



International Microbiota Observatory

L'Observatoire International
des Microbiotes

Study results by country



Brazil
China
— **Mexico**
Portugal
Spain
United States
France

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

Methods

Methods

This international survey was conducted online in **7 countries** from March 21st - April 7th 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.



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

 Significant differences vs total sample / vs all countries - superior

 Significant differences vs total sample / vs all countries - inferior

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



All results are presented in %.



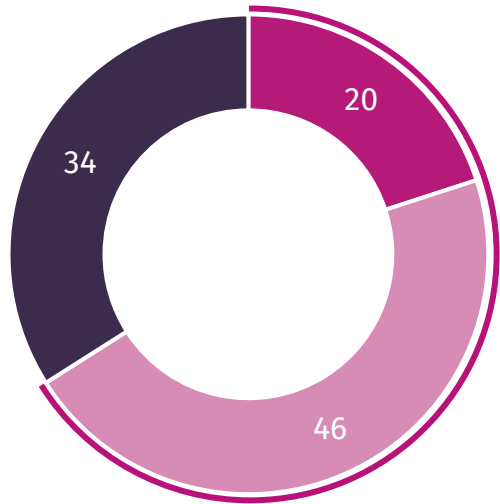
A matter of "words": a very poor understanding of the terms used to talk about the microbiota.



Although 2/3 of people have already heard about microbiome, only 1/5 know precisely what it is.



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

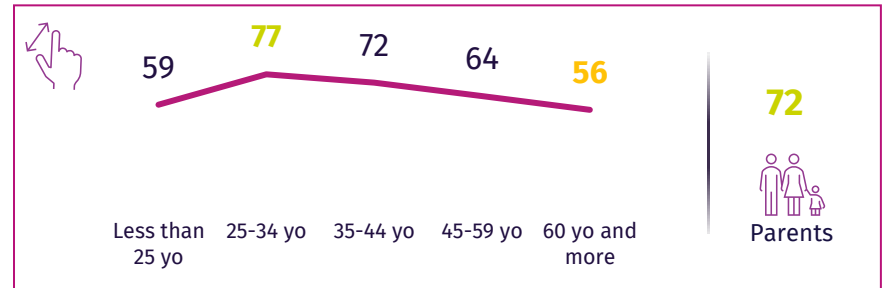


- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I never heard about it

66% have already heard about the term microbiome



64%



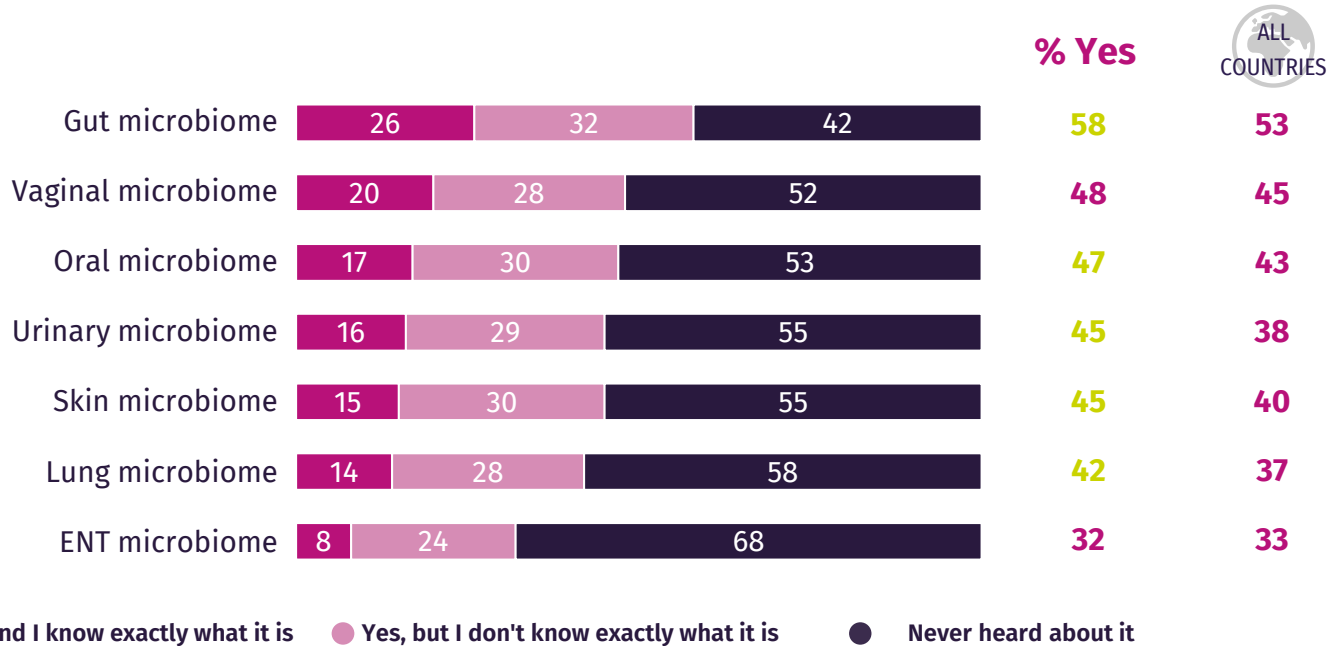
● Significant differences vs total - superior ● Significant differences vs total - inferior



Little is known precisely about the different types of microbiomes.



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

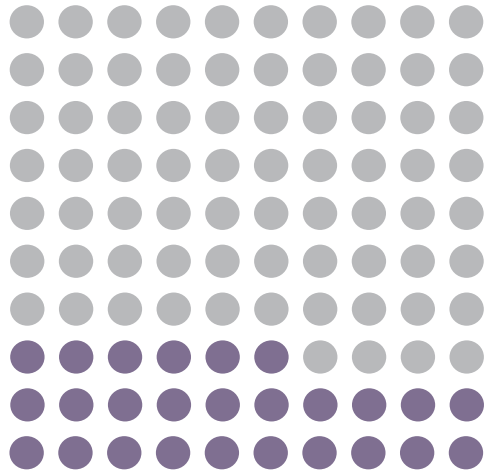




Little is known precisely about the diversity of the microbiome, even more for respondents over 45 yo.



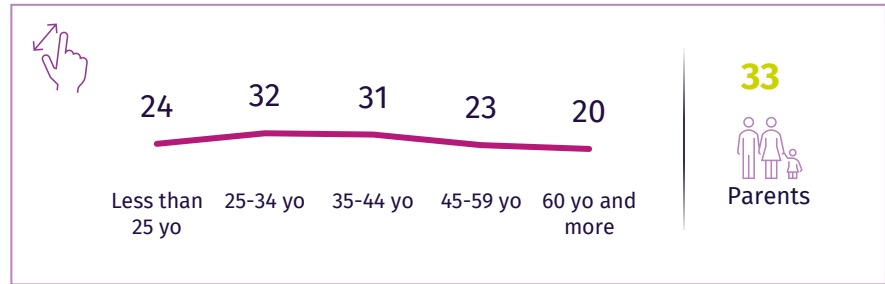
Question 3. And more specifically, have you ever heard of the following terms?
Base: All respondents



26% have already heard of each microbiome:
Gut, vaginal, skin, lung, urinary, Oral and ENT microbiome



26%



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

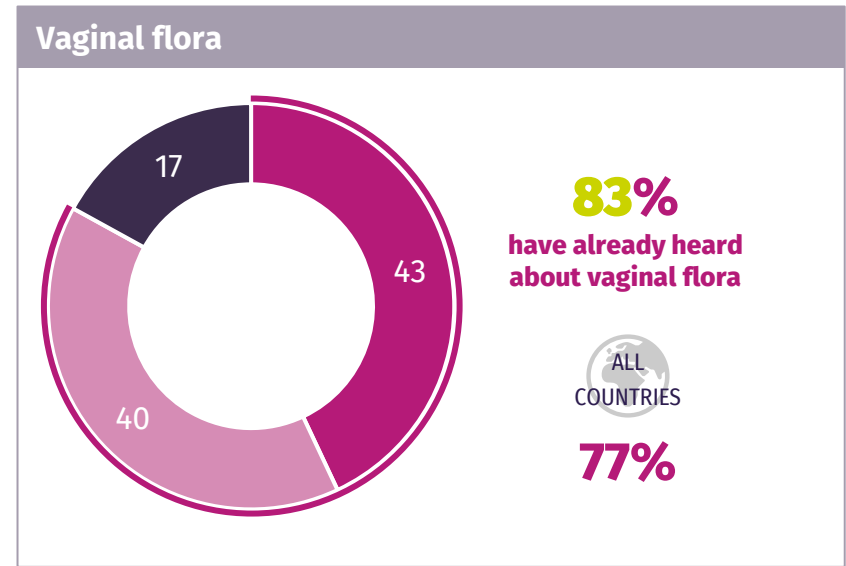
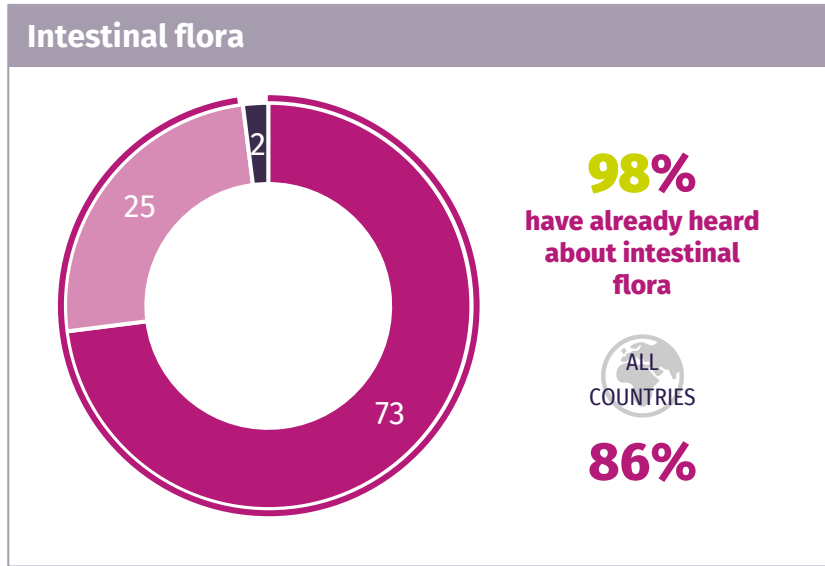


5%

People seem more aware of the term “flora” instead of microbiome



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

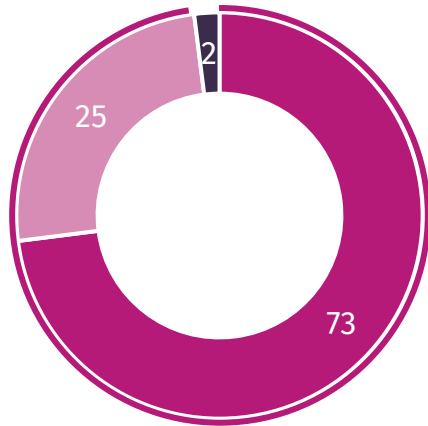


The 18-24 age group is less aware of the intestinal flora but the term is known by a majority of people in almost all age groups.



