORMATION** from a healthcare professional

2023: **16%, +5 pts**

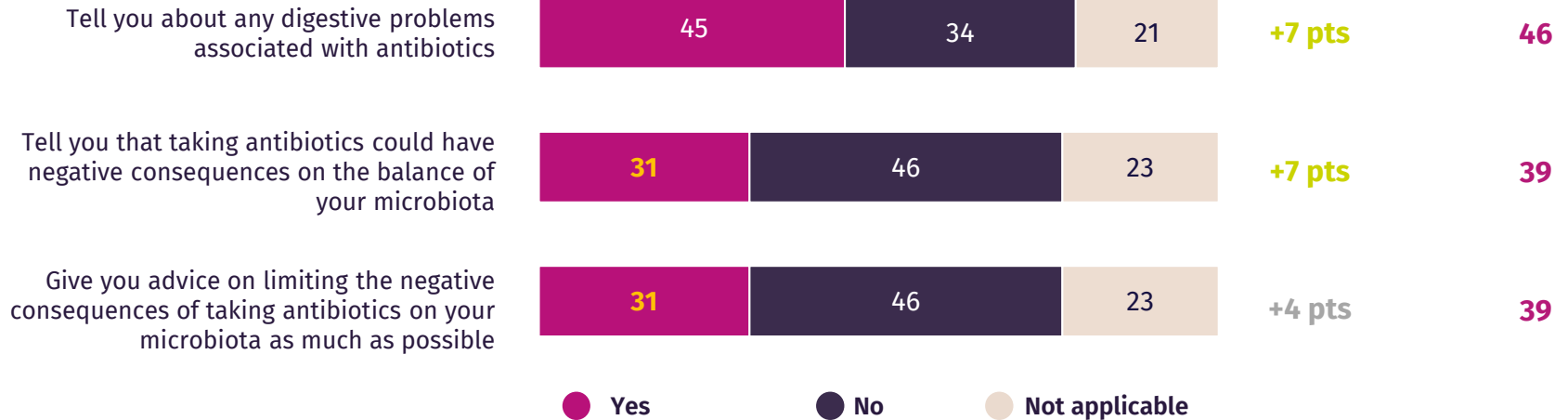


27%

Change vs. 2023



% Yes





People aged 25-34 received more information and advice when prescribed antibiotics, but this remains a minority.

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

Base: All



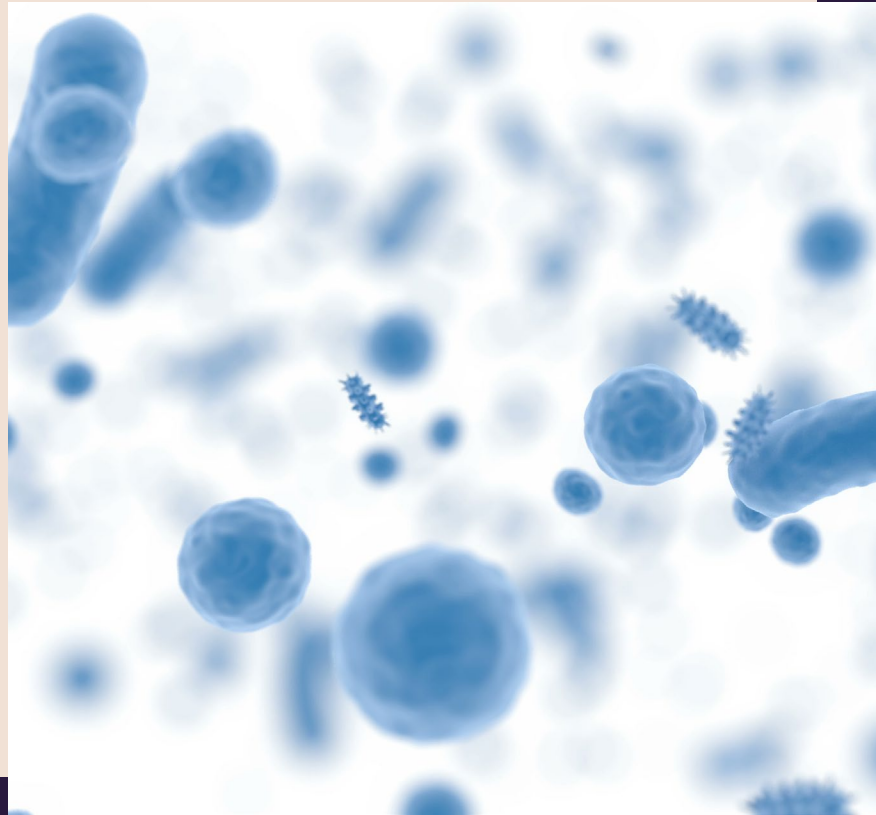
Yes	Question 7. The last time a doctor prescribed antibiotics, did they do the following?							
	Total base n=1000	Under 25 yo n=84	25-34 yo n=153	35-44 yo n=161	45-59 yo n=241	60 yo and over n=361	Parents of children under 3 n=42	At least one health problem n=419
% RECEIVED ALL THIS INFORMATION FROM A HEALTHCARE PROFESSIONAL	21	13	25	20	20	23	27	24
Tell you about any digestive problems associated with antibiotics	45	34	51	42	39	51	46	54
Tell you that taking antibiotics could have negative consequences on the balance of your microbiota	31	32	42	30	26	29	47	36
Give you advice on limiting the negative consequences of taking antibiotics on your microbiota as much as possible	31	32	41	30	26	31	38	36

