



International Microbiota Observatory

Observatório Internacional
de 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 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.

Significant differences have been calculated vs All countries



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

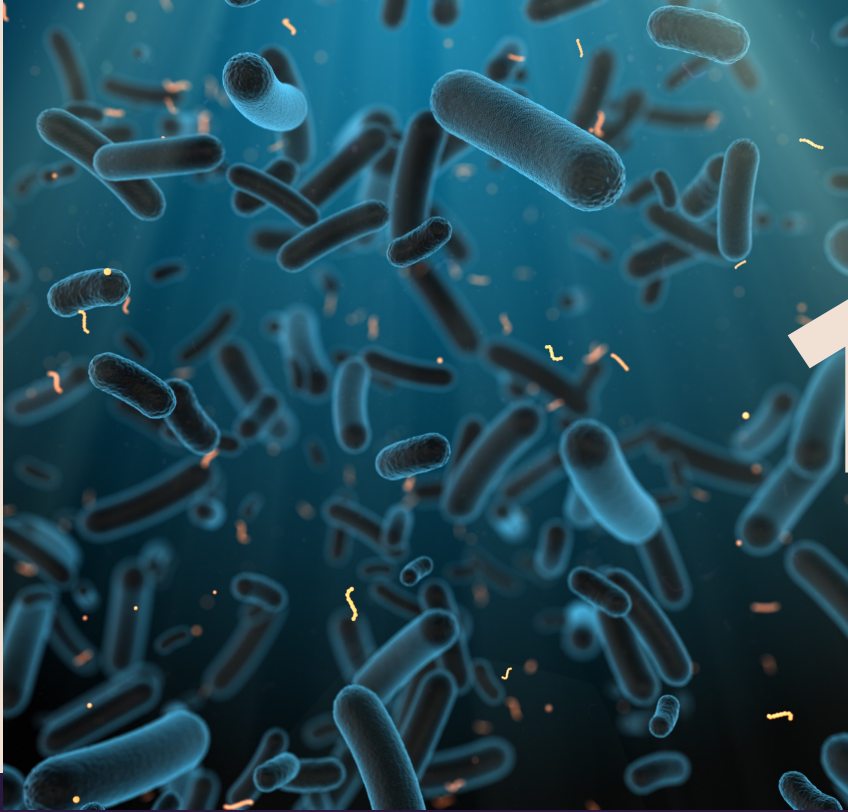
 Significant differences vs country average - superior

 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 %.



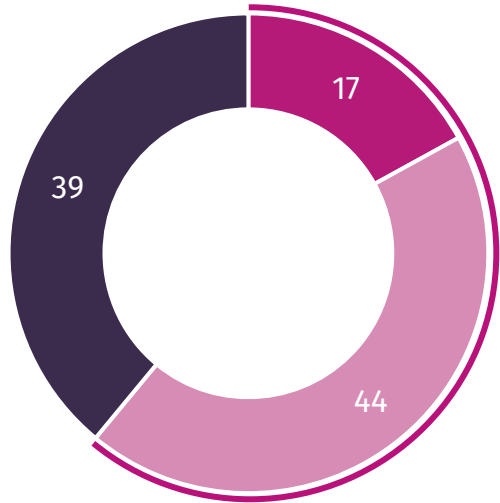
A matter of "words": a very poor understanding of the terms used to talk about the microbiota.



Although 6 people in 10 have already heard about microbiome, less than 2/10 know exactly what it is.



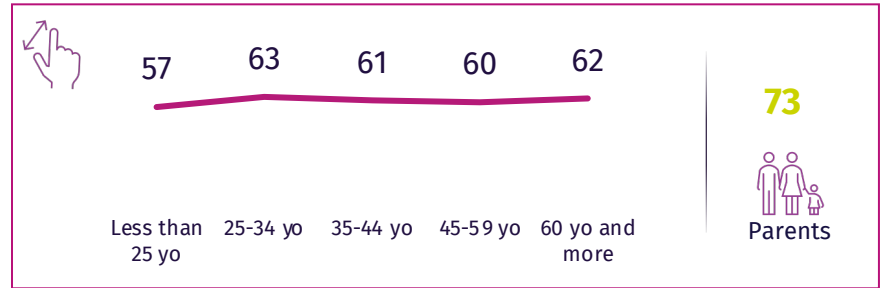
Question 2. Have you ever heard of the "microbiome"?
Base: All respondents