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

Intestinal flora

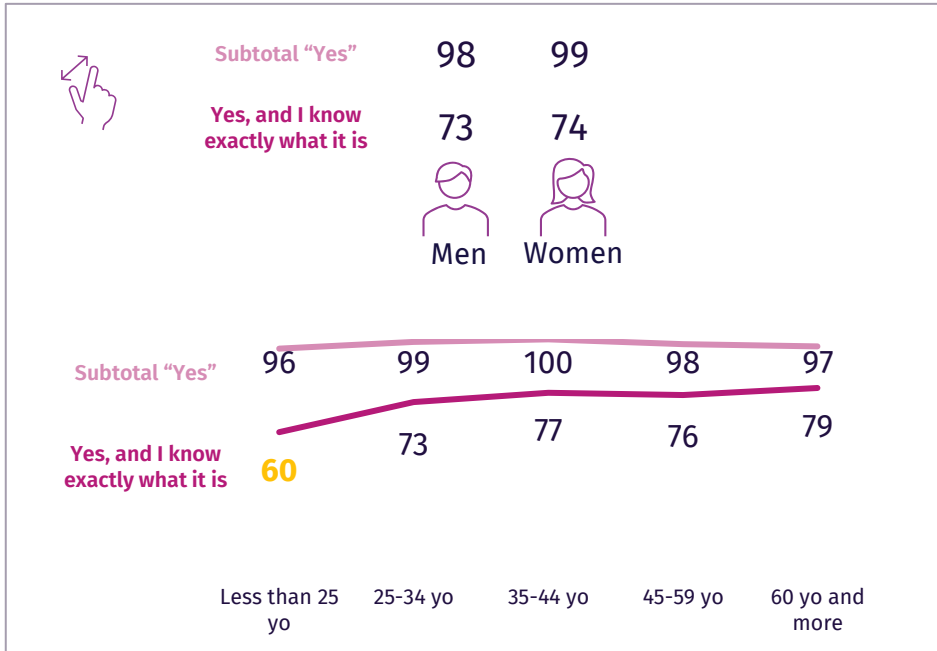


98%
have already heard
about intestinal
flora



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



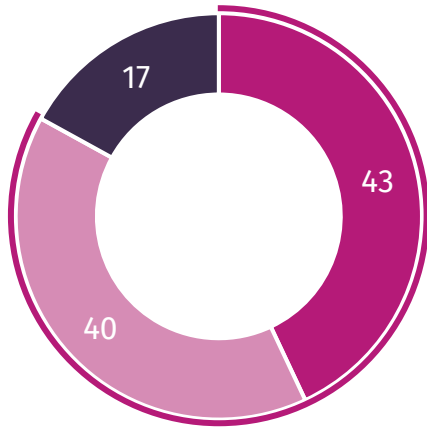


Women are more aware of the vaginal flora but the results are worrying: 1 in 2 women do not know what the vaginal flora is exactly



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

Vaginal flora

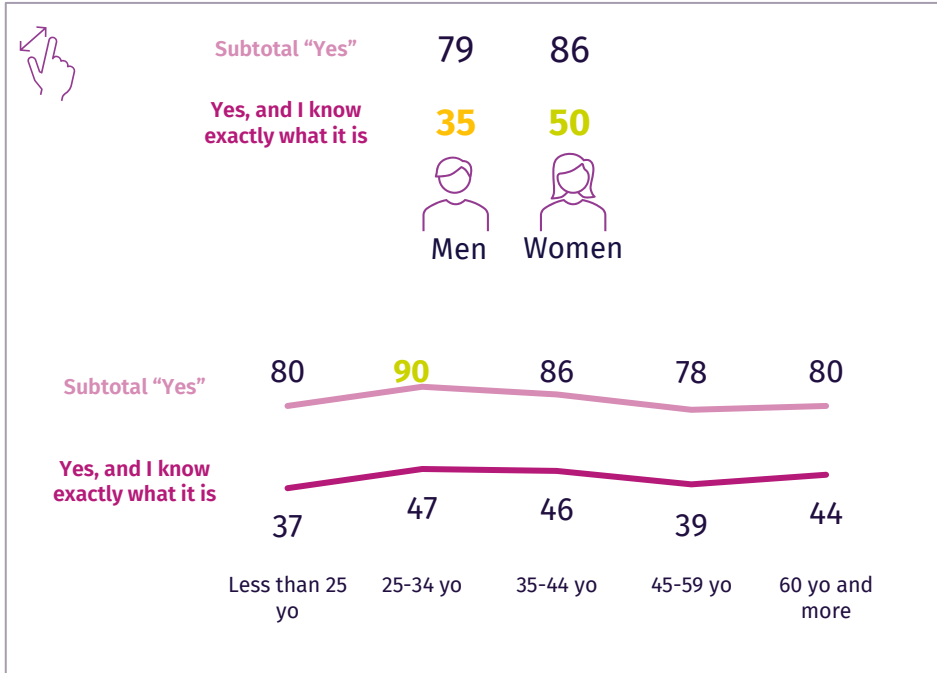


83%
have already heard
about vaginal flora



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





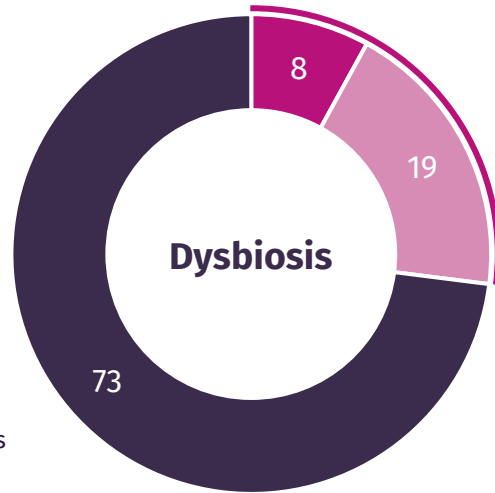
Although knowledge about the causes and consequences of an imbalanced microbiome is poor, some essential information are known by most people



Dysbiosis is far from being a common term for people.



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

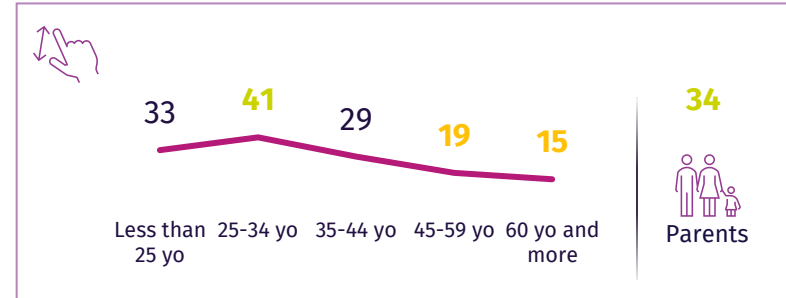


- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- Never heard about it

27% have already heard about the term 'dysbiosis'



28%



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

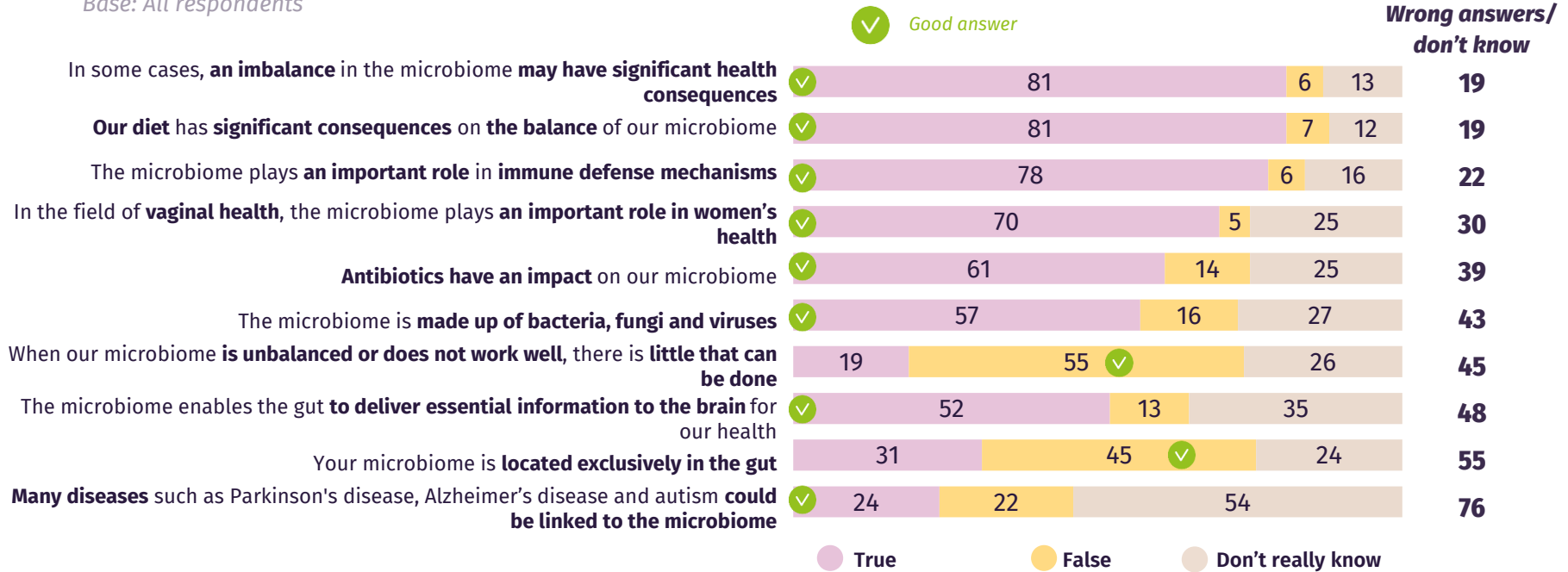


Information about the microbiome is poor, but most people know that it plays an essential role in the immune system and that its imbalance is dangerous for health.



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", this term has now been renamed "microbiome".



More generally, Mexicans have higher knowledge except about the impact of the antibiotics on microbiome.