● Significant differences vs. total - superior

● Significant differences vs. total - inferior



Women and their vaginal microbiota



Text displayed to respondents:

In the next few questions, we'll be talking about the vaginal microbiota, also known as the vaginal flora. Many people say "vagina" while thinking of the vulva. The vulva is the external, visible part of your genitals—the labia, the clitoris, the vaginal opening and the urethra (the opening through which you urinate). The vagina, on the other hand, is the internal part—the stretchable tube connecting the vulva to the cervix and uterus. The vagina enables sexual relations and childbirth, as well as menstrual flow.

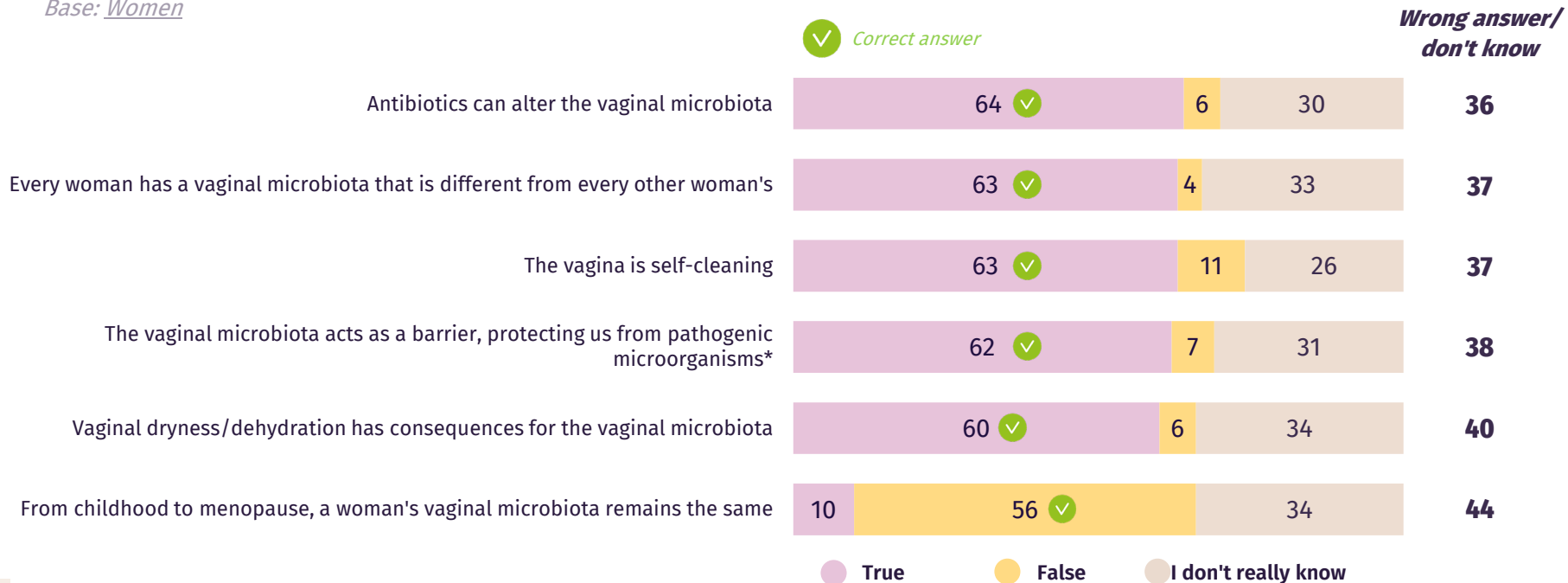


In France, women have some knowledge of the vaginal microbiota...



