



# International Microbiota Observatory

El Observatorio Internacional  
de las Microbiotas

## Study results by country

Brazil

China

Mexico

Portugal



– **Spain**

United States

France

A large, light gray illustration of a diverse microbiome, featuring various shapes of bacteria, fungi, and other microorganisms, set against a white background. The 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 **7 countries** from March 21<sup>st</sup> - April 7<sup>th</sup> 2023. **6,500 people** were interviewed in the 7 countries, among representative samples of the population aged 18 y.o. and more in each country :

-  United States of America (n=1000)
-  Brazil (n=1000)
-  Mexico (n=1000)
-  France (n=1000)
-  Portugal (n=500)
-  Spain (n=1000)
-  China (n=1000)

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=6500)

= Average response for all 7 countries.

Significant differences have been calculated vs All countries



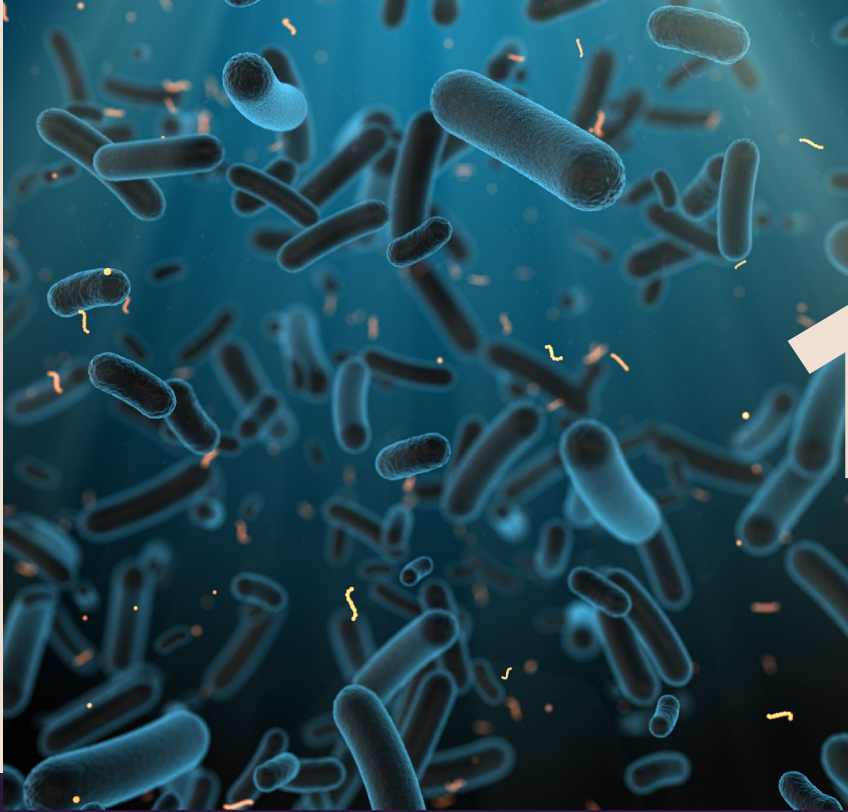
= Focus on detailed results according to different criteria such as gender or age.

-  Significant differences vs country average - superior
-  Significant differences vs country average - inferior

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



All results are presented in %.

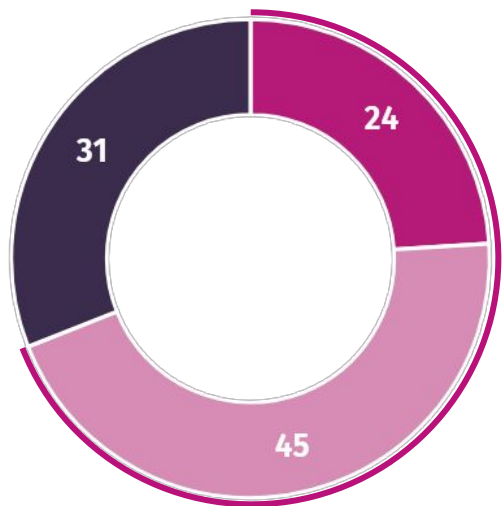


**A matter of "words": a very poor understanding of the terms used to talk about the microbiota.**

# Although 2/3 of people have already heard about microbiome, only 1/4 know precisely what it is.



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

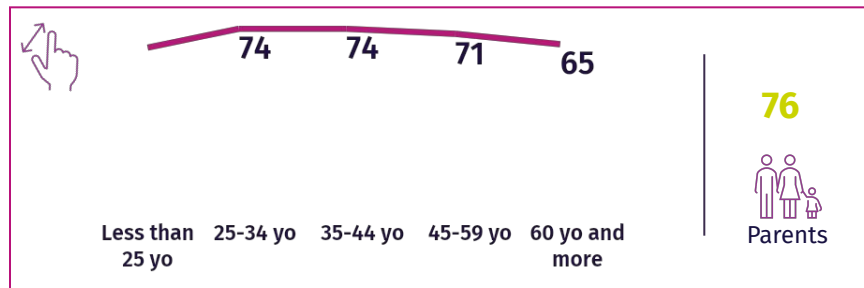


- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I never heard about it

**69%** have already heard about the term microbiome



**64%**



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

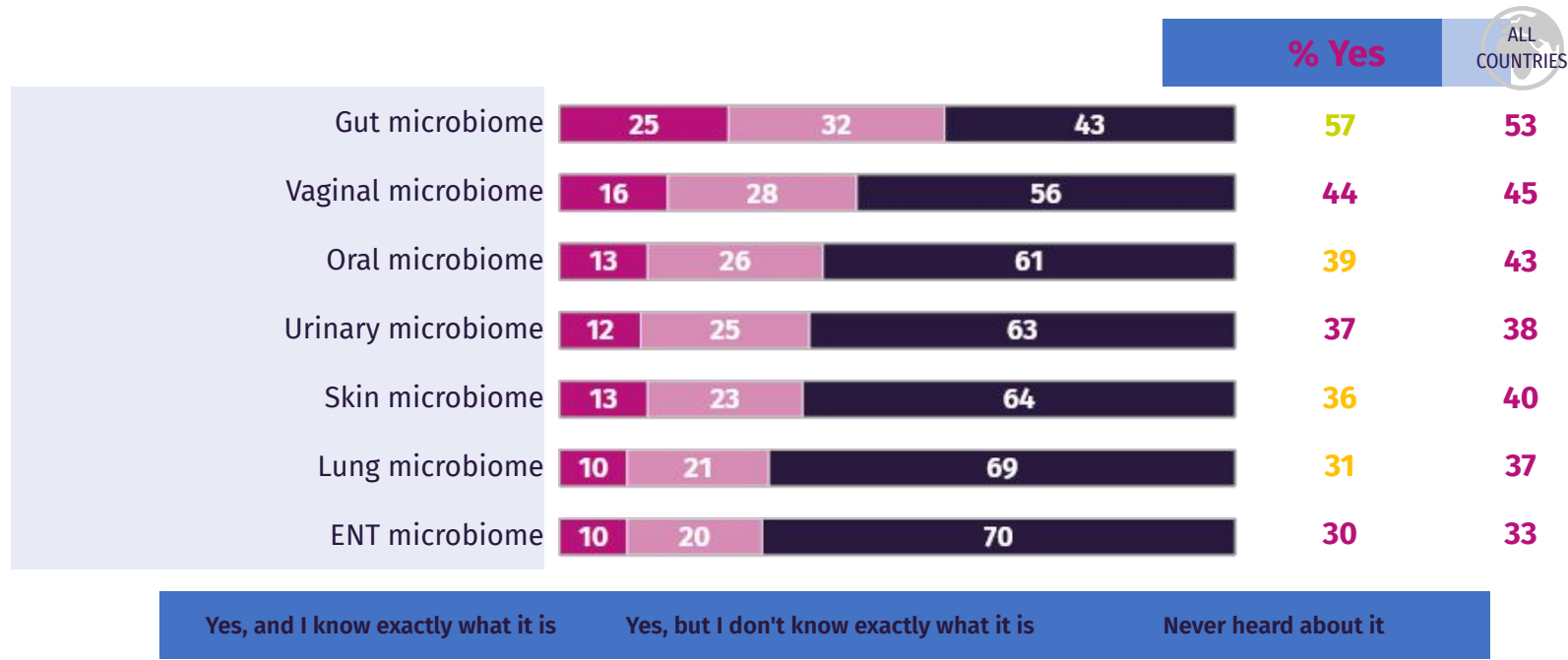




# Little is known precisely about the different types of microbiomes, but Spanish seem to know more about the gut microbiome than the other countries.



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



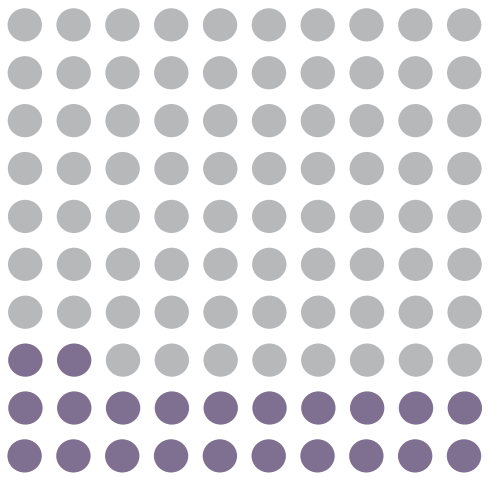




# Little is known precisely about the diversity of the microbiome, even more for respondents over 60 yo.



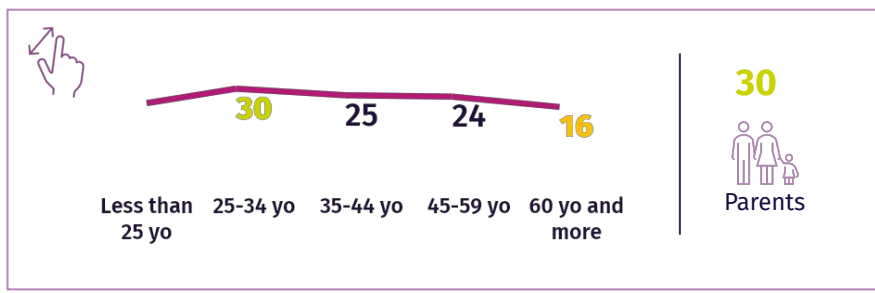
Question 3. And more specifically, have you ever heard of the following terms?  
Base: All respondents