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

% good answer	Total	ALL COUNTRIES
In some cases, an imbalance in the microbiome may have significant health consequences	81	75
Our diet has significant consequences on the balance of our microbiome	81	74
The microbiome plays an important role in immune defense mechanisms	78	72
In the field of vaginal health , the microbiome plays an important role in women's health	70	66
Antibiotics have an impact on our microbiome	61	66
The microbiome is made up of bacteria, fungi and viruses	57	54
When our microbiome is unbalanced or does not work well , there is little that can be done	55	53
The microbiome enables the gut to deliver essential information to the brain for our health	52	53
Your microbiome is located exclusively in the gut	45	45
Many diseases such as Parkinson's disease, Alzheimer's disease and autism could be linked to the microbiome	24	25

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



The 18-24yo have lower 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.

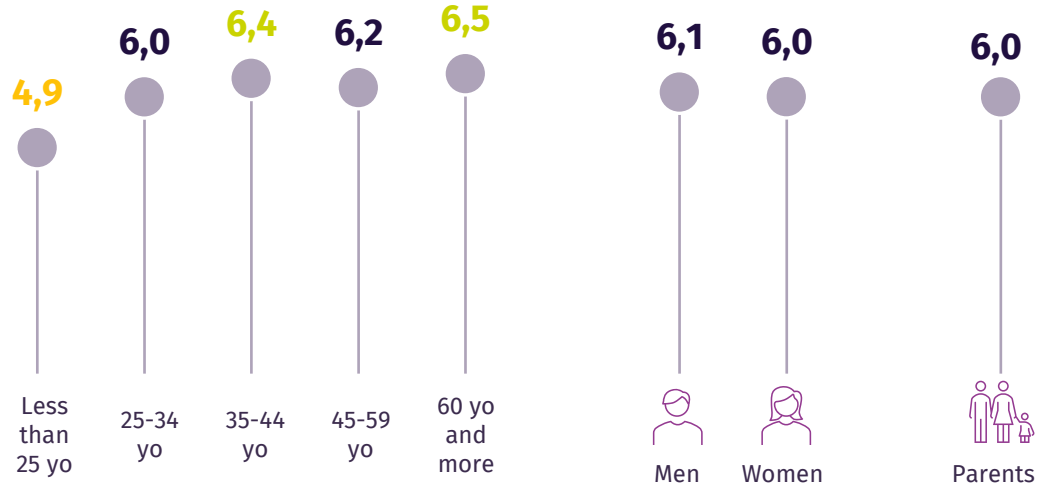
Base: All respondents



5,8

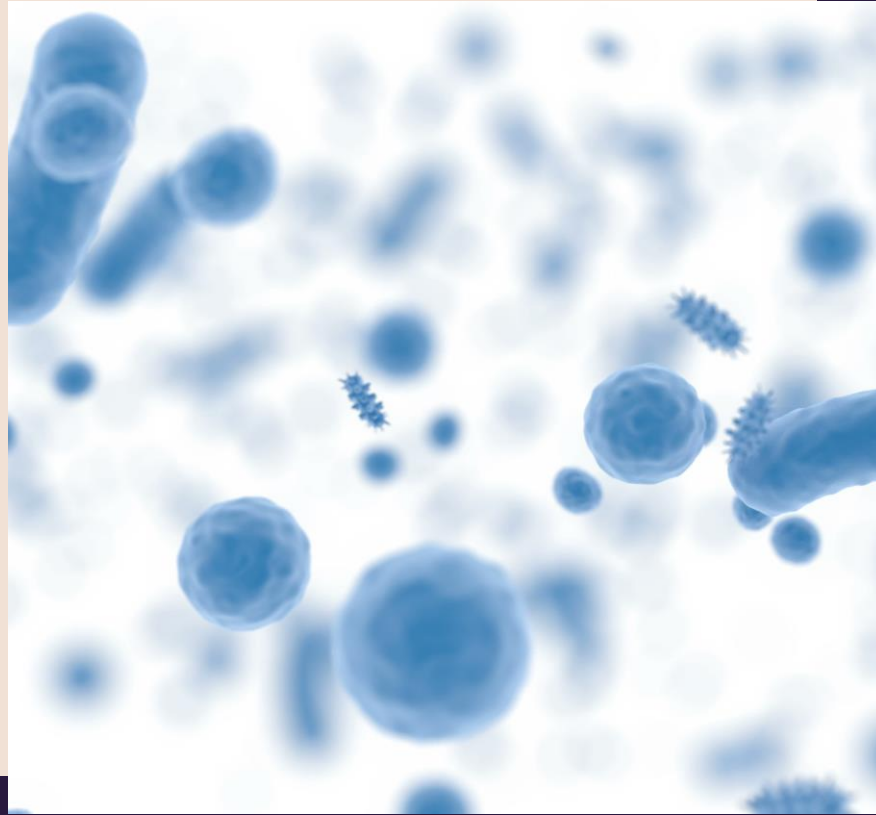
6,0/10

Number of good responses on average



● Significant differences vs total - superior

● Significant differences vs total - inferior



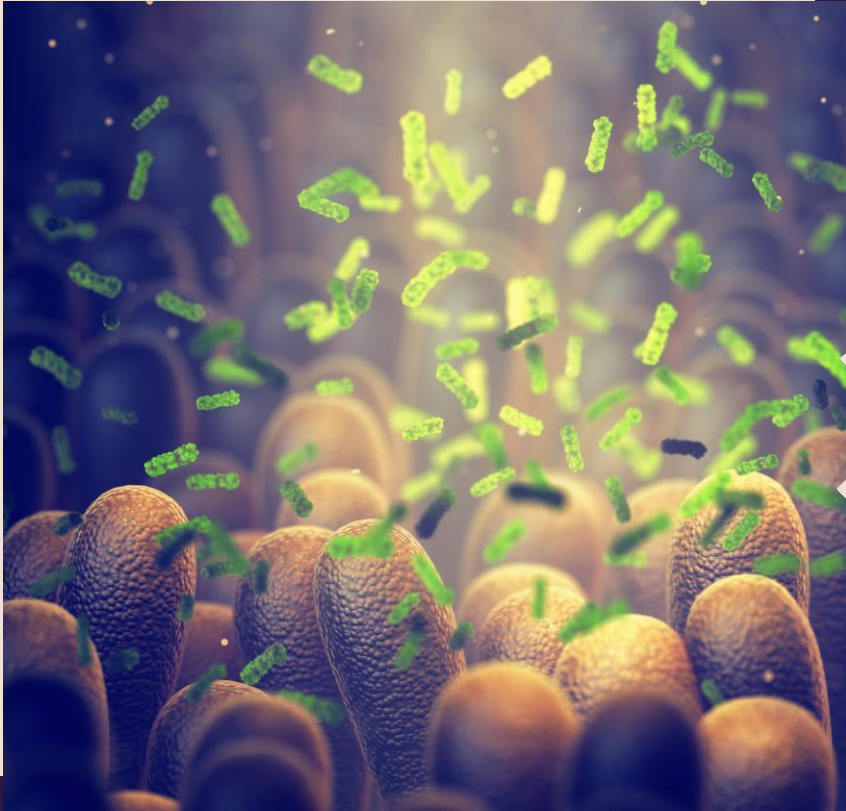
Text displayed to respondents:

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

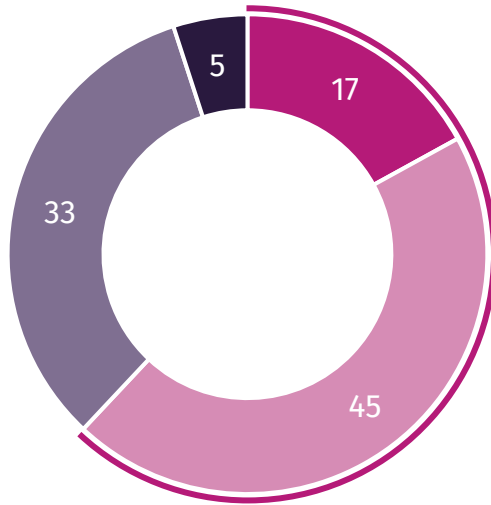


A majority have adopted specific behaviors to keep their microbiome balanced and functioning as smoothly as possible.