Question 13. For each of the following statements, tell us if you think it is TRUE or FALSE. If you're not sure of your answer, answer I DON'T REALLY KNOW.

Base: Women



* This item was accompanied by the following definition: a pathogenic organism is an organism capable of causing disease in a host (person).



...But in many respects, this knowledge remains patchy.



Question 13. For each of the following statements, tell us if you think it is TRUE or FALSE. If you're not sure of your answer, answer I DON'T REALLY KNOW.

Base: Women



Correct answer

Wrong answer/
don't know

Smoking has no consequences for the vaginal microbiota

9

54



37

46

The gut microbiota influences the vaginal microbiota

36



11

53

64

The mode of delivery (vaginal or cesarean) could have an impact on the newborn's gut microbiota

29



11

60

71

Bacterial vaginosis is not associated with an imbalance in the vaginal microbiota

16

26



58

74

The vaginal microbiota is balanced when its bacterial diversity is low

21



19

60

79

Estrogen-progestin pills could protect the vaginal microbiota

17



19

64

83



True



False



I don't really know



French women know less than average about it, with the exception of the self-cleaning nature of the vagina.

Question 13. For each of the following statements, tell us if you think it is TRUE or FALSE. If you're not sure of your answer, answer I DON'T REALLY KNOW.

Base: Women

% correct answer

	Total	Change vs. 2023	ALL 11 COUNTRIES
Antibiotics can alter the vaginal microbiota	64	<i>New item</i>	69
Every woman has a vaginal microbiota that is different from every other woman's	63	+4 pts	64
The vagina is self-cleaning	63	+4 pts	56
The vaginal microbiota acts as a barrier, protecting us from pathogenic microorganisms	62	-1 pt	68
Vaginal dryness/dehydration has consequences for the vaginal microbiota	60	<i>New item</i>	69
From childhood to menopause, a woman's vaginal microbiota remains the same	56	+4 pts	55
Smoking has no consequences for the vaginal microbiota	54	<i>New item</i>	55
The gut microbiota influences the vaginal microbiota	36	<i>New item</i>	43
The mode of delivery (vaginal or cesarean) could have an impact on the newborn's gut microbiota	29	<i>New item</i>	40
Bacterial vaginosis is not associated with an imbalance in the vaginal microbiota	26	+2 pts	44
The vaginal microbiota is balanced when its bacterial diversity is low	21	+6 pts	30
Estrogen-progestin pills could protect the vaginal microbiota	17	<i>New item</i>	22



Those aged 35-44 have a better understanding of the vaginal microbiota compared to those aged 60 or over.



Question 13. For each of the following statements, tell us if you think it is TRUE or FALSE. If you're not sure of your answer, answer I DON'T REALLY KNOW.