**22%** have already heard of each microbiome:  
Gut, vaginal, skin, lung, urinary, Oral and ENT microbiome



**26%**



But only **5%** know precisely all of them



**5%**

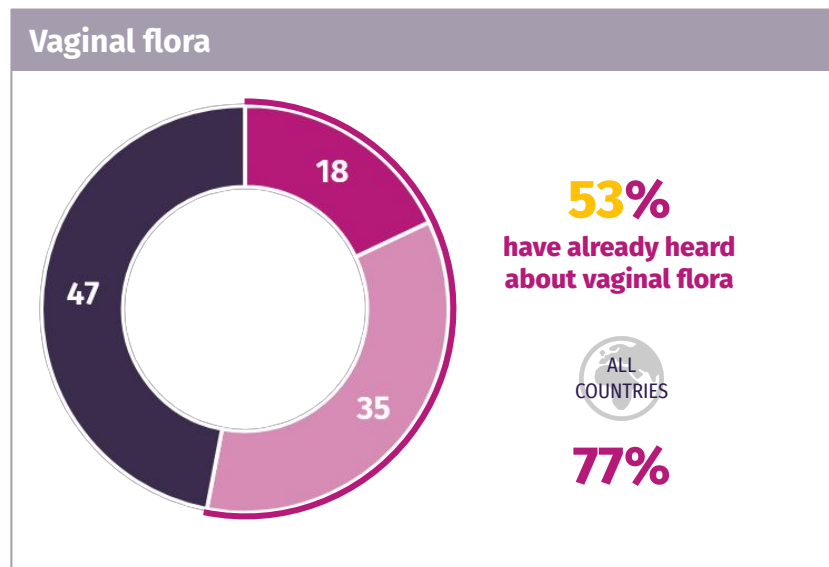
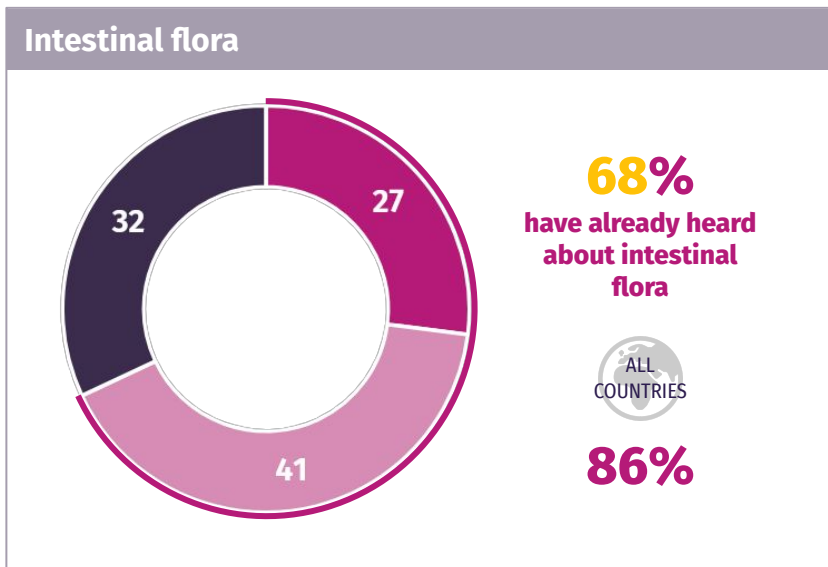
● Significant differences vs total - superior  
● Significant differences vs total - inferior

# The term 'flora' doesn't seem to be better known than 'microbiome', and this level of knowledge is much lower than in the other countries.



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

Base: All respondents



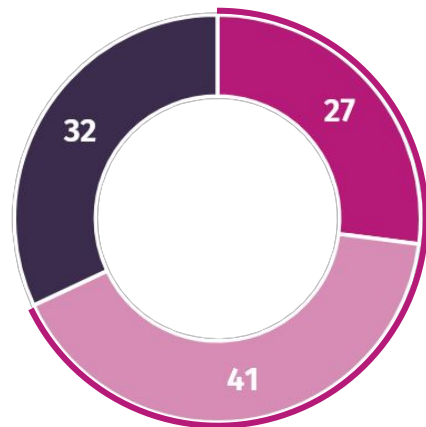
● Yes, and I know exactly what it is   ● Yes, but I don't know exactly what it is   ● No, I never heard about it

# The term 'intestinal flora' is equally known in all age groups.



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

## Intestinal flora



**68%**  
have already heard  
about intestinal  
flora



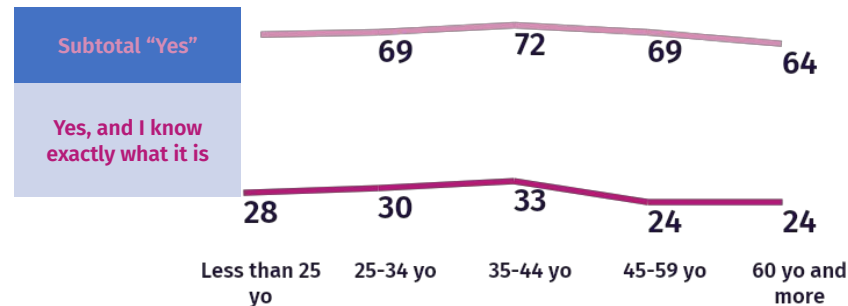
**86%**

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

● Significant differences vs All countries - superior ● Significant differences vs All countries - inferior



	Men	Women
Subtotal "Yes"	70	66
Yes, and I know exactly what it is	27	26



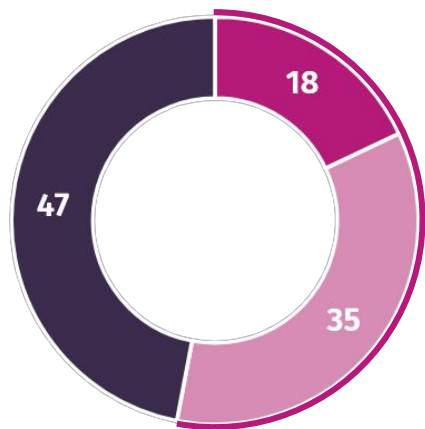


# People over 60 yo are the least aware of the vaginal flora but the results are particularly worrying for women: only 1 in 5 women know what the vaginal flora is exactly.



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

## Vaginal flora



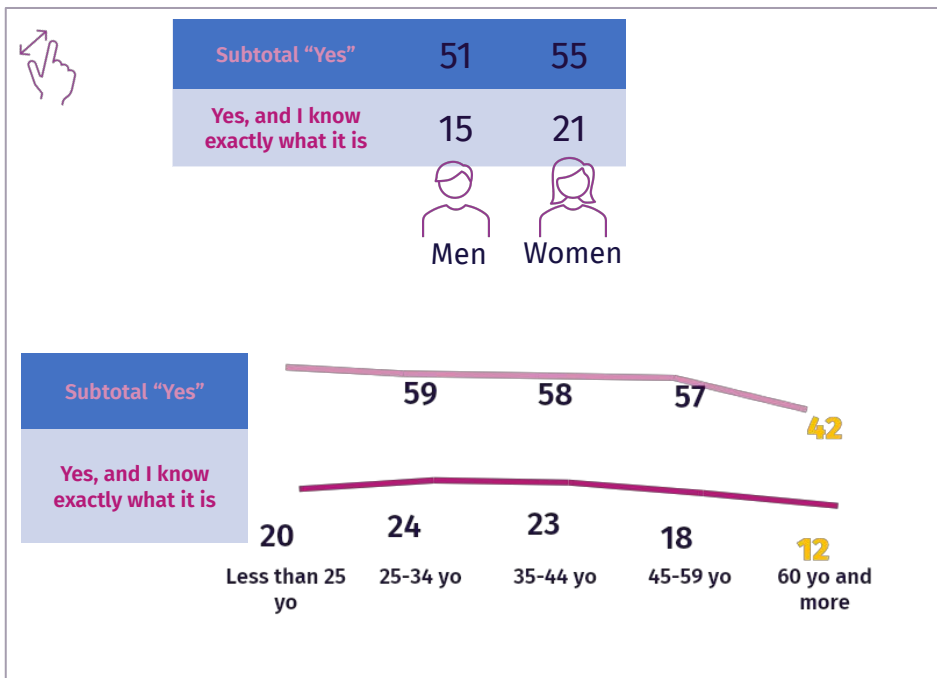
**53%**  
have already heard  
about vaginal flora



**77%**

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

● Significant differences vs All countries - superior ● Significant differences vs All countries - inferior





2

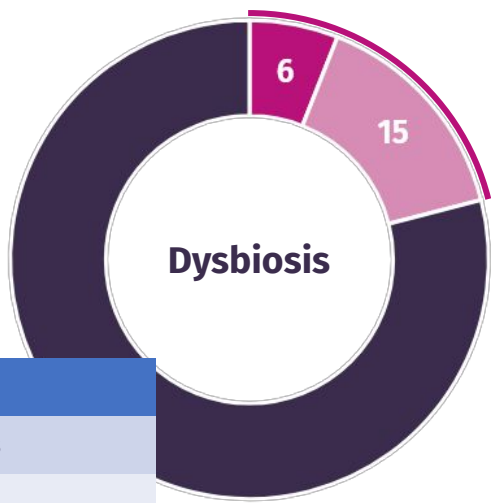
**Although knowledge about the causes and consequences of an imbalanced microbiome is poor, some essential information are known by most people**



# Dysbiosis is far from being a common term for people: only 1 Spanish in 5 have heard of it.



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

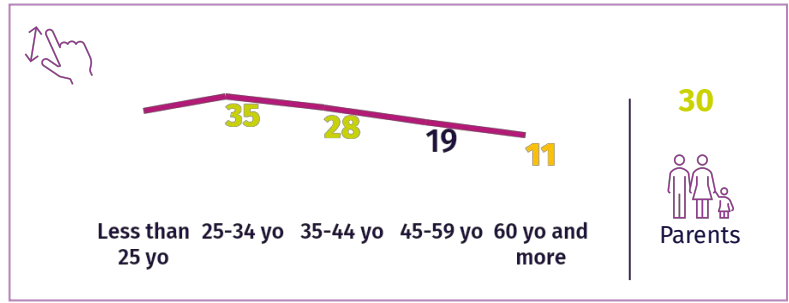


- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- Never heard about it

**21%** have already heard about the term 'dysbiosis'



**28%**



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

- Significant differences vs All countries - superior
- Significant differences vs All countries - inferior



# Information about the microbiome is poor, but most people know that its imbalance is dangerous for health, that our diet can influence it, and that it plays an essential role in the immune system.



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

Base: All respondents



Good answer

Wrong answers/  
don't know

In some cases, **an imbalance** in the microbiome **may have significant health consequences**



24

**Our diet** has **significant consequences** on **the balance** of our microbiome



24

The microbiome plays **an important role** in **immune defense mechanisms**



26

**Antibiotics** have **an impact** on our microbiome



34

In the field of **vaginal health**, the microbiome plays **an important role** in **women's health**



36

When our microbiome **is unbalanced or does not work well**, there is **little that can be done**



45

The microbiome is **made up of bacteria, fungi and viruses**



48

The microbiome enables the gut **to deliver essential information to the brain** for our health



53

Your microbiome is **located exclusively in the gut**



54

**Many diseases** such as Parkinson's disease, Alzheimer's disease and autism **could be linked to the microbiome**



77





## Spanish are slightly less likely than others to know that the microbiome enables the gut to deliver essential information to the brain.

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	
	76	75
	76	74
	74	72
	66	66
	64	66
	55	53
	52	54
	47	53
	46	45
	23	25





# Parents seem to have better knowledge about microbiome.

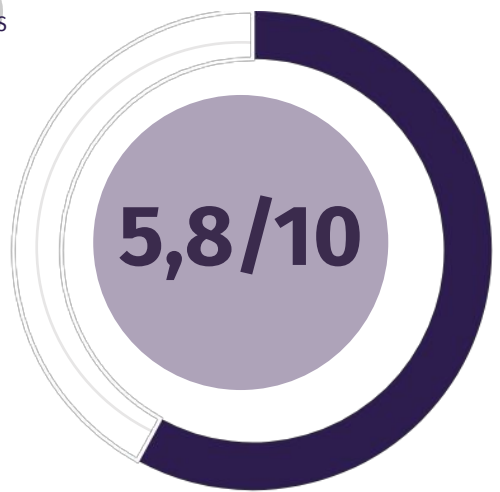


Question 4. For each of the following statements, tell us if you think it is TRUE or FALSE. If you are unsure about your answer, answer I do not really know.