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

61% have already heard about the term microbiome

ALL COUNTRIES
64%



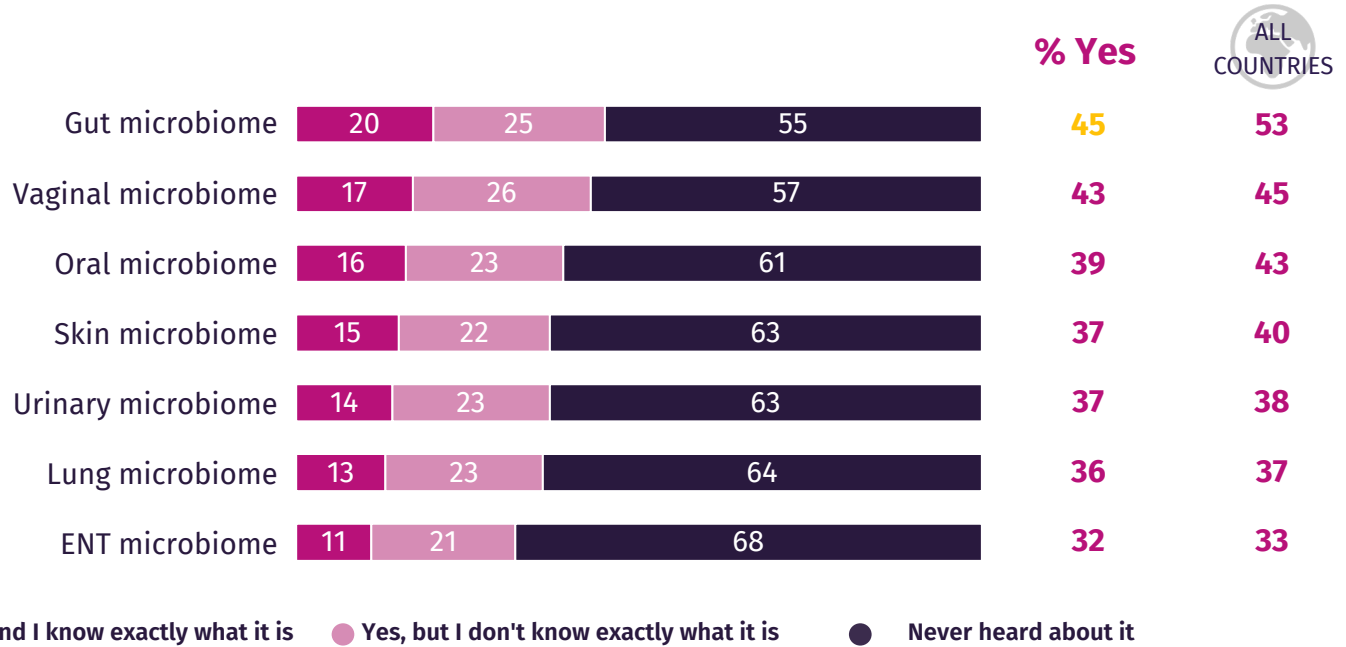
- Significant differences vs total - superior
- Significant differences vs total - inferior



Little is known precisely about the different types of microbiomes. Unlike other countries, less than half of Portuguese know about gut microbiome.



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



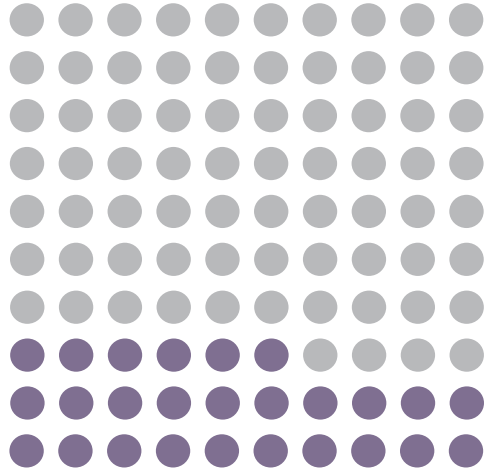
● Yes, and I know exactly what it is ● Yes, but I don't know exactly what it is ● Never heard about it



Knowledge of microbiome diversity is similar across all age groups.