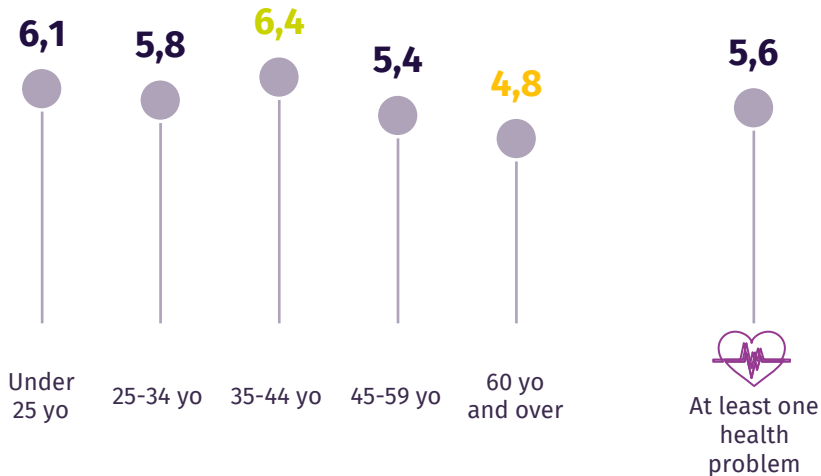
Base: Women

ALL 11 COUNTRIES

6.2

5.5/12

Average number of correct answers



● Significant differences vs. total - superior

● Significant differences vs. total - inferior



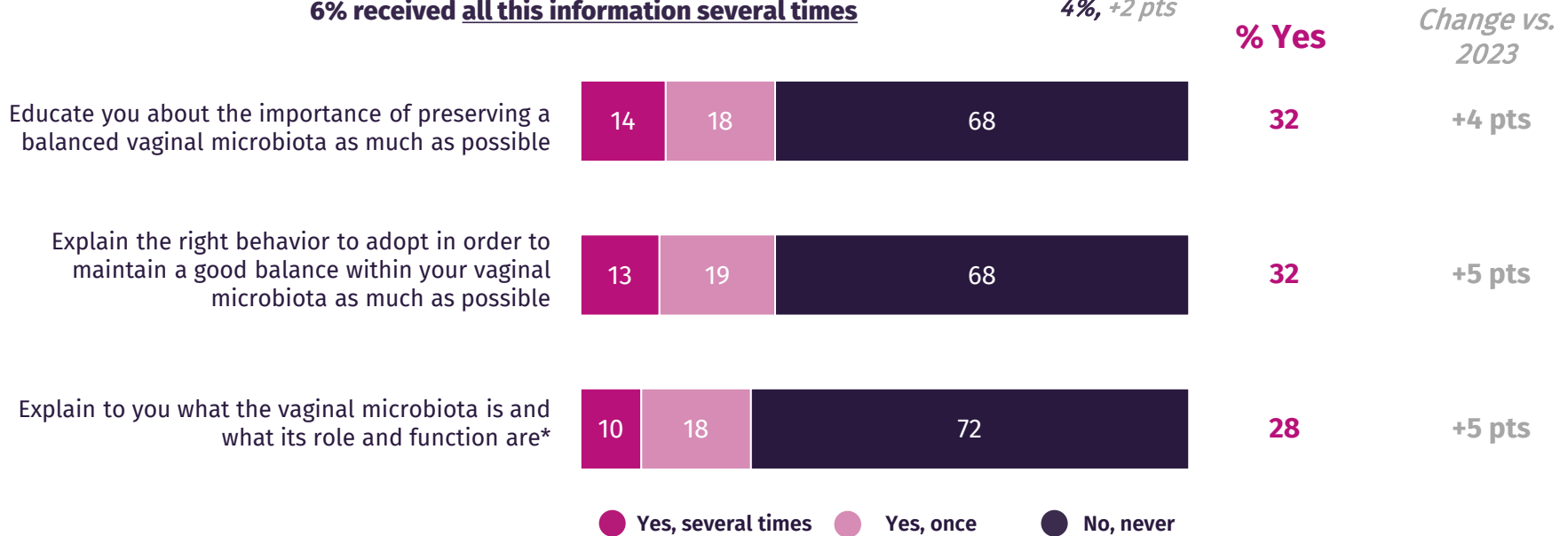
Women received very little information from their healthcare professionals, at a level that has not improved since last year.



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

22% received **ALL THIS INFORMATION**, at least once
6% received **all this information several times**

*2023: 18%, +4 pts
4%, +2 pts*



*The wording of this item has been changed from last year.



This lack of information is more marked in France than in any of the other countries surveyed.

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

% Yes

	Total	ALL 11 COUNTRIES
% received ALL THIS INFORMATION at least once	22	37
% received ALL THIS INFORMATION <u>several times</u>	6	14
Educate you about the importance of preserving a balanced vaginal microbiota as much as possible	32	48
Explain the right behavior to adopt in order to maintain a good balance within your vaginal microbiota as much as possible	32	48
Explain to you what the vaginal microbiota is and what its role and function are	28	43

● Significant differences vs. total - superior

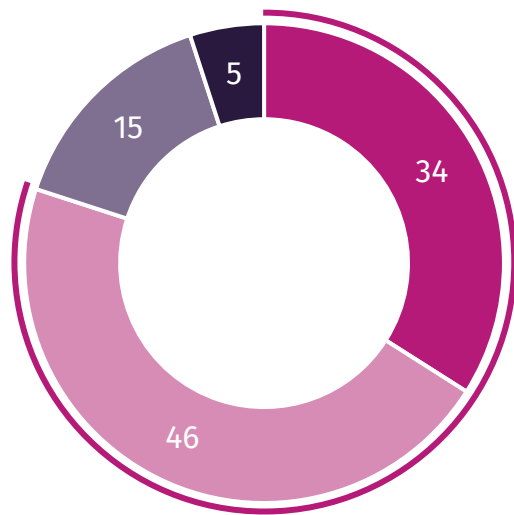
● Significant differences vs. total - inferior



Faced with this lack of information, French women are unanimous in their desire for more information on the vaginal microbiota.