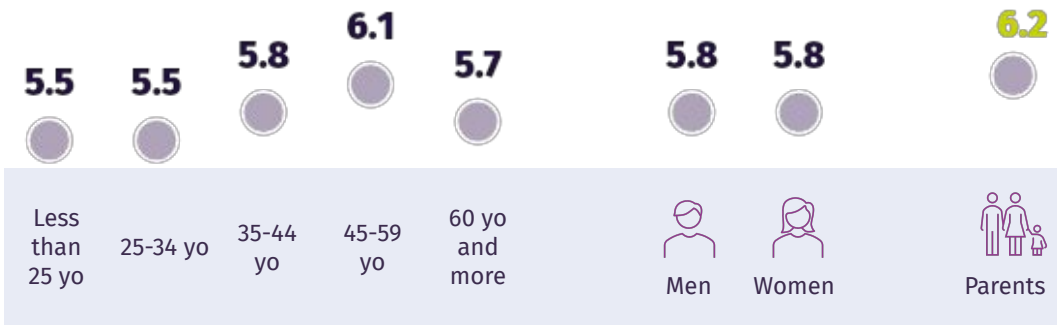
Base: All respondents



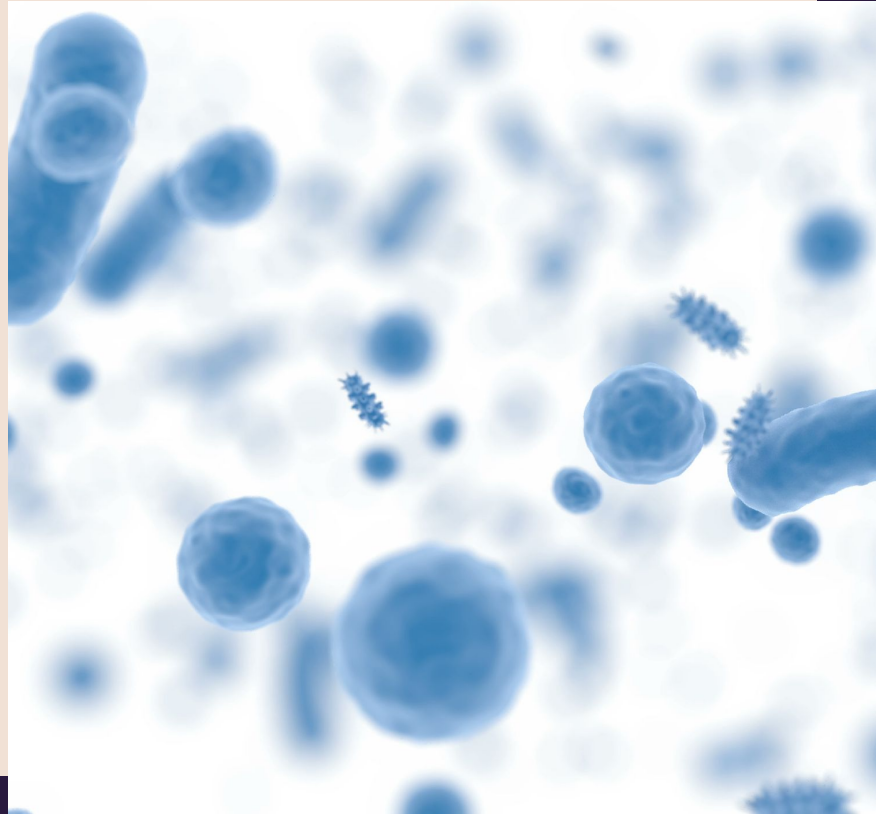
5,8



Number of good responses on average



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



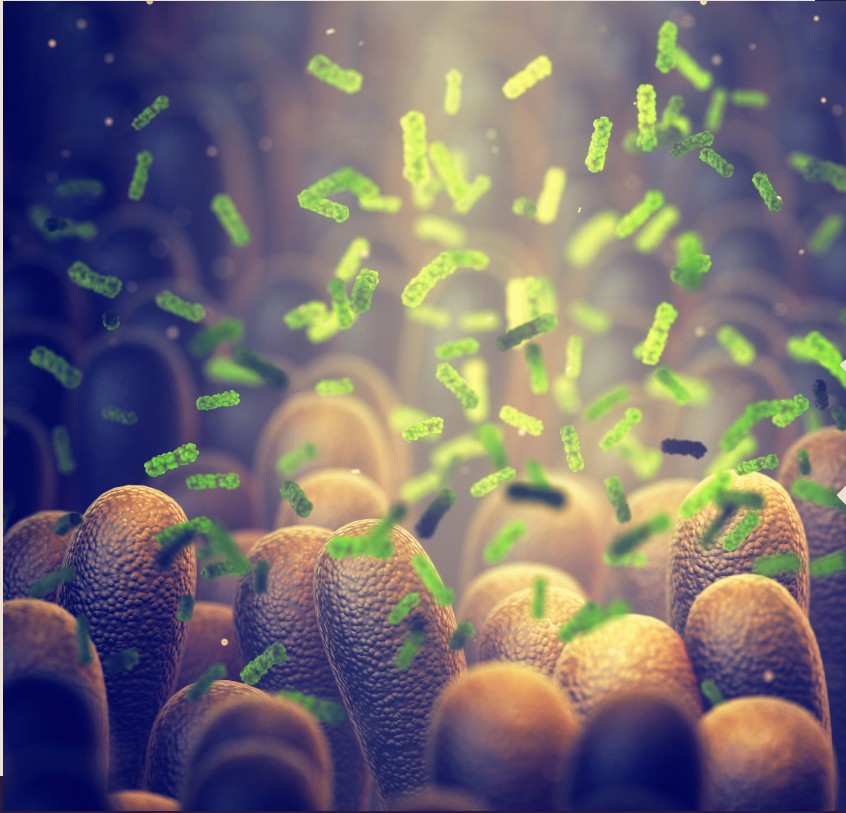
Text displayed to respondents:

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.

A balanced microbiome is also important in preventing 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.



3

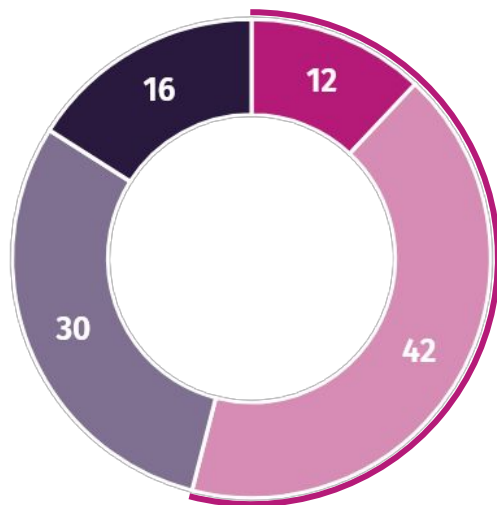
**A strong lack of awareness of the behaviors and the solutions to be implemented for maintaining a balanced microbiome**

# A small majority have adopted specific behaviors to keep their microbiome balanced and functioning as smoothly as possible.



Question 10. And in your daily life, have you adopted specific behaviors to keep your microbiome as balanced and functioning as smoothly as possible?

Base: All respondents

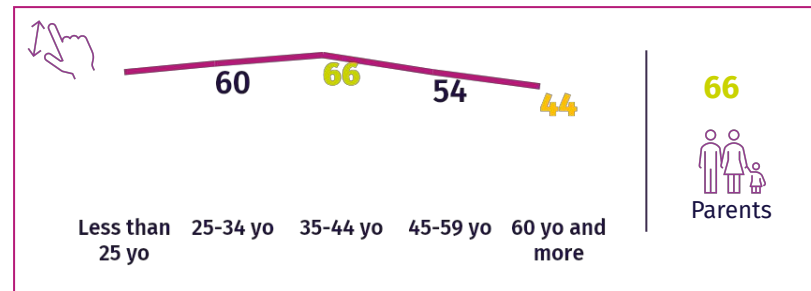


- Yes, a lot
- Yes, a little
- No, not really
- No, not at all

**54%** have already adopted specific behaviors



**57%**



Significant differences vs total - superior

Significant differences vs total - inferior

# Except the « standard » healthy behaviors, those related to hygiene and prebiotics are not well identified.

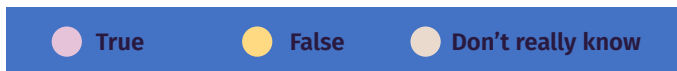
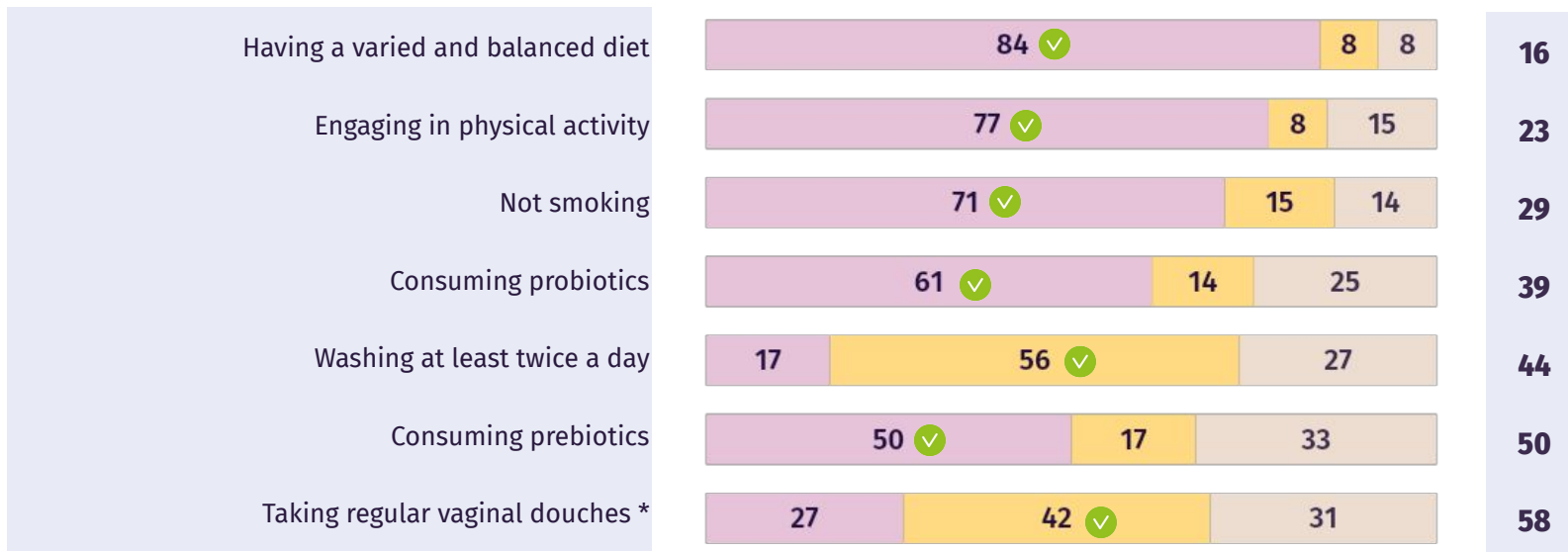


Question 11. Based on what you know, among the following behaviors, which ones have a positive effect on the balance and proper functioning of your microbiome?