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

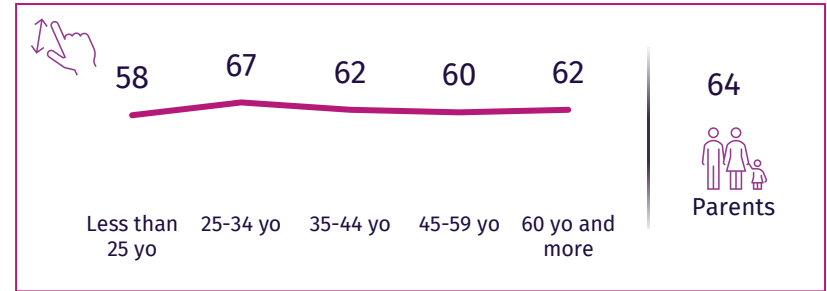


- Yes, a lot
- Yes, a little
- No, not really
- No, not at all

62% have already adopted specific behaviors



57%



● Significant differences vs total - superior

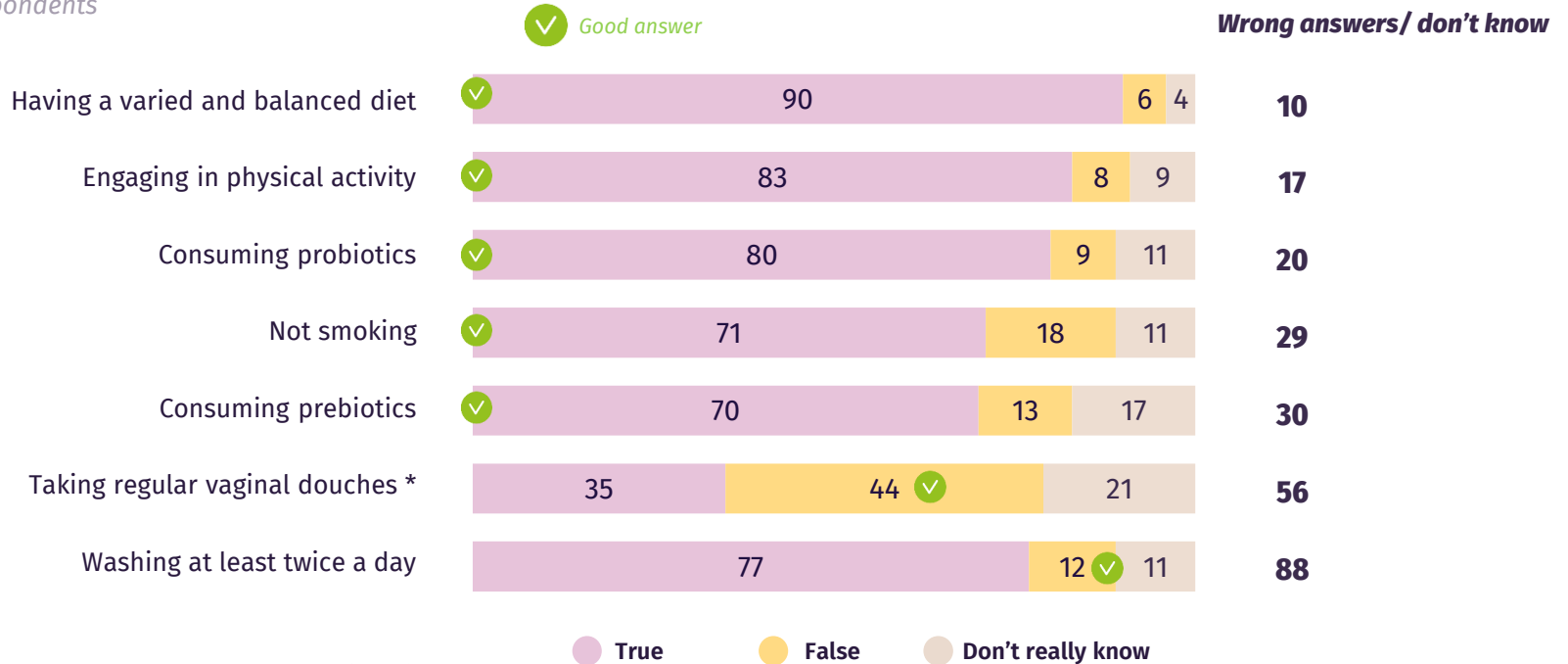
● Significant differences vs total - inferior

Except the « standard » healthy behaviors, those related to body hygiene 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



* Item asked only to women (n=557)



Appropriate behaviors were more identified in Mexico – except the one about washing at least twice a day.

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	ALL COUNTRIES
Having a varied and balanced diet	90	84
Engaging in physical activity	83	76
Consuming probiotics	80	62
Not smoking	71	72
Consuming prebiotics	70	51
Taking regular vaginal douches *	44	42
<small>* Item asked only to women (n=557)</small>		
Washing at least twice a day	12	35



Once again, some profiles seem to stand out negatively: the youngsters.



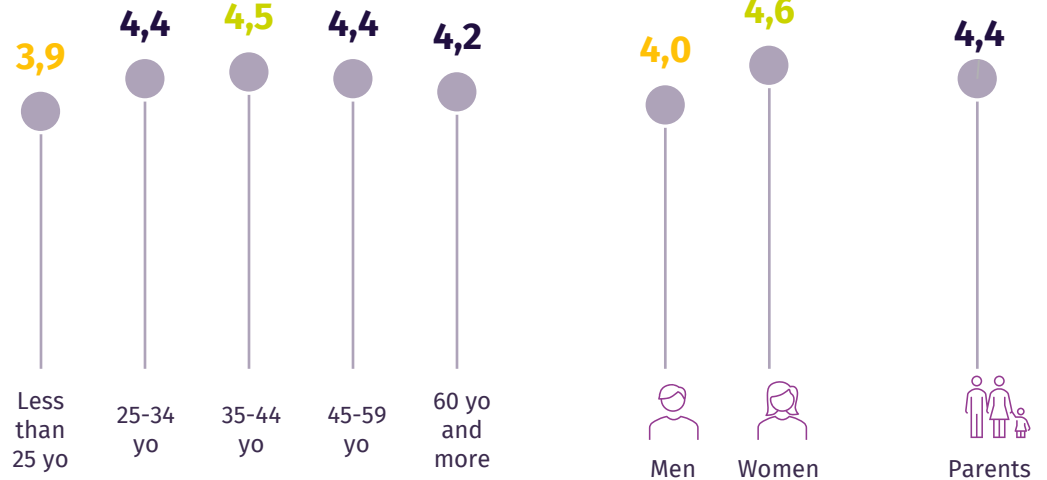
Question 11. Based on what you know, among the following behaviors, which ones have a positive effect on the balance and proper functioning of your microbiome ? Base: All respondents

ALL COUNTRIES

4,0



Number of good responses on average



● Significant differences vs total - superior

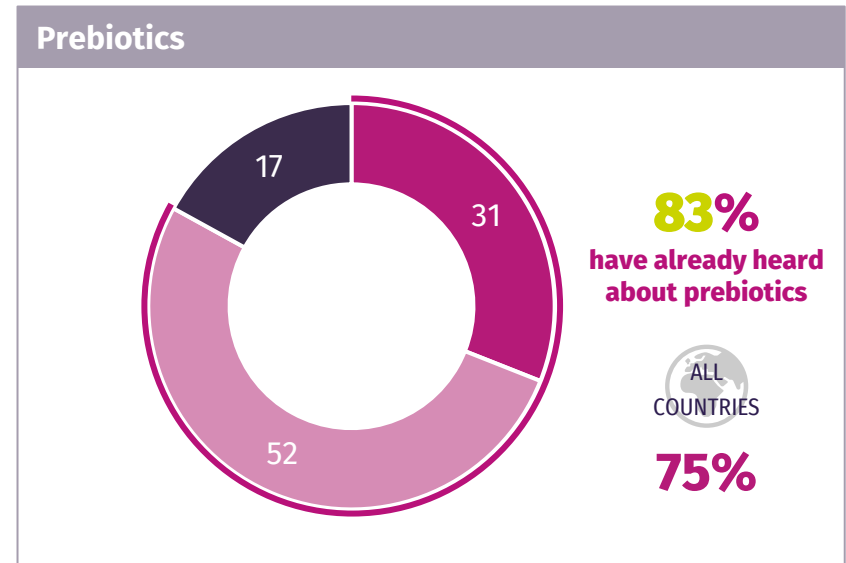
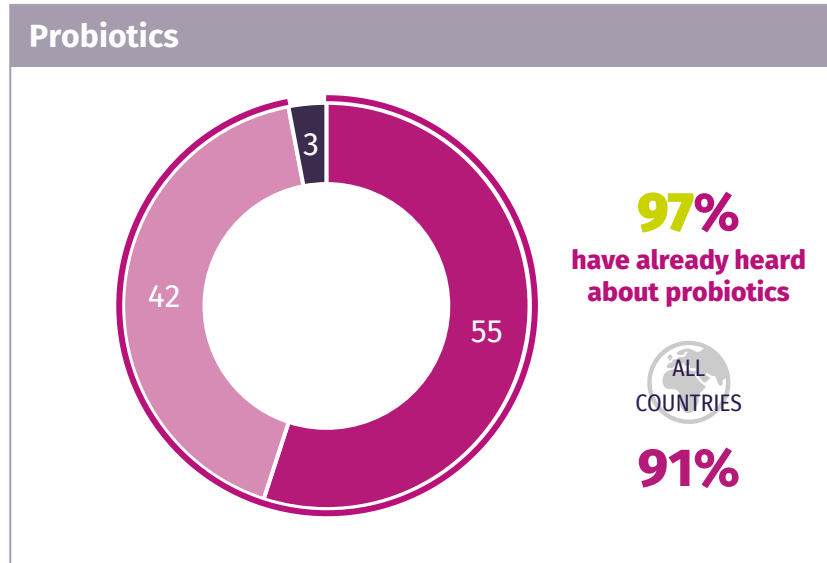
● Significant differences vs total - inferior



Probiotics seem more familiar to people compared to prebiotics.



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



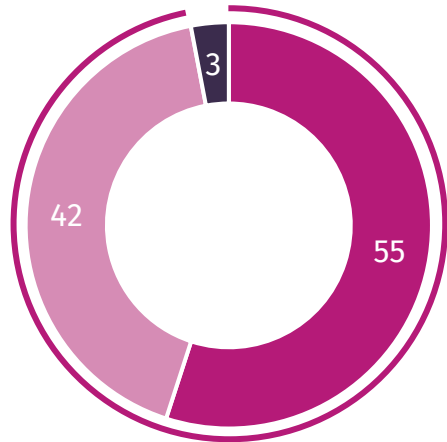
● Yes, and I know exactly what it is ● Yes, but I don't know exactly what it is ● No, I never heard about it