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

Base: Women



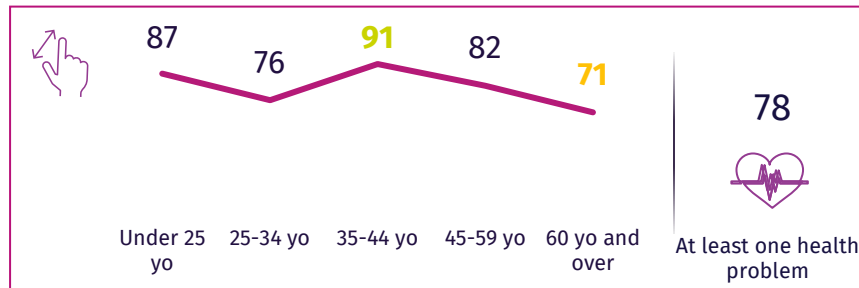
- Yes, absolutely
- Yes, somewhat
- No, not really
- No, not at all

80% would like to receive more information about the importance of the vaginal microbiota and its impact on their health

2023: 75%, +5 pts

ALL 11 COUNTRIES

88%



● Significant differences vs. total - superior

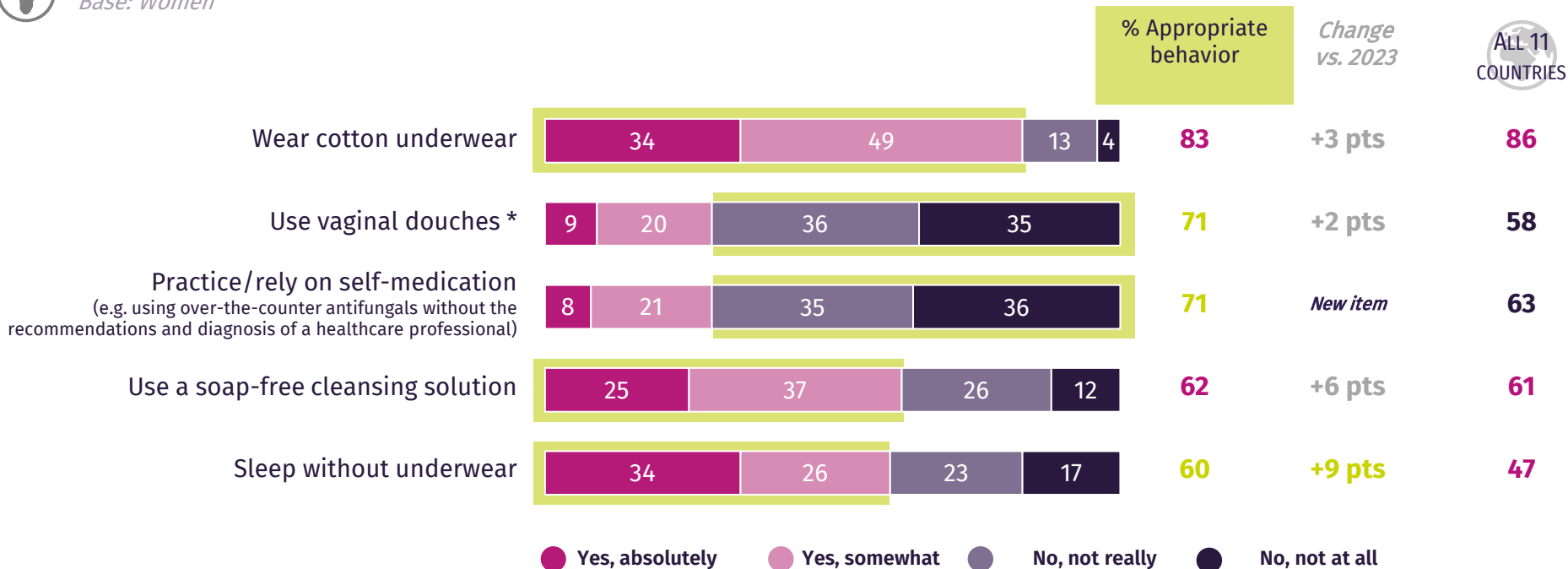
● Significant differences vs. total - inferior



French women adopt behaviors to protect their vaginal microbiota, and some more than the average: not douching, not relying on self-medication.