Base: All respondents

✓ Good answer

Wrong answers/ don't know



\* Item asked only to women (n=516)



## On a positive side, more Spanish seem aware that washing twice a day can be harmful to their microbiome balance.

Question 11. Based on what you know, among the following behaviors, which ones have a positive effect on the balance and proper functioning of your microbiome ? Base: All respondents

% good answer

	Total	
Having a varied and balanced diet	<b>84</b>	84
Engaging in physical activity	<b>77</b>	76
Not smoking	<b>71</b>	72
Consuming probiotics	<b>61</b>	62
Washing at least twice a day	<b>56</b>	35
Consuming prebiotics	<b>50</b>	51
Taking regular vaginal douches *	<b>42</b>	42

\* Item asked only to women (n=516)



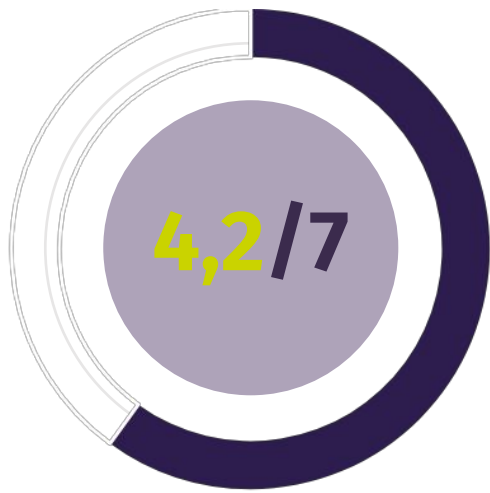
# Women seem to stand out positively compared to men.



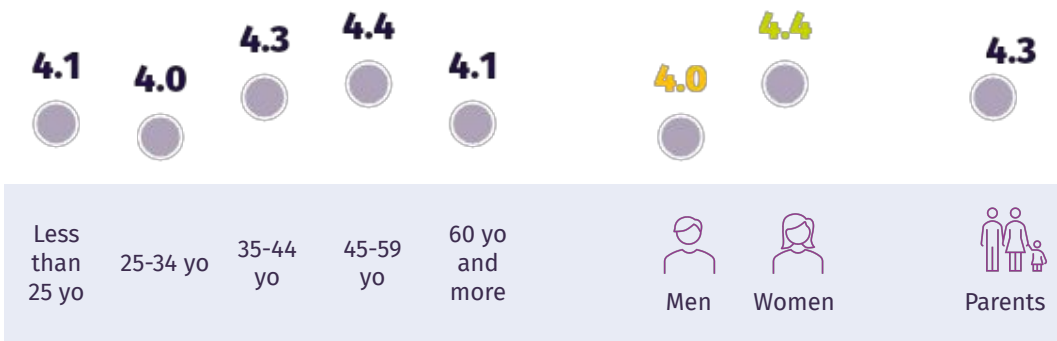
Question 11. Based on what you know, among the following behaviors, which ones have a positive effect on the balance and proper functioning of your microbiome ? Base: All respondents



4,0



Number of good responses on average

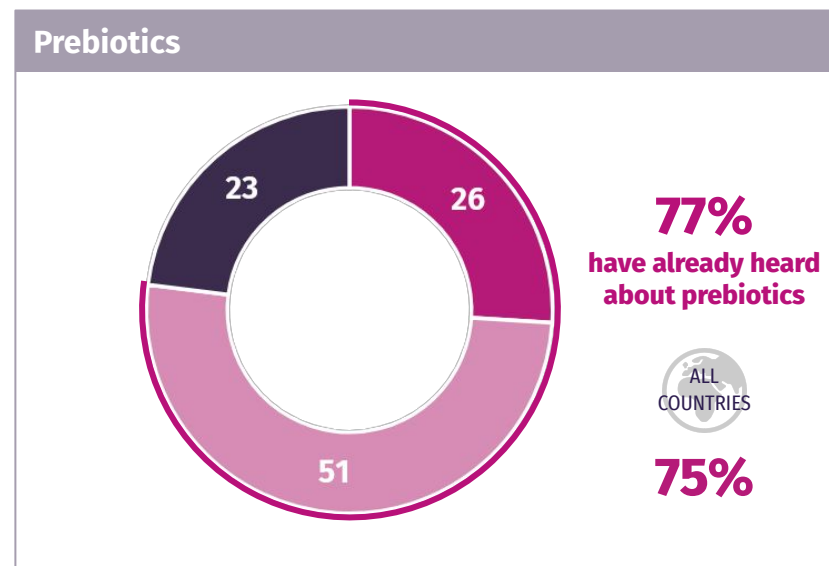
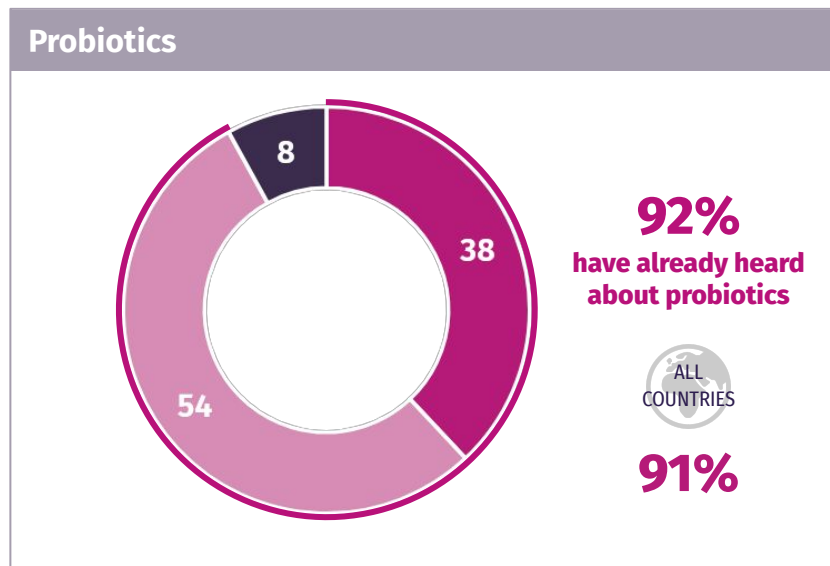


- Significant differences vs total - superior
- Significant differences vs total - inferior

# Probiotics seem more familiar to people compared to prebiotics, but the majority have little or no idea what they precisely 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



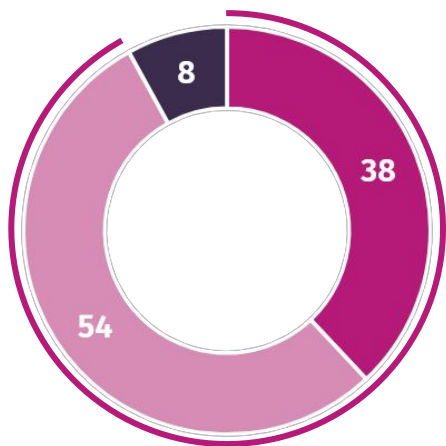


# Once again, the term 'probiotics' seem to be known equally by all age groups.



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

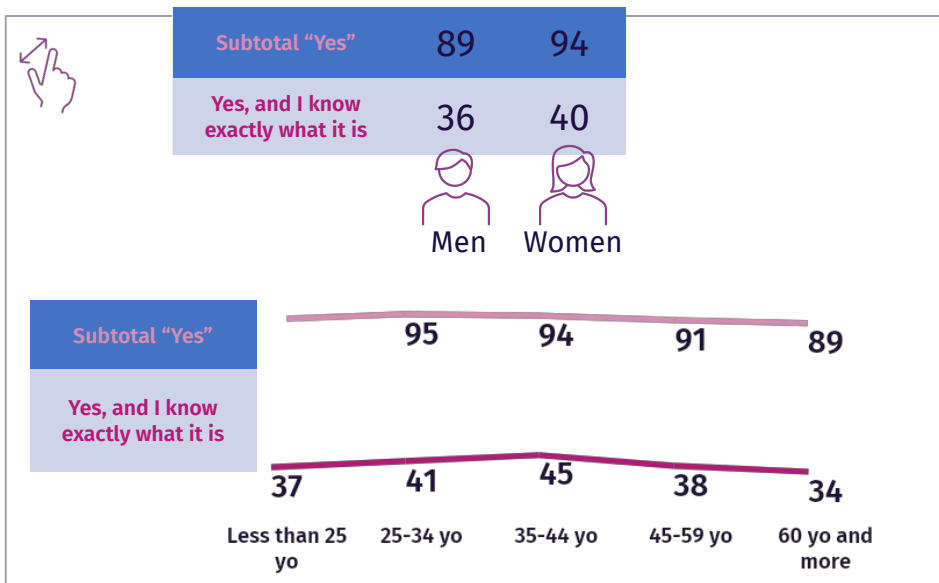
## Probiotics



**92%**  
have already heard  
about probiotics



**91%**



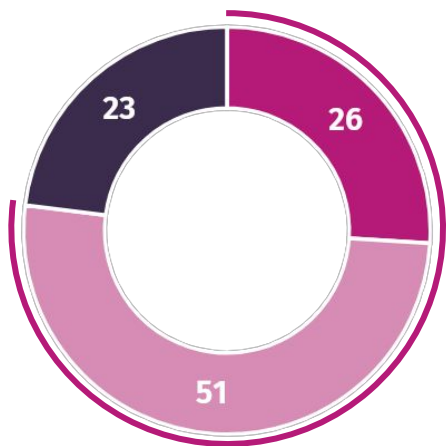
● Yes, and I know exactly what it is
 ● Yes, but I don't know exactly what it is
 ● No, I never heard about it