The youngsters are less aware of probiotics



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

Probiotics

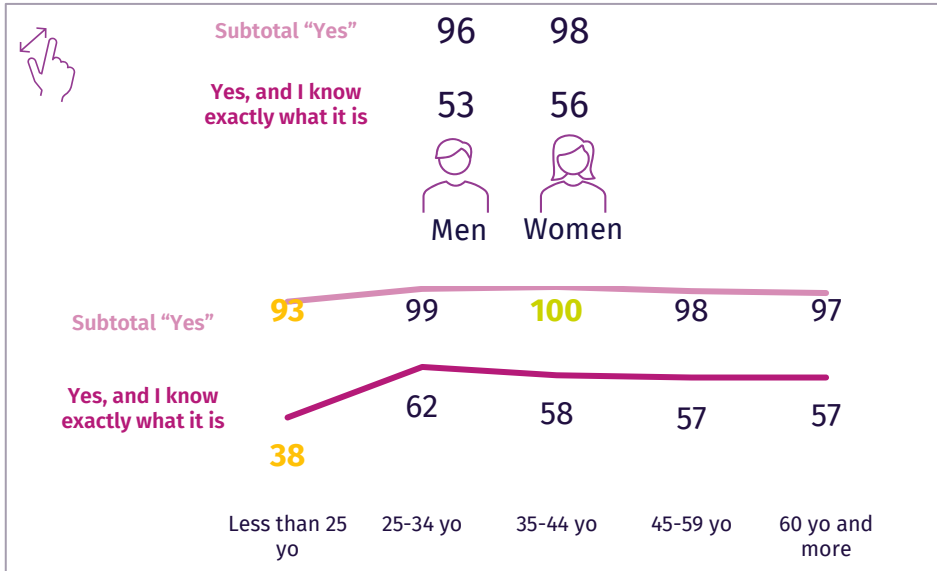


97%
have already heard
about probiotics



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

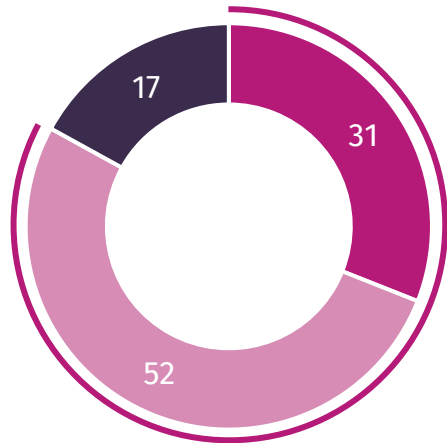


The youngsters are less aware of prebiotics



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

Prebiotics

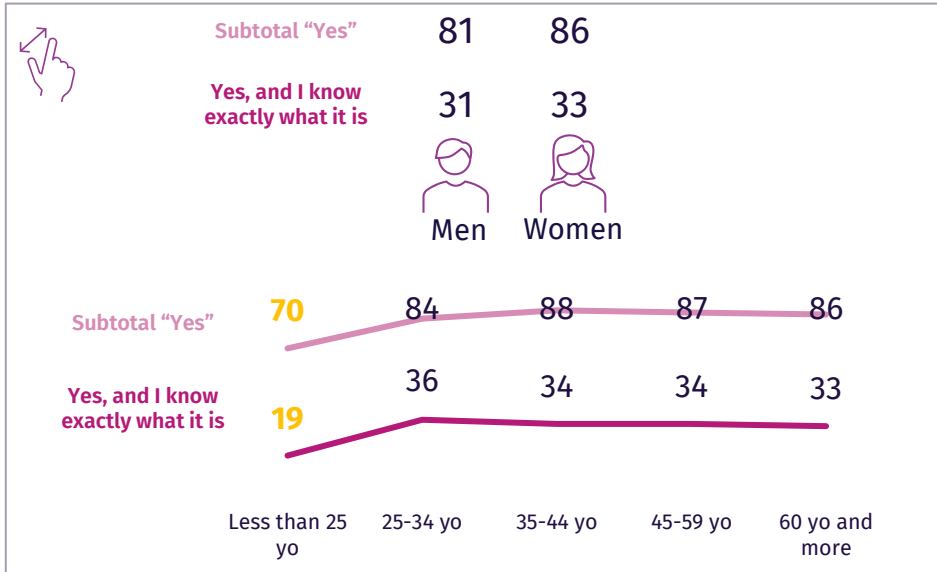


83%
have already heard
about prebiotics



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





4

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

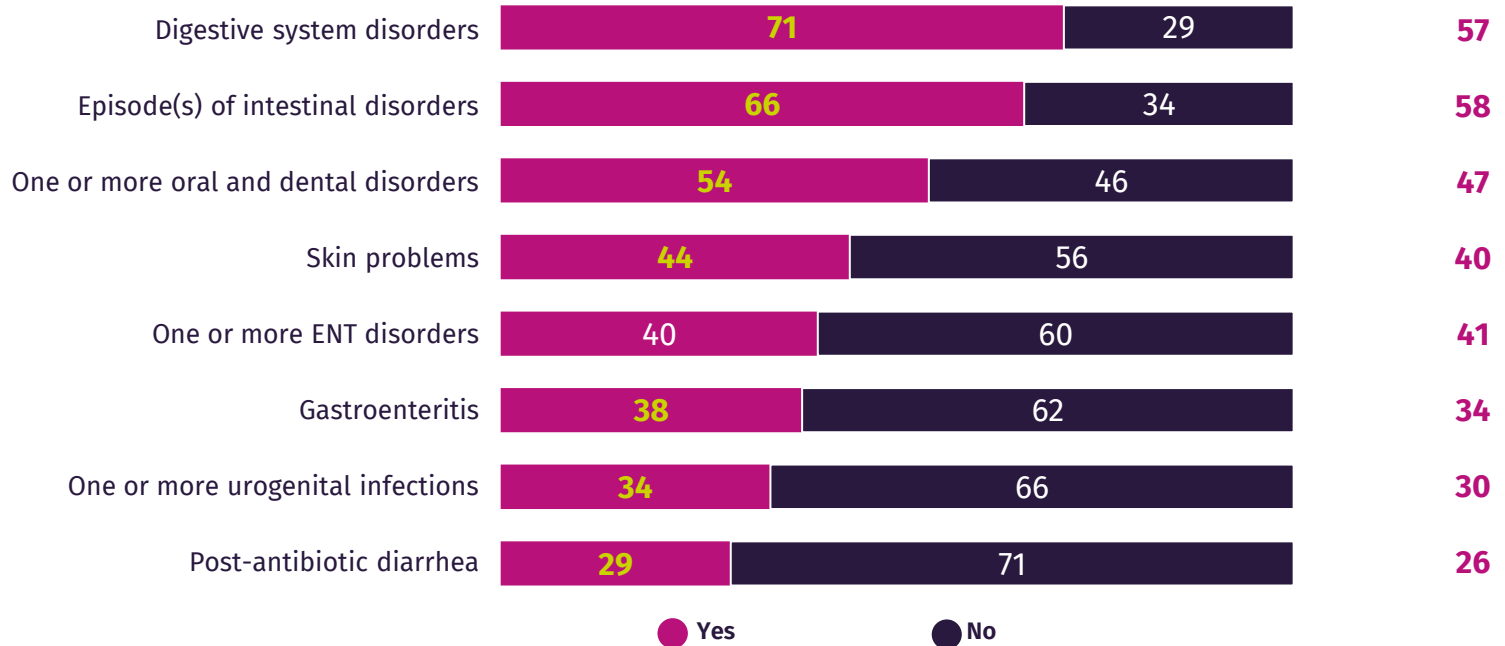


In the last 5 years, a majority experienced episodes of intestinal disorders, digestive disorders and dental problems, 1 in 3 gastroenteritis and urogenital infections and post-antibiotic diarrhea



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

ALL COUNTRIES



Yes

No



Many people believe that the health problems experienced are linked to their microbiome. This link is more acknowledged in Mexico compared to the all countries.

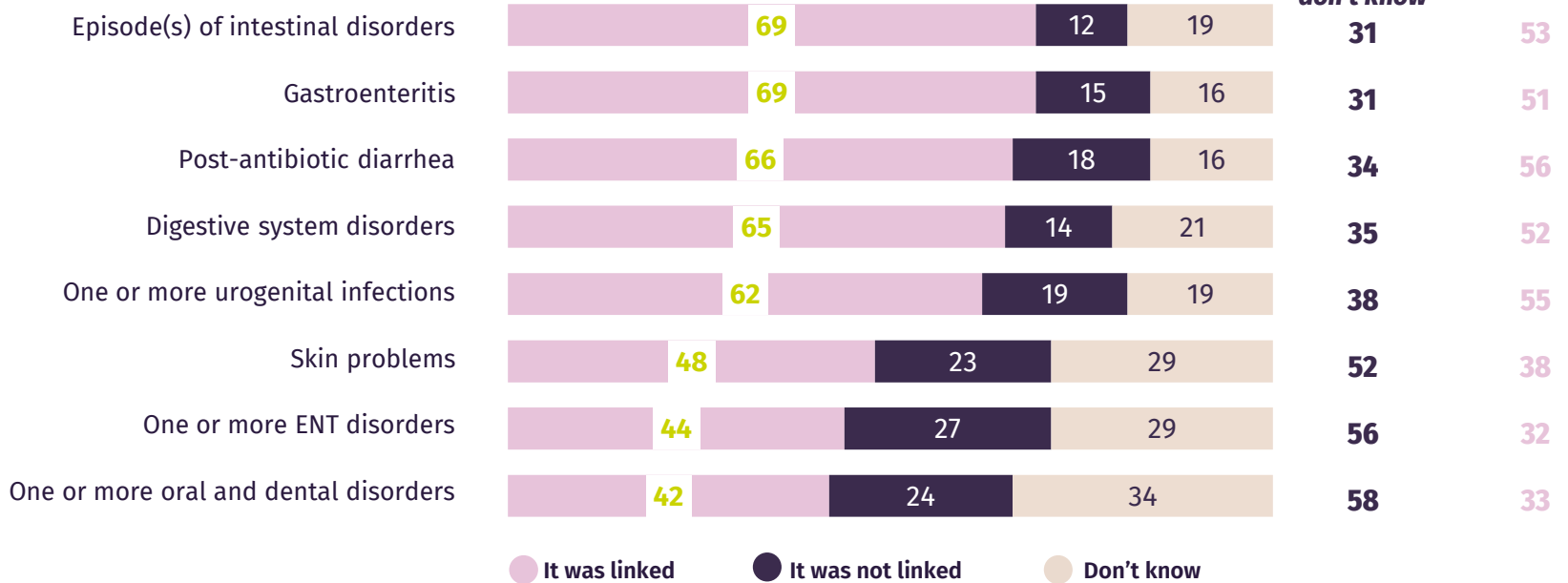


Question 11b. And do you think this or these problems are linked to your microbiome?
Base: People who have experienced these problems



% Linked

% Not linked / don't know





Youngsters are less likely to link their health problems to microbiome especially when it comes to gastroenteritis or digestive disorders.



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

% linked	Total	Less than 25yo	25 - 34 yo	35 - 44 yo	45 - 59 yo	60 yo and more
Episode(s) of intestinal disorders	69	61	69	73	74	66
Gastroenteritis	69	49	74	66	78	72
Post-antibiotic diarrhea	66	66	64	60	66	77
Digestive system disorders	65	55	71	68	67	58
One or more urogenital infections	62	54	69	70	59	50
Skin problems	48	42	48	47	56	44
One or more ENT disorders	44	40	51	39	46	40
One or more oral and dental disorders	42	40	40	44	47	38