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



*For this point, the following definition was provided: Douching involves washing or cleaning the inside of the vagina with water or a mixture of liquids to eliminate odors and "cleanse" the vagina. Please do not confuse vaginal douching (the vagina is the inside) with washing the vulva (the vulva is the outside).



The youngest ones adopted the behaviors least often.



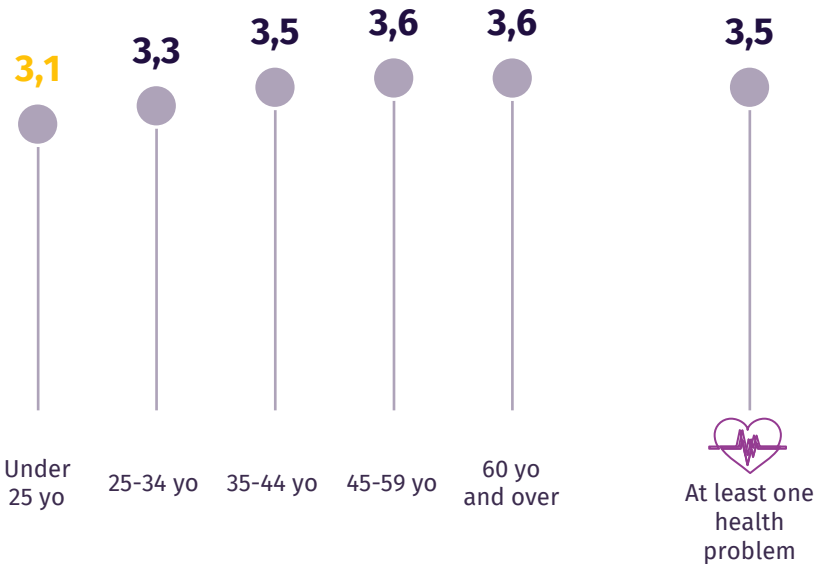
Question 16. In your daily life, do you regularly adopt the following behaviors?
Base: Women

ALL 11 COUNTRIES

3.2

3.5/5

Number of appropriate behaviors adopted on average



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

Lessons from the French results



Awareness of the microbiota and its diversity	
Know exactly what the "microbiota" is	33% ↗
Subtotal "Aware of the microbiota"	85% ↗
Subtotal "Aware of the gut microbiota"	70% ↗
Subtotal "Aware of all microbiota"	29% ↗

Level of knowledge of microbiota	
Average number of correct answers	5.4/9

Level of knowledge of solutions for maintaining a balanced microbiota	
Know exactly what probiotics are	38% ↗
Know exactly what prebiotics are	20% ↗

Adoption and identification of appropriate behaviors to maintain a balanced microbiota	
Changed their behavior	48%

Level of information provided by healthcare professionals	
Heard about the microbiota from a healthcare professional	14%
Received at least one piece of information at least once	51% ↗

Key findings

This year, French people made significant progress in their knowledge of terms related to microbiota. These developments are partly driven by developing knowledge.

However, knowledge of the role and functions of the microbiota remains limited, with the French having the lowest scores compared with other countries.

What's more, the French are among those who receive the least information on this subject from their healthcare professionals. Yet they look to their healthcare professionals as the most reliable source of information on the microbiota.

As a result, few French people have changed their behavior to benefit their microbiota. As was the case last year, they have low intakes of probiotics and prebiotics.

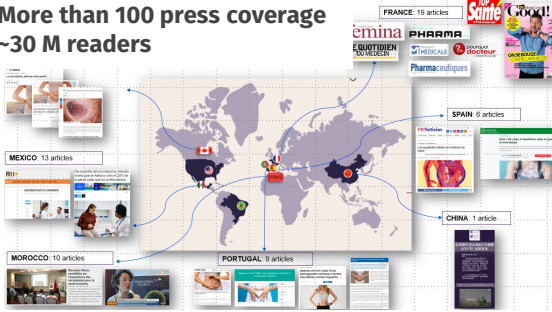


What communication in 2024?