# People aged 35-44 yo appear to know more precisely about prebiotics.



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

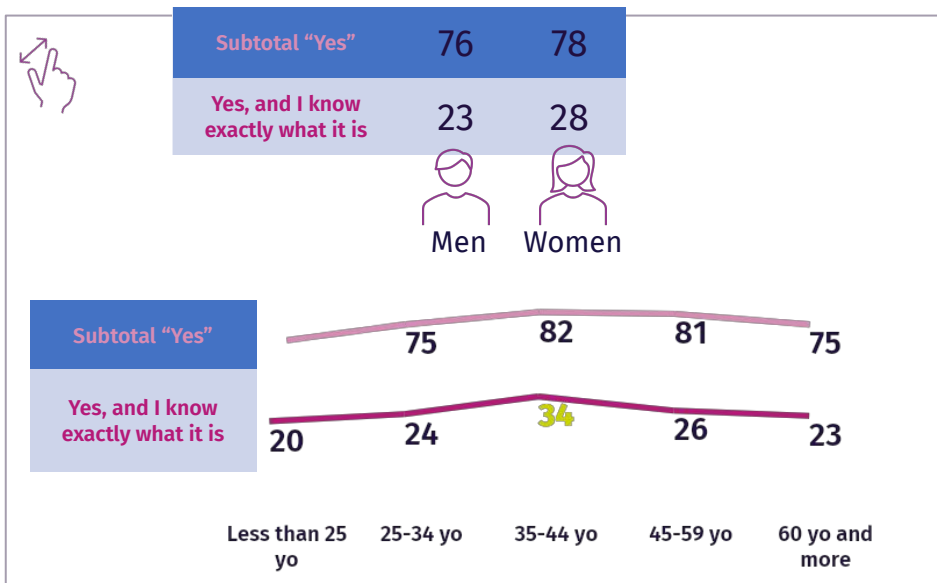
## Prebiotics



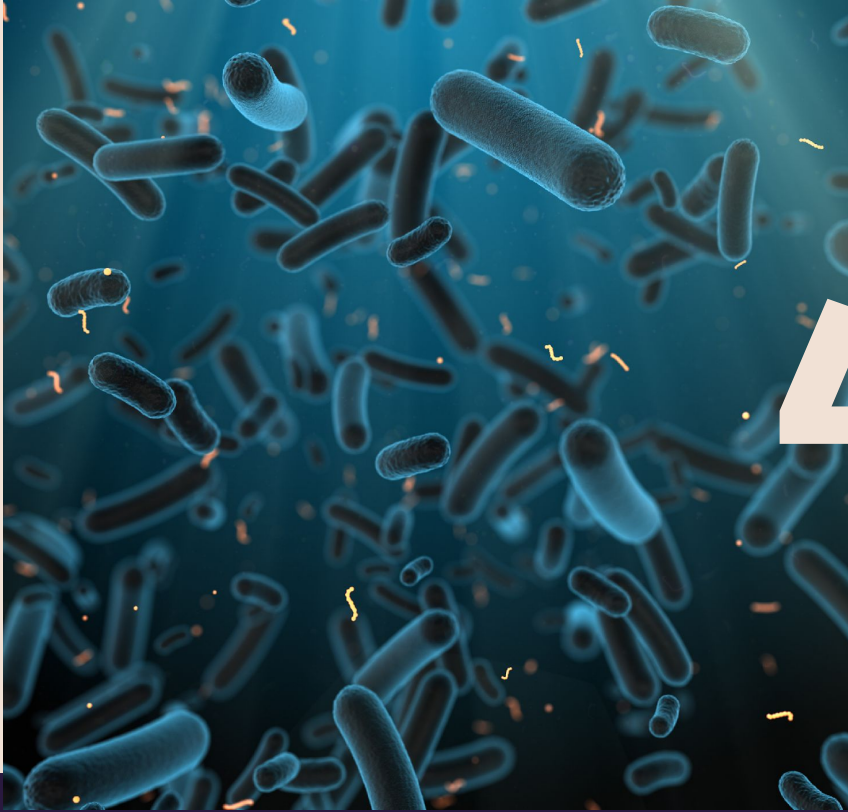
**77%**  
have already heard  
about prebiotics



**75%**



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



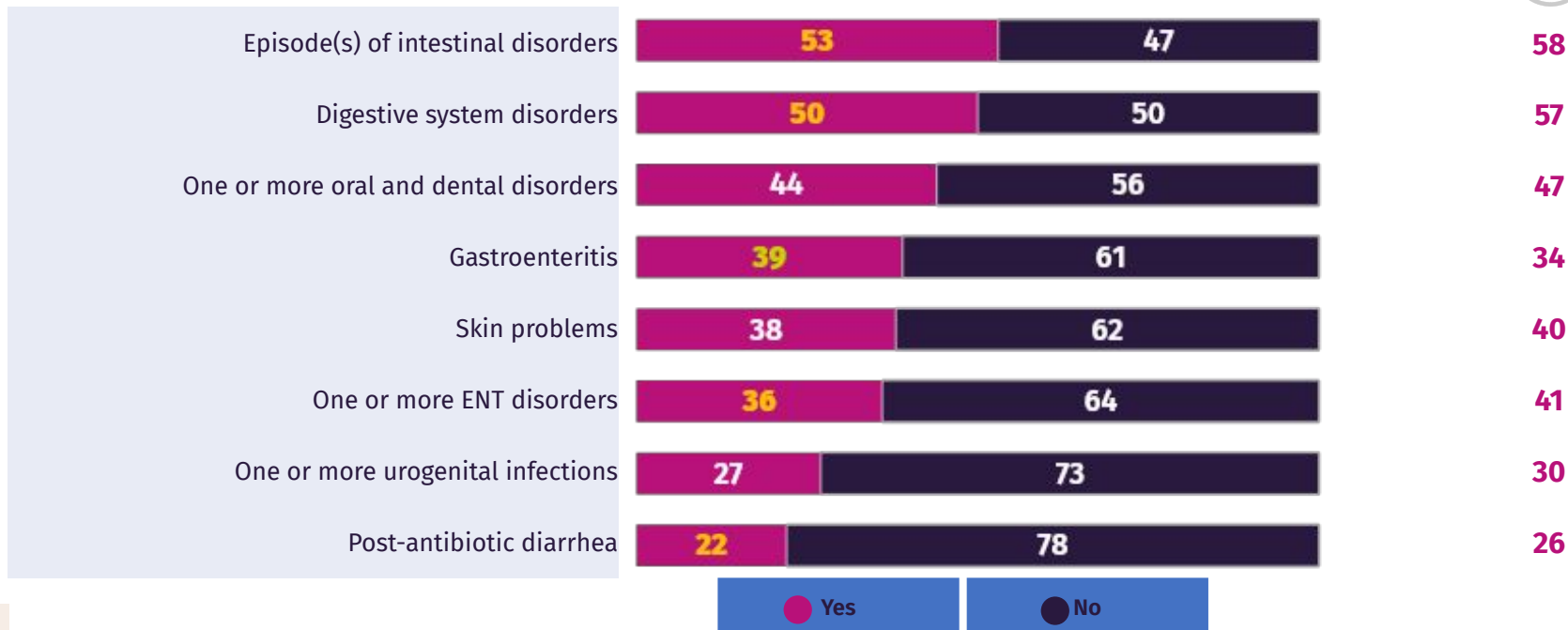
**While many people report experiencing wellness problems that may be linked to microbiota imbalances**



# Spanish seem to have experienced slightly fewer health problems than the other countries, although more than half of them have suffered episodes of intestinal or digestive problems.



Question 11a. Over the past 5 years, have you ever experienced the following problems?  
Base: All respondents



● Significant differences vs All countries - superior ● Significant differences vs All countries - inferior

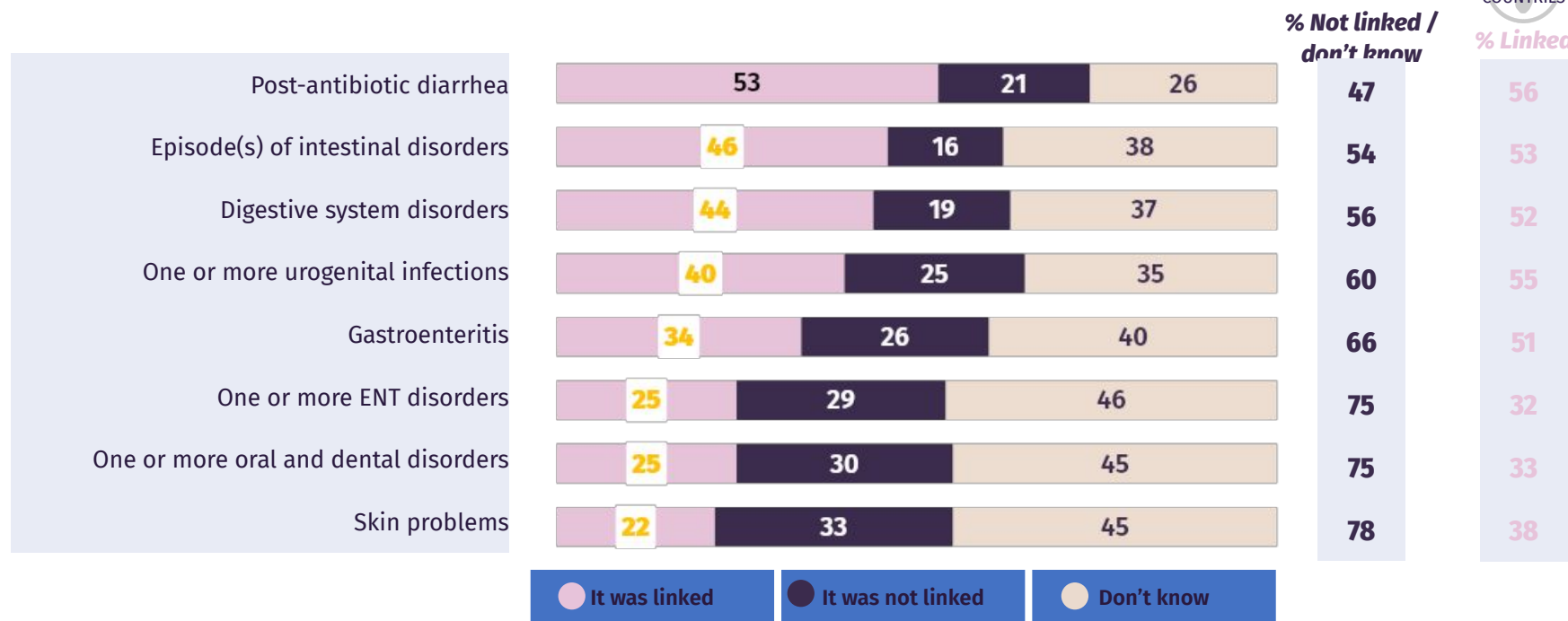


# They are also less likely to link the health problems they experienced with their microbiome.



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

Base: People who have experienced these problems



% Linked



**Health professionals  
are essential in  
teaching patients to  
become actors of their  
own microbiota health**



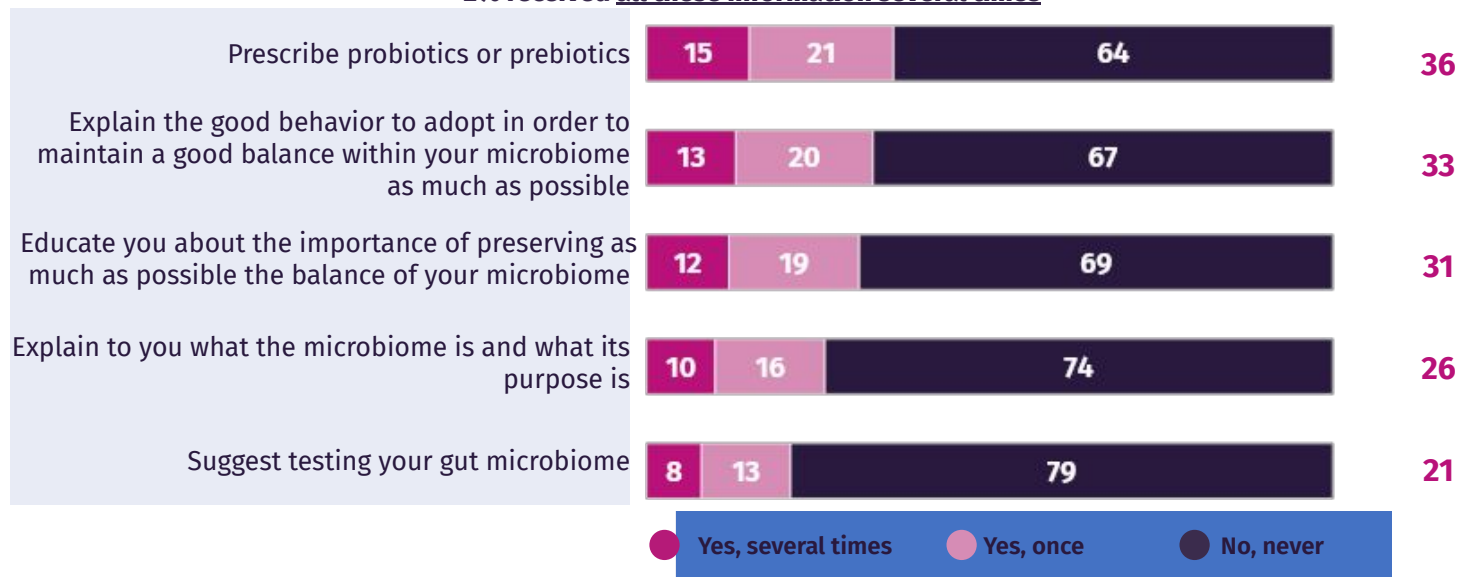
# On the subject of microbiome, a very low proportion of health professionals take action with their patients.