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



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



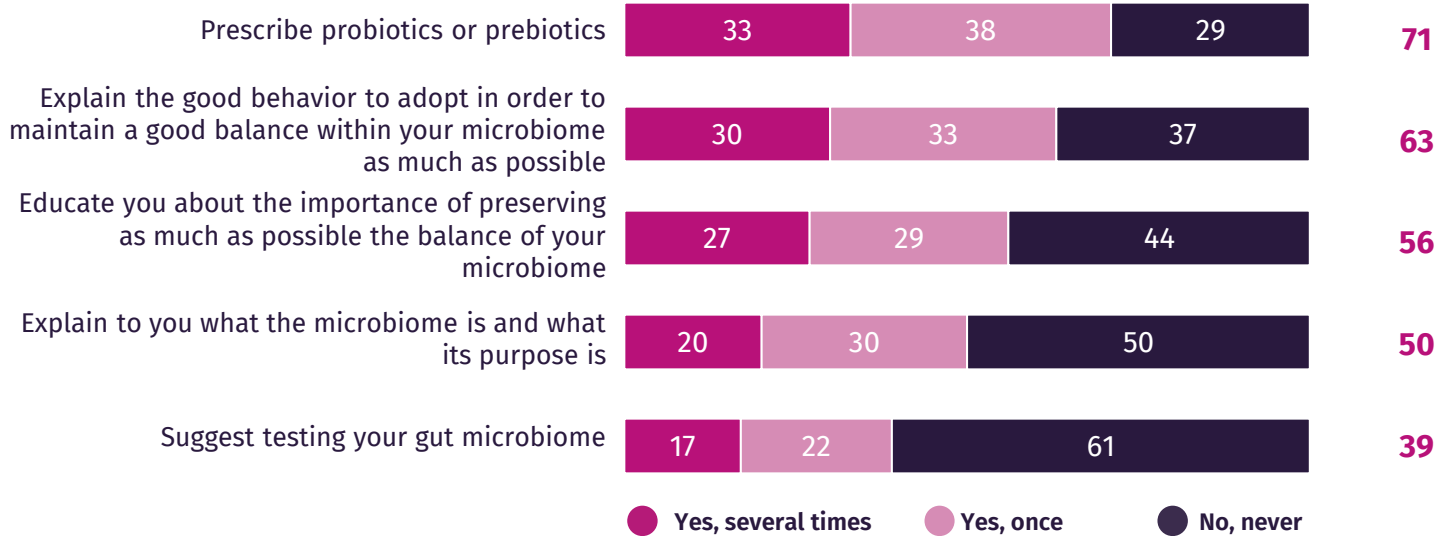
On the subject of microbiota, many health professionals take action with their patients: they prescribe probiotics and prebiotics but also give advice on how to preserve the balance of the microbiome.



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

Only **27%** received **ALL THESE INFORMATION**, at least one time
7% received all these information several times

% Yes





Mexicans did receive more information compared to the global results.

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	27	19
% Received ALL THESE INFORMATION, several times	7	4
Prescribe probiotics or prebiotics	71	46
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	63	44
Educate you about the importance of preserving as much as possible the balance of your microbiome	56	42
Explain to you what the microbiome is and what its purpose is	50	37
Suggest testing your gut microbiome	39	30

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



People aged 25-34 were more to receive information from their HCPs compared to the oldest.



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

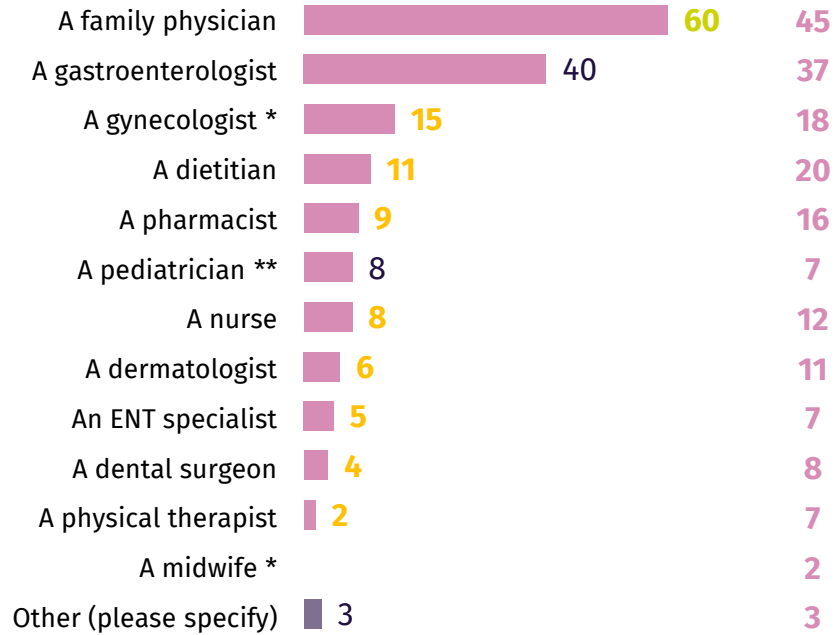
% Yes	Total	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	Men	Women	Parents
	base n=1000	n=185	n=207	n=193	n=249	n=166	n=443	n=557	n=571
Prescribe probiotics or prebiotics	71	74	76	77	68	60	64	77	76
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	63	62	71	62	58	60	63	62	66
Educate you about the importance of preserving as much as possible the balance of your microbiome	56	52	68	60	51	52	57	56	60
Explain to you what the microbiome is and what its purpose is	50	52	58	53	45	40	50	49	54
Suggest testing your gut microbiome	39	48	48	39	30	33	40	38	42



Family physicians are the main HCPs who provided information about microbiome.



Question 6. And which healthcare professionals provided you with these explanations?
Base: People who have had an explanation from healthcare professionals (n=835)



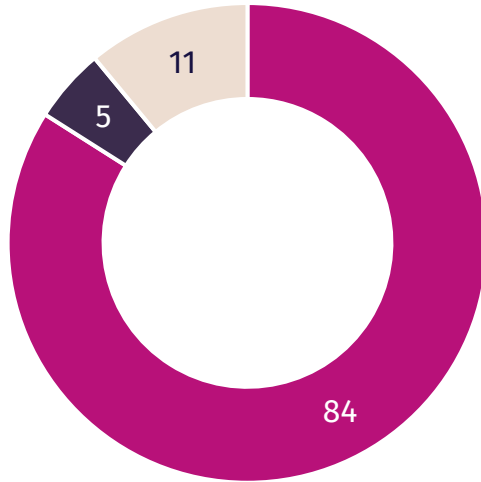
* Item displayed to women
** Item displayed to parents



A large majority of people would like to test their gut microbiome.



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

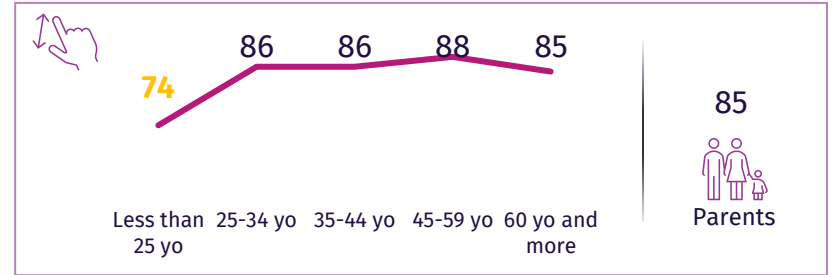


- Yes
- No
- Wouldn't know

84% think it is useful to test their gut microbiome



63%



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



While treated with antibiotics, a minority has received all advice and information to protect their microbiome.

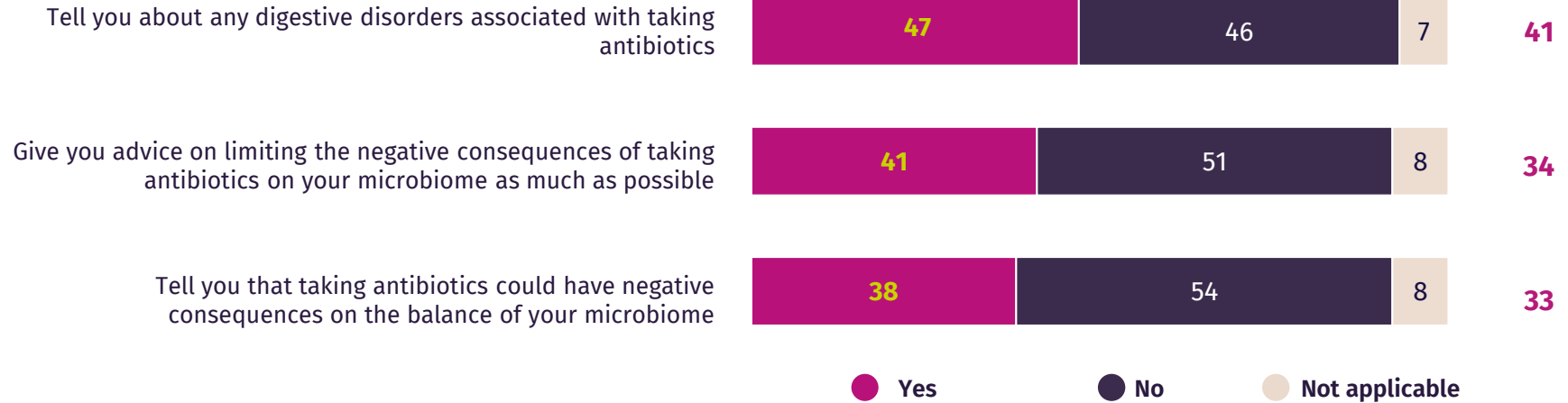


Question 7. The last time a doctor prescribed antibiotics, did they do the following?
Base: All respondents

Only **27%** received ALL THESE INFORMATION from their HCPs



% Yes





In terms of medical information, no real differences in terms of age is noticed.



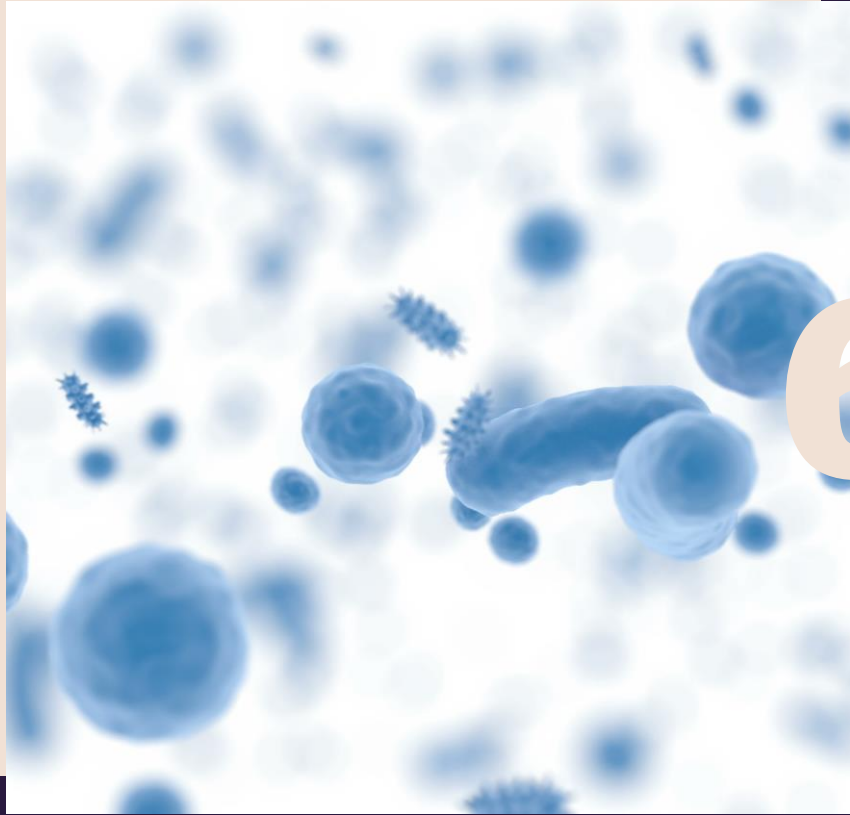
Question 7. The last time a doctor prescribed antibiotics, did they do the following? / Base: All respondents