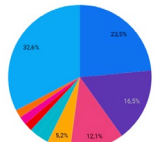
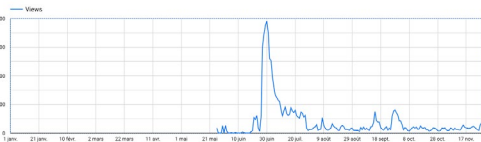


Activation in 2023

More than 100 press coverage
~30 M readers



~20 000 views on the Observatory page since its launch



International Microbiota Observatory

Microbiota: essential to health, but limited global awareness

The microbiota: a little-known organ crucial for our health...

- 1 in 5 people only know what the word microbiota means (20%)
- 24% said they know exactly what gut microbiota is.
- Other microbiota are even less well known:
 - 18% vaginal microbiota
 - 17% oral microbiota
 - 13% ocular microbiota
- 1 in 4 people have heard of the term dysbiosis (25%)

Microbiota explained by healthcare professionals: crucial!

- 2 in 5 people have been informed by their healthcare professional of the appropriate behaviors to adopt to preserve their microbiota balance (40%)
- 1 in 3 people have been informed by a healthcare professional that antibiotics can upset the microbiota balance (33%)
- 95% of people having received information repeatedly from their healthcare professional have adopted behaviors to limit the risk of microbiota imbalance
- 57% overall

Parents are aware, but seniors are not adequately informed

- 66% of parents claim to have adopted practices to favor of maintaining a balanced microbiota
- 50% of seniors claim to have adopted practices to favor of maintaining a balanced microbiota
- 48% of parents have been informed by their healthcare professional of the digestive problems associated with antibiotics
- 36% of seniors have been informed by their healthcare professional of the digestive problems associated with antibiotics
- 26% of seniors have received information about the microbiota and its role from their healthcare professional
- 37% overall

Methodology:
6,500 individuals were surveyed online between March 21 and April 2, 2023 in 7 countries: the United States, Brazil, Mexico, France, Portugal, Spain and China.

Sample representativeness for each country was ensured using the quota method, applied to the respondents' gender, age, region and occupation.

7 COUNTRIES | 6 500 RESPONDENTS

BIOCODEX | Ipsos

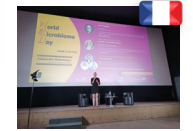
4 internationally renowned congresses + 2 medical societies



6 internal events worldwide



Breakfast with the expert & influencers talking about the result of the observatory and the importance of Microbiota
June 19th



4 key-findings

1

Awareness of the microbiota is still low but slightly increasing such as behaviors to keep their microbiota balanced

2

25-44 years old & parents: the “golden age of microbiota”

3

However, certain populations remain under-sensitized and poorly informed, particularly seniors

4

That's why we must rely on healthcare professionals, the first providers of information and the most trustworthy

TO WHOM ? External targets

HCPs



- Help them to improve their patients understanding of their conditions on an everyday basis.
- Give them some **useful and concrete data to improve clinical practice**

Chronic disease patients ^{NEW!}



- Better understand the role of microbiota in chronic diseases.
- Attract them on the Institute's website to deepen their knowledge.

Mainstream & HCPs media



- Exclusive datas, strong and valuable figures.
- Be clearly identified as **the reference player on the topic of microbiota** at international level.
- An appointment to create expectations.

Seniors



- Raise awareness among population.
- **Attract them on the Institute's website.**
- Help them to deepen their knowledge with accurate and adapted information.

Parents ^{NEW!}



Women



Young adults ^{NEW!}



A 4 steps communication plan



- 1st – 26th of June => teasing on social networks. An « appetizer » to bring the Observatory's results. Create an expectation.



- 27 June 2024 : **World Microbiota Day** : publishing a selection of the results (**only global results**).



- October - November 2024 => « Women & their microbiota » + patients with chronic diseases. specific communication with exclusive datas. A new opportunity to talk to media.

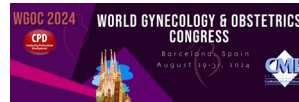
UNITED EUROPEAN
GASTROENTEROLOGY
uegweek United European Gastroenterology Week
October 12 - 15, 2024 | Vienna, Messe Wien and Online



- December 2024 – early 2025 => specific reports activation (seniors, parents, young adults...)



Big reveal on WMD & activation all through the year



Thank you!
Biocodex Microbiota Institute