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

Only **11%** received **ALL THESE INFORMATION**, at least one time  
2% received **all these information several times**

**% Yes**





## Compared to the other countries, Spanish receive very little prescription and advice about their microbiome 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	
% Received ALL THESE INFORMATION, at least one time	11	19
% Received ALL THESE INFORMATION, <u>several times</u>	2	4
Prescribe probiotics or prebiotics	36	46
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	33	44
Educate you about the importance of preserving as much as possible the balance of your microbiome	31	42
Explain to you what the microbiome is and what its purpose is	26	37
Suggest testing your gut microbiome	21	30





# Worryingly, people aged over 60 yo have the least 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
	base	n=1000	n=67	n=148	n=191	n=284	n=310	n=484	n=516	n=333
Prescribe probiotics or prebiotics		<b>36</b>	<b>49</b>	<b>53</b>	<b>44</b>	32	<b>23</b>	32	39	<b>47</b>
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible		<b>33</b>	44	<b>47</b>	<b>45</b>	29	<b>21</b>	35	32	<b>48</b>
Educate you about the importance of preserving as much as possible the balance of your microbiome		<b>31</b>	36	<b>41</b>	<b>42</b>	29	<b>20</b>	33	29	<b>44</b>
Explain to you what the microbiome is and what its purpose is		<b>26</b>	32	<b>39</b>	<b>36</b>	23	<b>17</b>	27	25	<b>39</b>
Suggest testing your gut microbiome		<b>21</b>	29	27	26	21	<b>12</b>	22	19	<b>33</b>



Significant differences vs total - superior



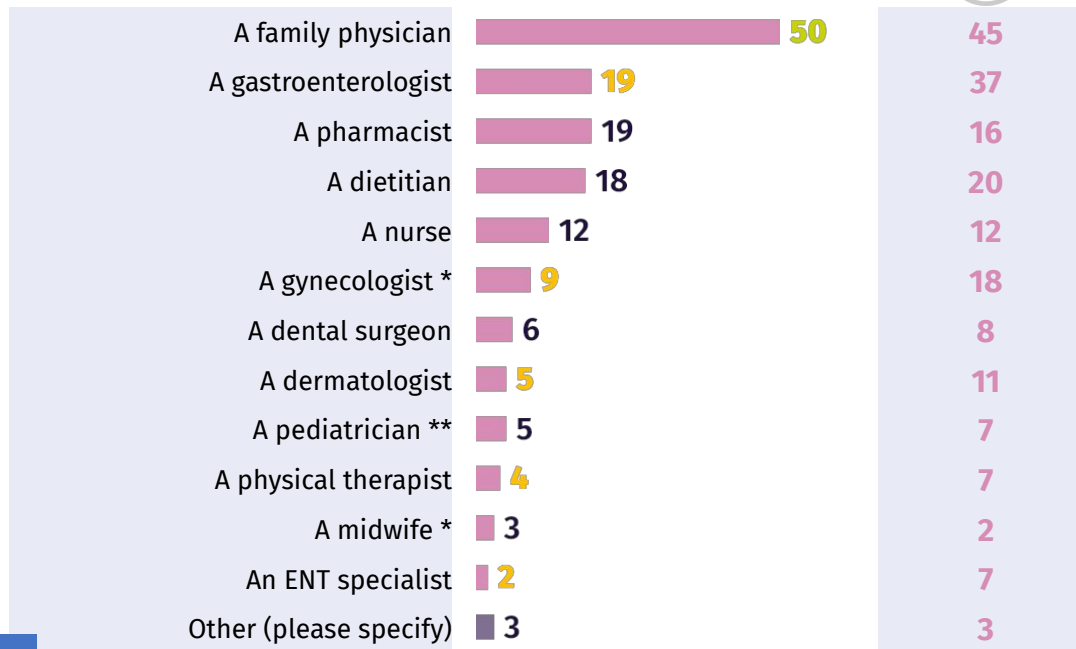
Significant differences vs total - inferior



# Family physicians are the main HCPs who provided information about microbiome. Gastroenterologists and pharmacists come next, but to a lesser extent.



Question 6. And which healthcare professionals provided you with these explanations?  
Base: People who have had an explanation from healthcare professionals (n=477)



\* Item displayed to women

\*\* Item displayed to parents

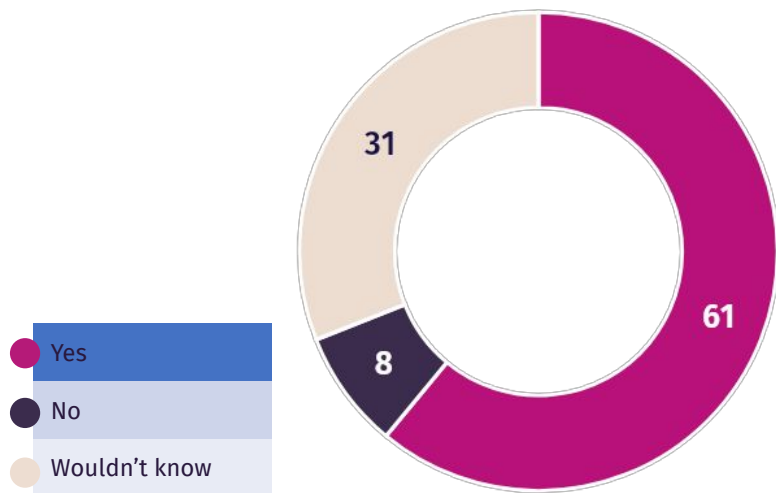
● Significant differences vs All countries - superior ● Significant differences vs All countries - inferior

## 6 respondents in 10 think it would be useful to test their gut microbiome.



Question 5bis. In your case, do you think it is useful to test your gut microbiome?

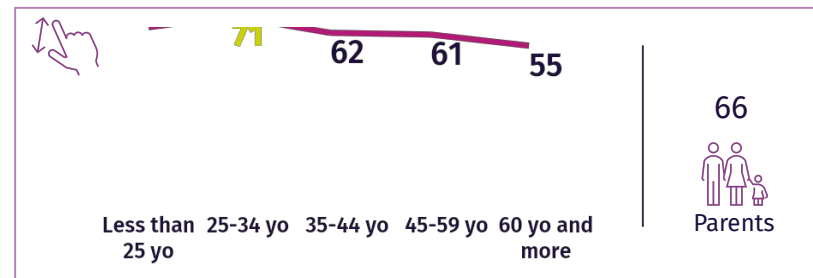
Base: All respondents



**61%** think it is useful to test their gut microbiome



**63%**



Significant differences vs total - superior

Significant differences vs total - inferior



# While treated with antibiotics, few has received advice and information to protect their microbiome.

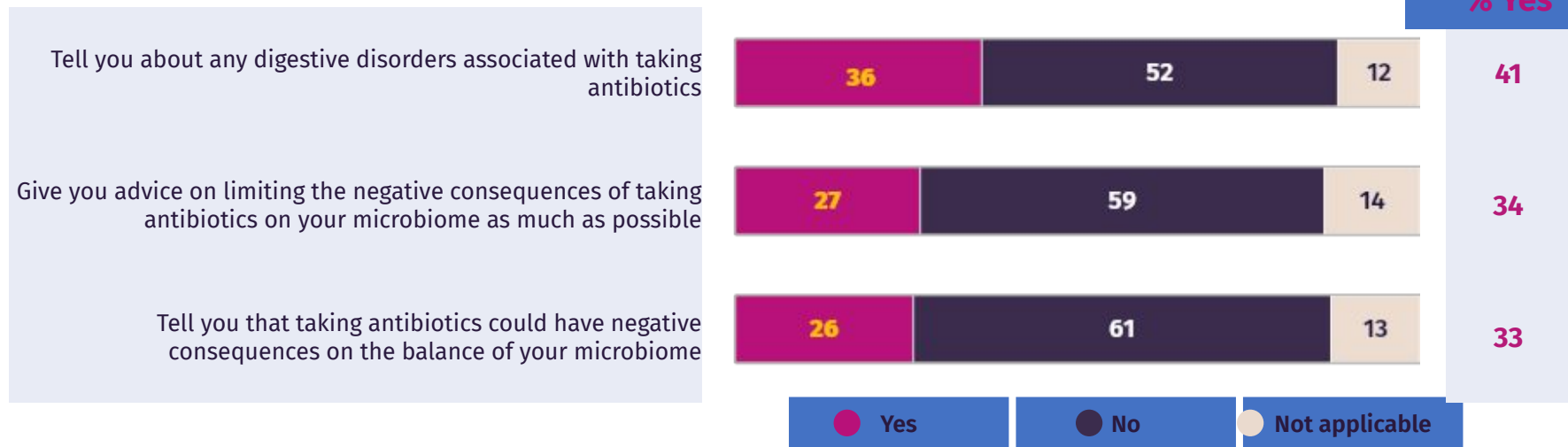


Question 7. The last time a doctor prescribed antibiotics, did they do the following?