% Yes

	Total	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	Parents
	base n=1000	n=185	n=207	n=193	n=249	n=166	n=571
% HAVE RECEIVED ALL THESE INFORMATION FROM THEIR HCPS	27	26	31	29	22	28	30
Tell you about any digestive disorders associated with taking antibiotics	47	51	51	48	38	51	49
Give you advice on limiting the negative consequences of taking antibiotics on your microbiome as much as possible	41	44	48	40	36	40	44
Tell you that taking antibiotics could have negative consequences on the balance of your microbiome	38	40	43	37	33	39	41

● Significant differences vs total - superior

● Significant differences vs total - inferior



6

Focus on the vulvo-vaginal microbiome

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

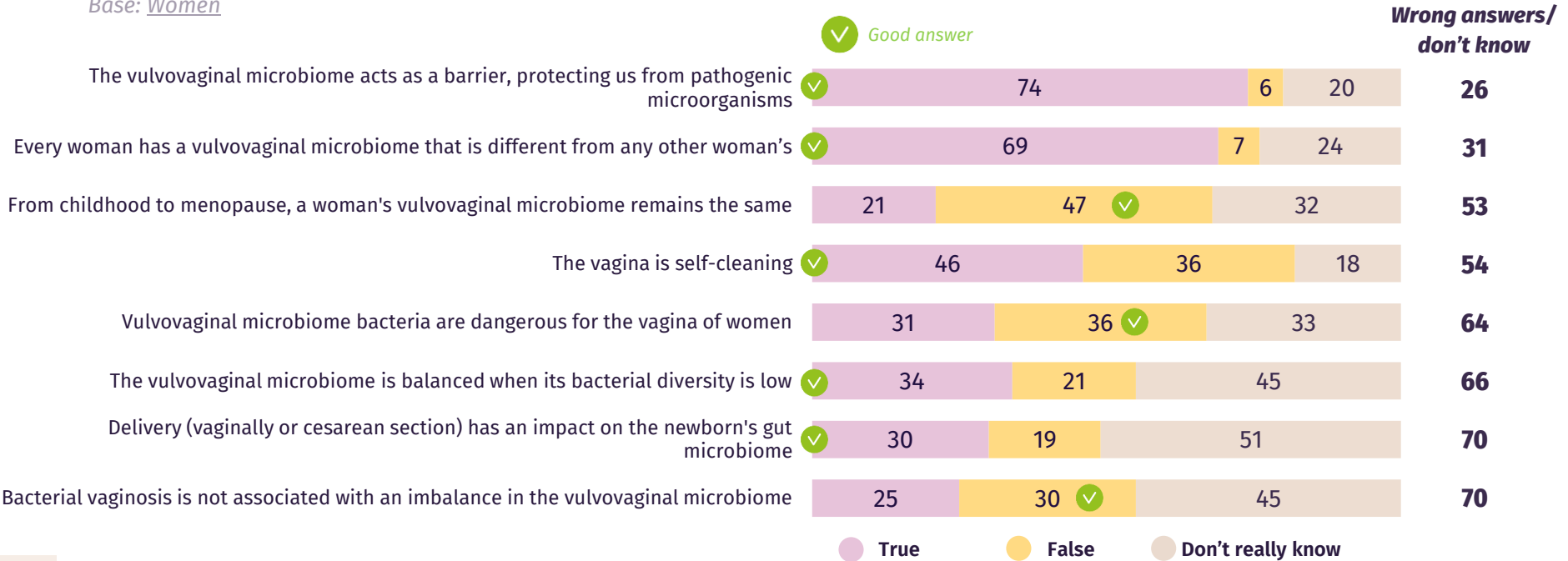


When focusing on the vulvovaginal microbiome, knowledge appears more limited.



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





Knowledge about vulvo-vaginal microbiome compared with the 'all countries'

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

Base: Women

% good answer

	Total	ALL COUNTRIES
The vulvovaginal microbiome acts as a barrier, protecting us from pathogenic microorganisms	74	67
Every woman has a vulvovaginal microbiome that is different from any other woman's	69	60
From childhood to menopause, a woman's vulvovaginal microbiome remains the same	47	52
The vagina is self-cleaning	46	52
Vulvovaginal microbiome bacteria are dangerous for the vagina of women	36	37
The vulvovaginal microbiome is balanced when its bacterial diversity is low	34	27
Delivery (vaginally or cesarean section) has an impact on the newborn's gut microbiome	30	30
Bacterial vaginosis is not associated with an imbalance in the vulvovaginal microbiome	30	35

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



Women aged 25-34 yo have more knowledge about vulvovaginal microbiome but their level of knowledge remains very moderate.



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.

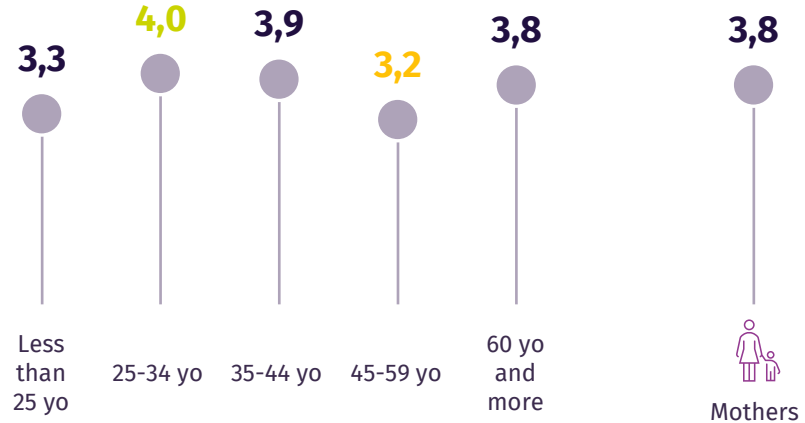
Base: Women



3,6



Number of good responses on average



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



Knowledge appears quite similar in all age groups, with more wrong answers among 45-59yo.

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=557	n=97	n=147	n=120	n=120	n=73
The vulvovaginal microbiome acts as a barrier, protecting us from pathogenic microorganisms	74	68	77	75	69	80
Every woman has a vulvovaginal microbiome that is different from any other woman's	69	61	71	70	63	79
From childhood to menopause, a woman's vulvovaginal microbiome remains the same	47	36	43	48	49	62
The vagina is self-cleaning	46	50	49	49	42	42
Vulvovaginal microbiome bacteria are dangerous for the vagina of women	36	30	38	46	32	31
The vulvovaginal microbiome is balanced when its bacterial diversity is low	34	33	41	34	26	34
Delivery (vaginally or cesarean section) has an impact on the newborn's gut microbiome	30	28	40	30	20	27
Bacterial vaginosis is not associated with an imbalance in the vulvovaginal microbiome	30	23	38	40	17	25

● Significant differences vs total - superior

● Significant differences vs total - inferior



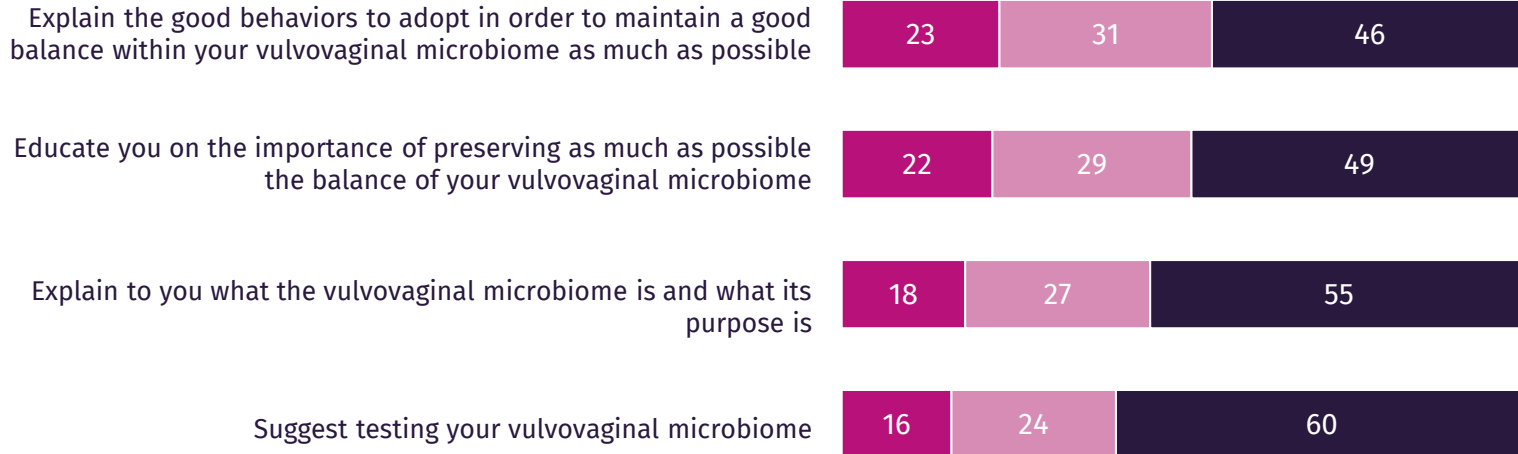
Very few women have received all the information or advice from their HCPs about the vulvo-vaginal microbiome.



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

31% received ALL THESE INFORMATION, at least one time
8% received all these information several times

% Yes



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



But, more generally, Mexicans were more likely to receive information compared to all 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	31	22
Explain the good behaviors to adopt in order to maintain a good balance within your vulvovaginal microbiome as much as possible	54	42
Educate you on the importance of preserving as much as possible the balance of your vulvovaginal microbiome	51	40
Explain to you what the vulvovaginal microbiome is and what its purpose is	45	35
Suggest testing your vulvovaginal microbiome	40	31



Women 45-59 yo have received less information from their HCPs about vulvovaginal microbiome compared to the 25-34yo.