Base: All respondents



Only **18%** received **ALL THESE INFORMATION** from their HCPs

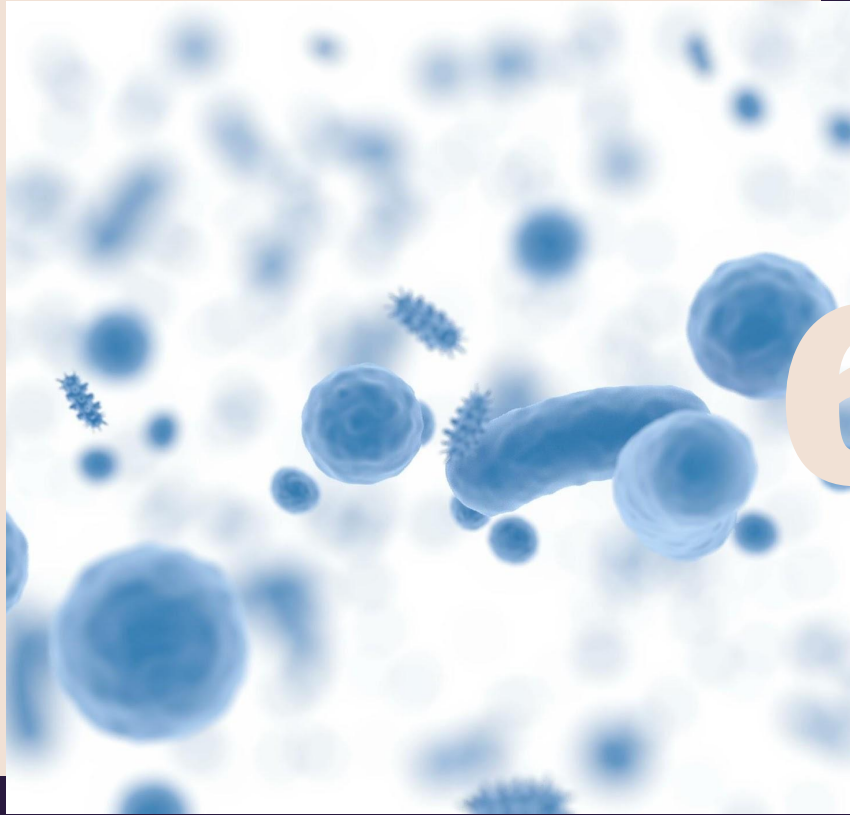




# Once again, people aged over 60 yo received less information and advice when prescribed antibiotics.

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
	base n=1000	n=67	n=148	n=191	n=284	n=310	n=333
<b>% HAVE RECEIVED ALL THESE INFORMATION FROM THEIR HCPS</b>	<b>18</b>	<b>16</b>	<b>21</b>	<b>18</b>	<b>22</b>	<b>13</b>	<b>25</b>
Tell you about any digestive disorders associated with taking antibiotics	<b>36</b>	43	41	38	41	<b>28</b>	<b>43</b>
Give you advice on limiting the negative consequences of taking antibiotics on your microbiome as much as possible	<b>27</b>	35	<b>36</b>	29	28	<b>20</b>	<b>36</b>
Tell you that taking antibiotics could have negative consequences on the balance of your microbiome	<b>26</b>	36	32	29	28	<b>18</b>	<b>37</b>



## Focus on the vulvo-vaginal microbiome

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



# When focusing on the vulvo-vaginal microbiome, knowledge appears limited.

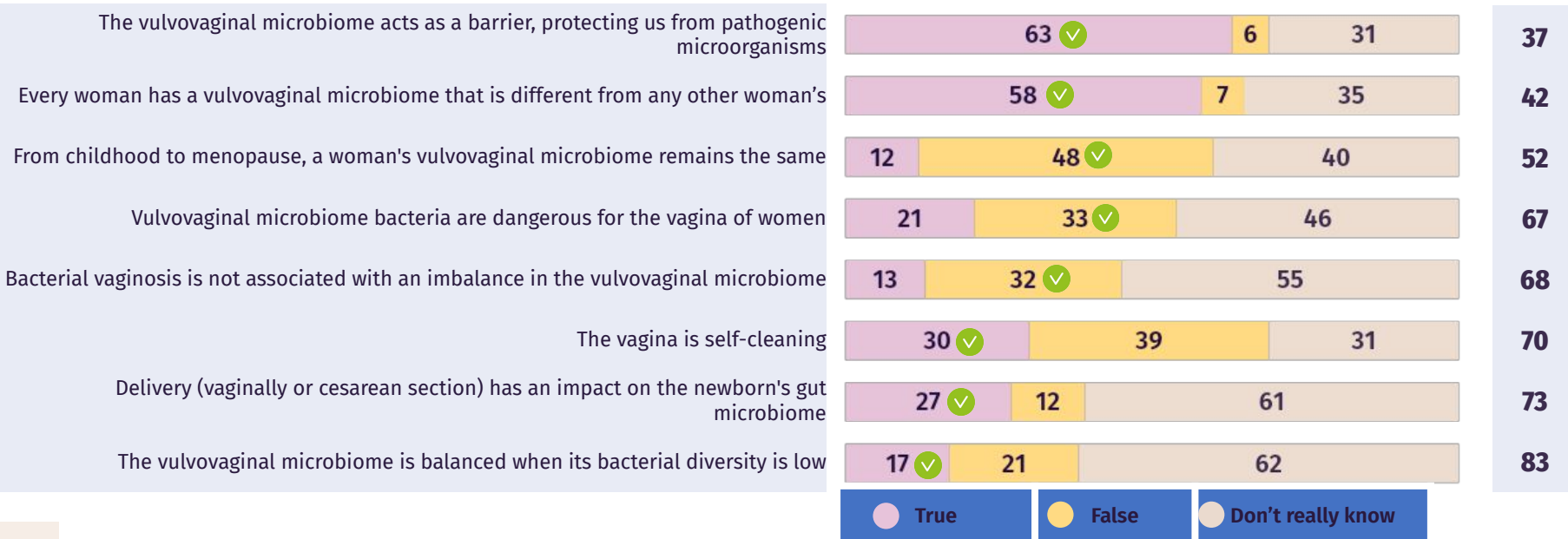


Question 13. For each of the following statements, tell us if you think it is TRUE or FALSE. If you are unsure about your answer, answer I do not really know.

Base: Women

✓ Good answer

Wrong answers/  
don't know





## Spanish women are less aware than in the other countries that the vagina is self-cleaning and that its microbiome is balanced when its bacterial diversity is low.

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	
The vulvovaginal microbiome acts as a barrier, protecting us from pathogenic microorganisms	<b>63</b>	67
Every woman has a vulvovaginal microbiome that is different from any other woman's	<b>58</b>	60
From childhood to menopause, a woman's vulvovaginal microbiome remains the same	<b>48</b>	52
Vulvovaginal microbiome bacteria are dangerous for the vagina of women	<b>33</b>	37
Bacterial vaginosis is not associated with an imbalance in the vulvovaginal microbiome	<b>32</b>	35
The vagina is self-cleaning	<b>30</b>	52
Delivery (vaginally or cesarean section) has an impact on the newborn's gut microbiome	<b>27</b>	30
The vulvovaginal microbiome is balanced when its bacterial diversity is low	<b>17</b>	27





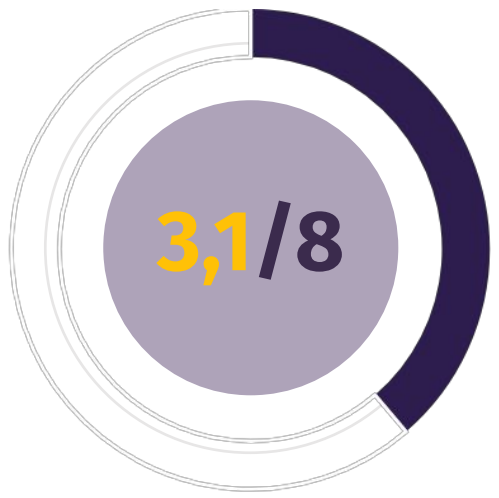
# While mothers seem to have better knowledge about the vulvo-vaginal microbiome, women over 60 yo are once again the least informed.



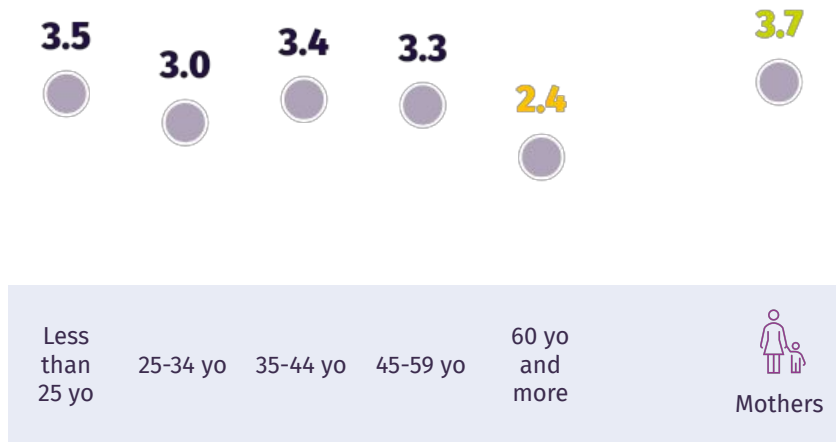
Question 13. For each of the following statements, tell us if you think it is TRUE or FALSE. If you are unsure about your answer, answer I do not really know.  
Base: Women



3,6



Number of good responses on average



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



## Women over 60 yo know the least about vulvo-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	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
	base n=516	n=48	n=102	n=104	n=145	n=117
The vulvovaginal microbiome acts as a barrier, protecting us from pathogenic microorganisms	<b>63</b>	66	56	70	70	54
Every woman has a vulvovaginal microbiome that is different from any other woman's	<b>58</b>	63	55	63	62	49
From childhood to menopause, a woman's vulvovaginal microbiome remains the same	<b>48</b>	41	40	48	<b>60</b>	42
Vulvovaginal microbiome bacteria are dangerous for the vagina of women	<b>33</b>	40	37	36	30	27
Bacterial vaginosis is not associated with an imbalance in the vulvovaginal microbiome	<b>32</b>	43	31	34	36	<b>21</b>
The vagina is self-cleaning	<b>30</b>	43	32	34	28	21
Delivery (vaginally or cesarean section) has an impact on the newborn's gut microbiome	<b>27</b>	28	29	34	29	<b>16</b>
The vulvovaginal microbiome is balanced when its bacterial diversity is low	<b>17</b>	22	19	21	18	10

● Significant differences vs total - superior

● Significant differences vs total - inferior



# Very few women have received any information or advice from their HCPs about the microbiome.



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

**16%** received ALL THESE INFORMATION, at least one time  
**3%** received all these information several times

**% Yes**

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



**26**

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



**26**

Suggest testing your vulvovaginal microbiome



**25**

Explain to you what the vulvovaginal microbiome is and what its purpose is



**23**

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



# Spanish women have received significantly less information from their HCPs than women in the other countries.

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

% Yes	Total	
% Have received ALL THESE INFORMATION, at least one time	16	22
Educate you on the importance of preserving as much as possible the balance of your vulvovaginal microbiome	26	40
Explain the good behaviors to adopt in order to maintain a good balance within your vulvovaginal microbiome as much as possible	26	42
Suggest testing your vulvovaginal microbiome	25	31
Explain to you what the vulvovaginal microbiome is and what its purpose is	23	35



## People over 60 yo are also the ones who receive the least information and advice from their HCPs.



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

Base: Women

% Yes	Total	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
	base	n=48	n=102	n=104	n=145	n=117
% Have received ALL THE INFORMATION, at least one time	16	18	21	22	14	6
Educate you on the importance of preserving as much as possible the balance of your vulvovaginal microbiome	26	35	36	27	25	14
Explain the good behaviors to adopt in order to maintain a good balance within your vulvovaginal microbiome as much as possible	26	36	36	27	24	14
Suggest testing your vulvovaginal microbiome	25	30	33	30	23	12
Explain to you what the vulvovaginal microbiome is and what its purpose is	23	27	32	27	22	12

● Significant differences vs total - superior

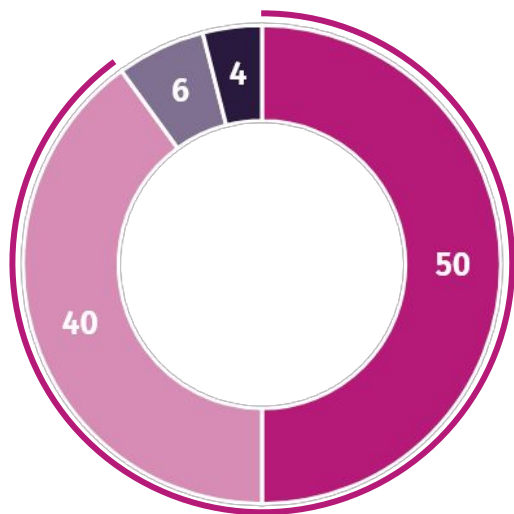
● Significant differences vs total - inferior

# Most of women would like to have more information about the importance of the vulvo-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 vulvovaginal microbiome and its impact on your health?

Base: Women

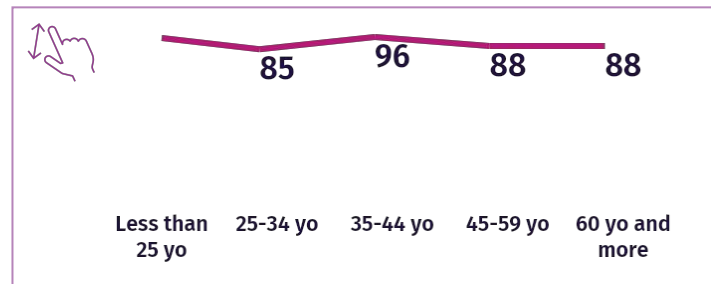


- Yes, absolutely
- Yes, somewhat
- No, not really
- No, not at all

**90%** would like to have more information about the importance of the vulvovaginal microbiome and its impact on health



**86%**



● Significant differences vs total - superior

● Significant differences vs total - inferior



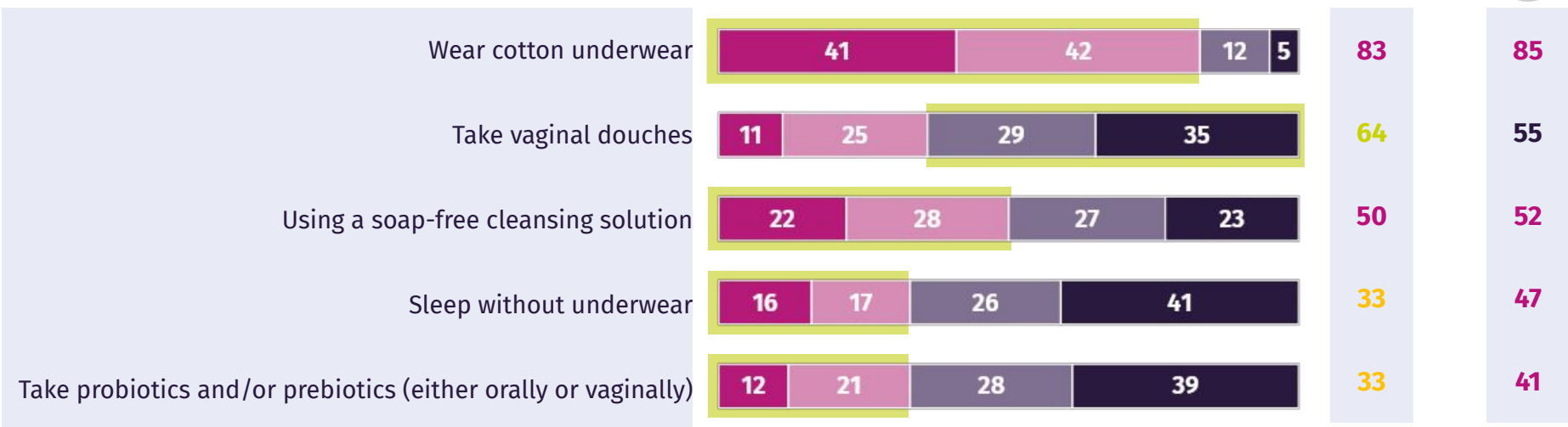
# In detail, and except the cotton underwear, a moderate proportion of women adopted specific behaviors to protect the health of their vulvo-vaginal microbiome.



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

Base: Women

% Appropriate behavior



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



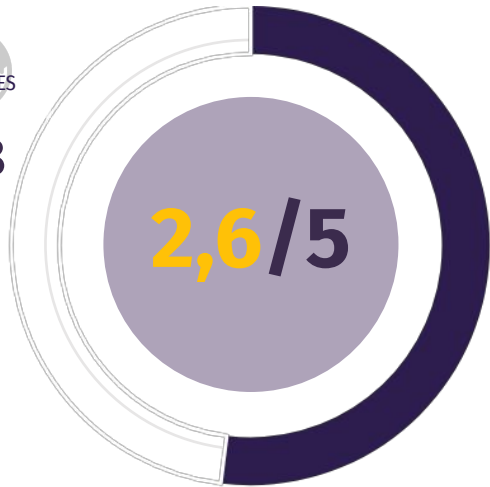
# Mothers are more likely to adopt appropriate behaviors for their vulvo-vaginal microbiome.



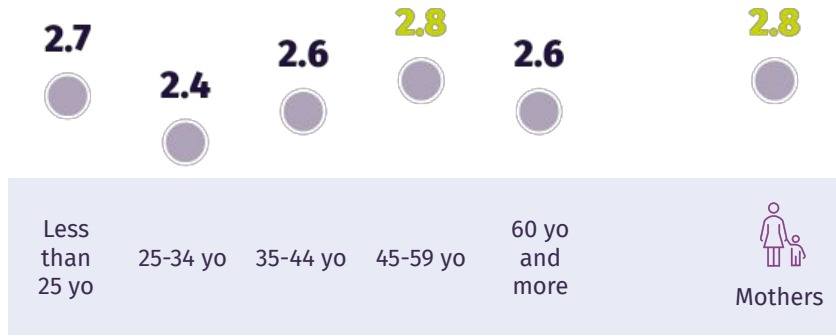
Question 16. In your daily life, do you regularly adopt the following behaviors?  
Base: Women

ALL COUNTRIES

2,8



2,6/5



Number of appropriate behaviors adopted on average

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





## But in detail, there are no real differences related to behaviour between age groups



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

Base: Women

% Appropriate behavior	Total	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
	base n=516	n=48	n=102	n=104	n=145	n=117
Wear cotton underwear	<b>83</b>	89	<b>71</b>	85	86	84
Take vaginal douches	<b>64</b>	69	63	<b>52</b>	65	71
Using a soap-free cleansing solution	<b>50</b>	51	41	55	55	45
Sleep without underwear	<b>33</b>	30	34	29	36	32
Take probiotics and/or prebiotics (either orally or vaginally)	<b>33</b>	29	33	40	34	27

● Significant differences vs total - superior

● Significant differences vs total - inferior

A large, light gray, semi-transparent graphic on the left side of the slide. It consists of a dense, overlapping network of stylized, branching, and elongated shapes that resemble a complex microbial community or a network diagram. The shapes are white and light gray, set against a white background that is itself semi-transparent over the dark blue slide background.

## Main results

# Learnings on Spanish results



  
Spain

Awareness of the microbiome & its diversity	
Know exactly what is « microbiome »	<b>24%</b>
Subtotal « Aware »	<b>69%</b>
Subtotal Aware of the gut microbiome	<b>57%</b>
Subtotal Aware of all microbiome	<b>22%</b>
Level of knowledge around the microbiota	
Mean of good answers	5,8/10
Level of knowledge around the solutions which can maintain the microbiota balanced	
Know exactly what are probiotics	<b>38%</b>
Know exactly what are prebiotics	26%
Adoption and identification of appropriate behaviors to maintain a balanced microbiota	
Have adopted specific behaviors	54%
Number of behaviors identified in order to maintain the microbiota	<b>4,2/7</b>
Level of information provided by healthcare professionals	
Received at least one piece of information at least once	<b>47%</b>

## Key learnings

Spanish have little knowledge of the microbiome and the diversity of the microbiome. This knowledge is essentially driven by the gut microbiome. “Gut flora” would be a more familiar term for them.

In terms of knowledge, they have a very moderate knowledge of the composition, the functioning, the role of the microbiota and the consequences when it's unbalanced.

Compared to French and Portuguese, Spanish are more numerous to know probiotics and prebiotics. But this awareness remains very moderate. They already heard about it but do not know precisely what it is.

However, they are slightly better at identifying the behaviors to adopt, without necessarily applying them.

In terms of sources of information, less than half had received information from their healthcare professionals.

A large, light gray illustration of a diverse microbiome, featuring various shapes of bacteria, fungi, and viruses, set against a white background that is slightly offset to the right.

# ANNEXES

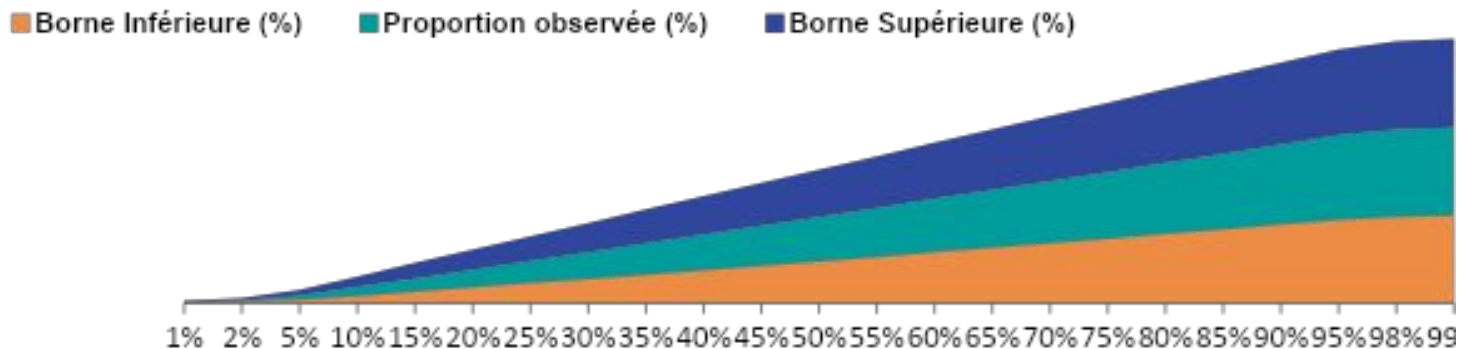
# FIABILITÉ DES RÉSULTATS

## 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 :



# 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** : 21 march – 10 April 2023
- **Sample achieved** : 6500 interviews (100 for each country except in Portugal n=500)
- **Data collection** : on line
- **Loyalty program with points- based award system for panelists**
- **Response quality control methods**: monitoring of participants' response behavior (identification of responses that are too quick or careless, e.g. ticked in a straight or zigzag line)
- **Checking of IP and consistency of demographic data.**



### DATA PROCESSING

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

## SURVEY MATERIAL THE QUESTIONNAIRE



Questionnaire

# RELIABILITY OF RESULTS : SELF COMPLETION ONLINE SURVEYS IIS

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

## UPSTREAM OF THE DATA COLLECTION

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

## DURING THE DATA COLLECTION

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

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

## DOWNSTREAM OF THE DATA COLLECTION

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

# SURVEY OVERVIEW

## Organization (CAWI survey - Online panel)



### ACTIVITIES CARRIED OUT OR COORDINATED BY IPSOS TEAMS IN FRANCE

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



### ACTIVITIES CARRIED OUT BY IPSOS EXPERT LOCAL TEAMS

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



# ABOUT IPSOS

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

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

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

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

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[www.ipsos.com](http://www.ipsos.com)

# 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.**