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=557	n=97	n=147	n=120	n=120	n=73
% Have received ALL THE INFORMATION, at least one time	31	39	43	27	18	24
Explain the good behaviors to adopt in order to maintain a good balance within your vulvovaginal microbiome as much as possible	54	56	72	52	37	50
Educate you on the importance of preserving as much as possible the balance of your vulvovaginal microbiome	51	54	67	49	34	48
Explain to you what the vulvovaginal microbiome is and what its purpose is	45	51	60	43	32	35
Suggest testing your vulvovaginal microbiome	40	48	50	34	28	39

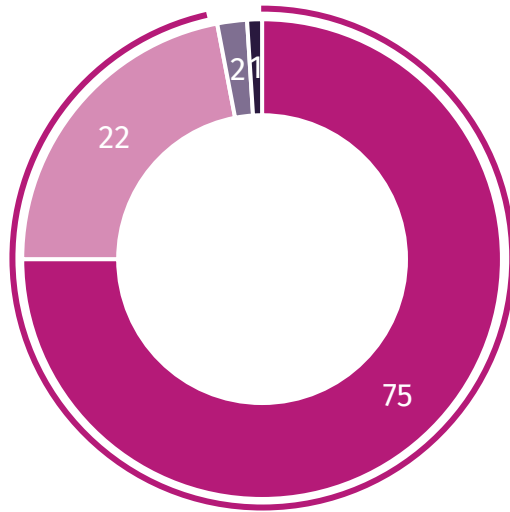
● Significant differences vs total - superior

● Significant differences vs total - inferior

Most of women would like to have more information about the importance of the vulvovaginal 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

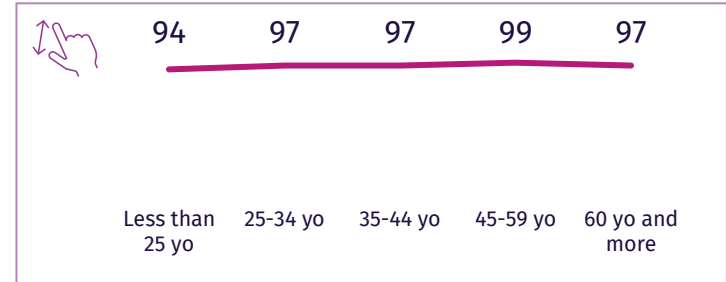


- Yes, absolutely
- Yes, somewhat
- No, not really
- No, not at all

97% would like to have more information about the importance of the vulvovaginal microbiome and its impact on health



86%



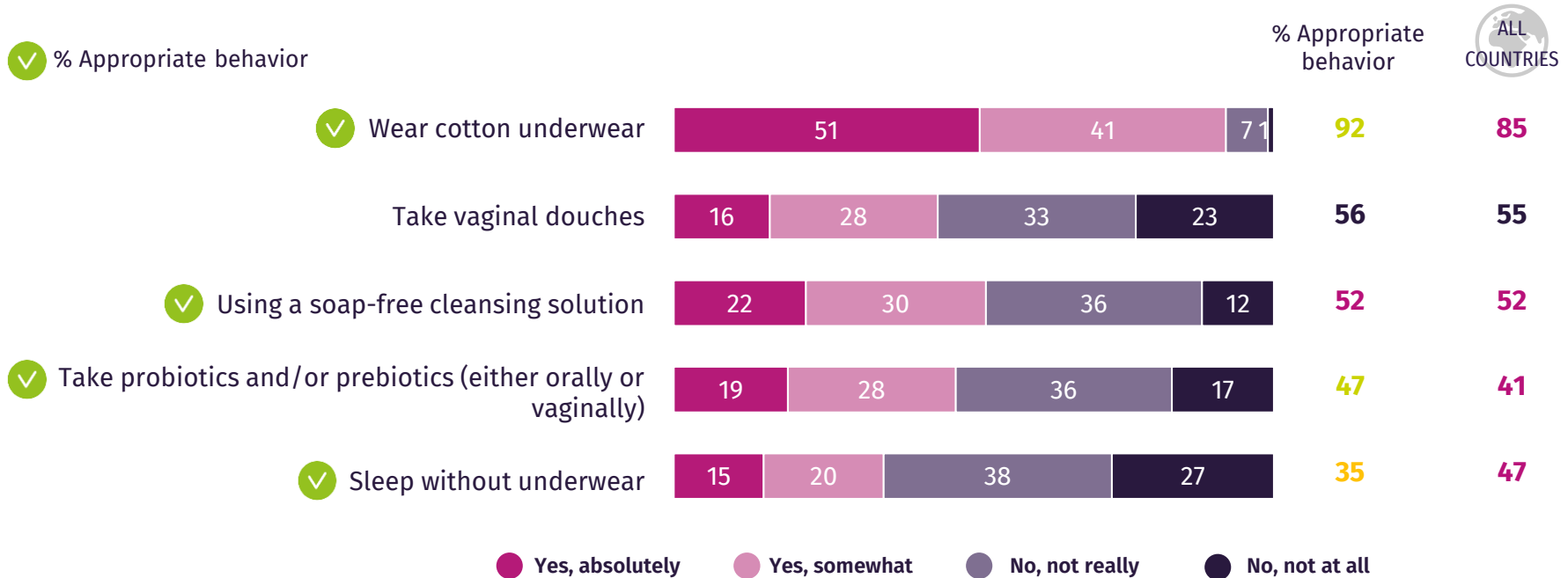
● Significant differences vs total - superior ● Significant differences vs total - inferior



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



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





Women aged 25-34 yo are most likely to adopt appropriate behaviors for their vulvovaginal microbiome.

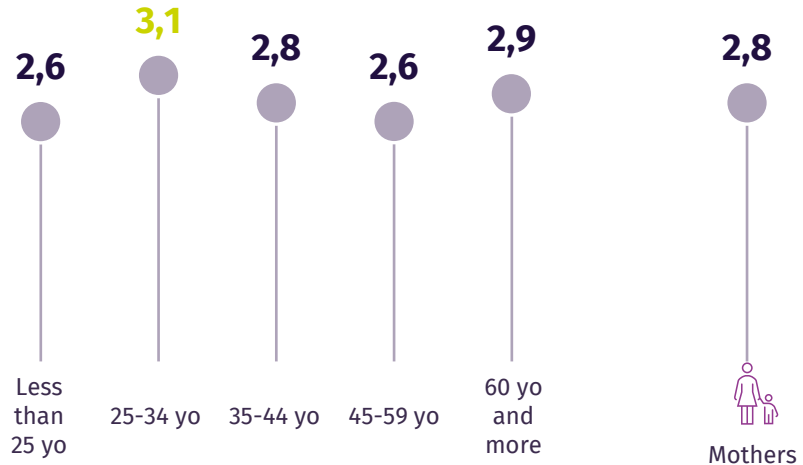


Question 16. In your daily life, do you regularly adopt the following behaviors?
Base: Women

ALL COUNTRIES

2,8

2,8/5



Number of appropriate behaviors adopted on average

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



Behaviors beneficial for the vulvovaginal microbiome are not so contrasted according to the age of women: 25-34yo were more likely to use a soap-free solution.

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=557	n=97	n=147	n=120	n=120	n=73
Wear cotton underwear	92	85	97	92	90	93
Take vaginal douches	56	46	48	59	66	62
Using a soap-free cleansing solution	52	48	65	51	41	51
Take probiotics and/or prebiotics (either orally or vaginally)	47	45	53	44	39	56
Sleep without underwear	35	33	46	36	29	23

● 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, set against a dark background.

Main results per country

Learnings on Mexican results



Awareness of the microbiome & its diversity	
Know exactly what is « microbiome »	20%
Subtotal « Aware »	66%
Subtotal Aware of the gut microbiome	58%
Subtotal Aware of all microbiome	26%

Level of knowledge around the microbiota	
Mean of good answers	6,0/10

Level of knowledge around the solutions which can maintain the microbiota balanced	
Know exactly what are probiotics	55%
Know exactly what are prebiotics	31%

Adoption and identification of appropriate behaviors to maintain a balanced microbiota	
Have adopted specific behaviors	62%
Number of behaviors identified in order to maintain the microbiota	4,3/7

Level of information provided by healthcare professionals	
Received at least one piece of information at least once	83%

Key learnings

Mexicans have a fairly good knowledge of the microbiota compared to other countries. Indeed, the term "flora" seems more familiar and here again their knowledge is mainly centered on the gut microbiota.

In terms of knowledge, they are more aware of the importance and the role of the microbiota and about probiotics and prebiotics.

Mexicans are more likely to identify the appropriate behaviors to maintain the microbiome balanced – besides, they declared adopting them in their daily life.

More than 8 out of 10 have received information from their healthcare professionals: messages have been passed on. There is still room for improvement in terms of awareness of the microbiome diversity while taking care of the wording used.

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 page is a solid dark blue.

ANNEXES

FIABILITÉ DES RÉSULTATS

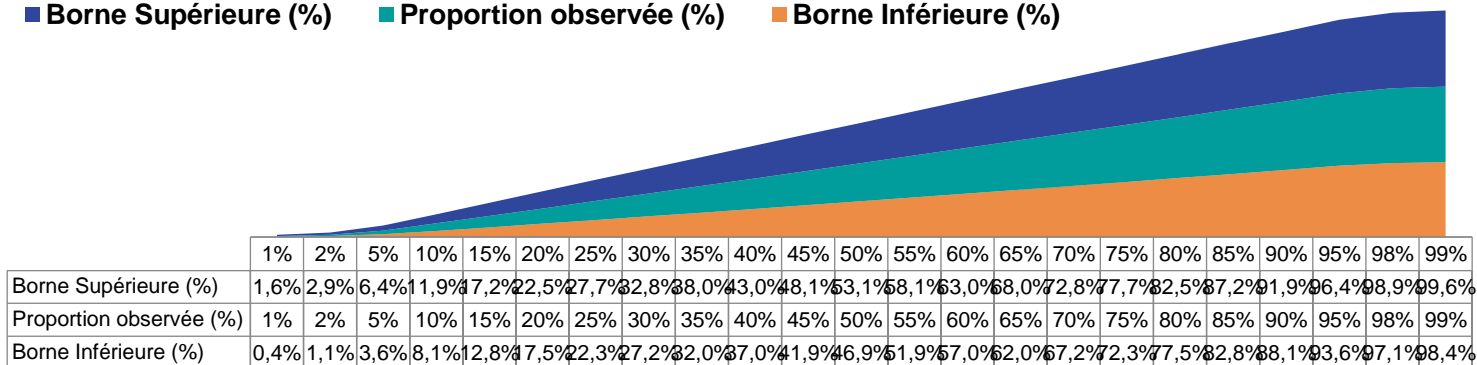
Feuille de calcul

En l'occurrence s'agissant de cette étude :

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

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).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP
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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.