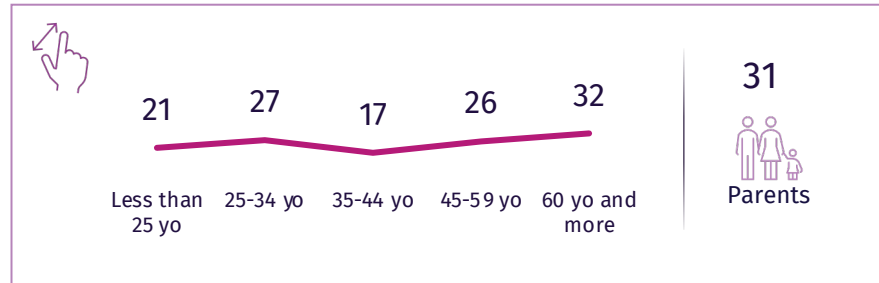
Question 3. And more specifically, have you ever heard of the following terms?
Base: All respondents



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



26%



But only **7%** know precisely all of them



5%



Significant differences vs total - superior



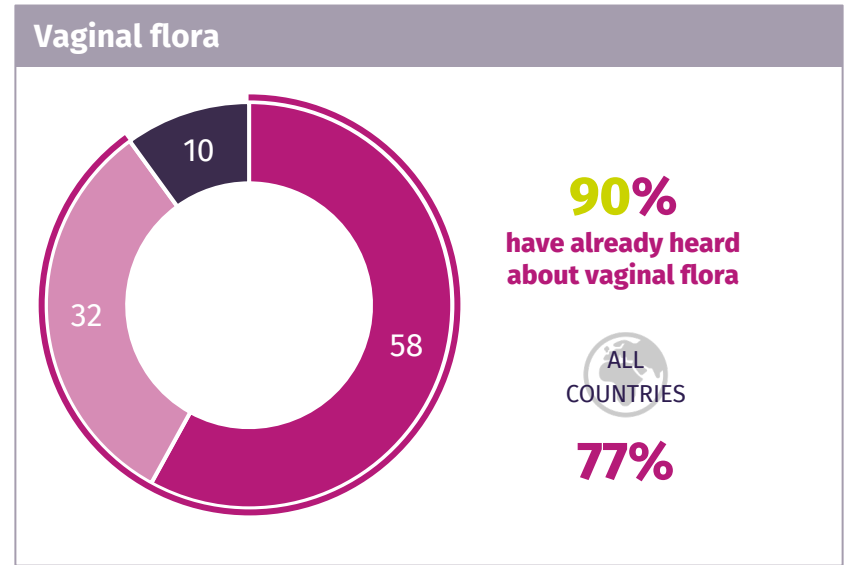
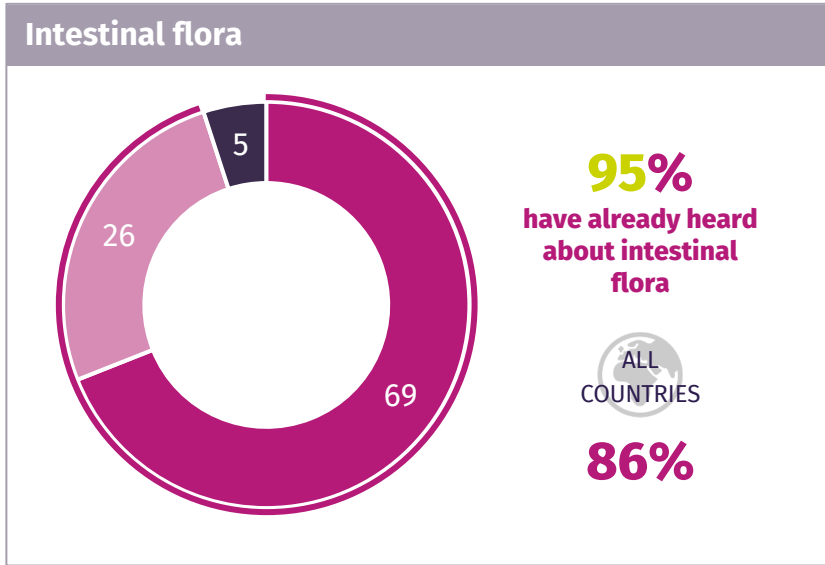
Significant differences vs total - inferior



Portuguese seem more aware of the term “flora” instead of “microbiome”, and this knowledge is higher than in 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

● Significant differences vs All countries - superior

● Significant differences vs All countries - inferior

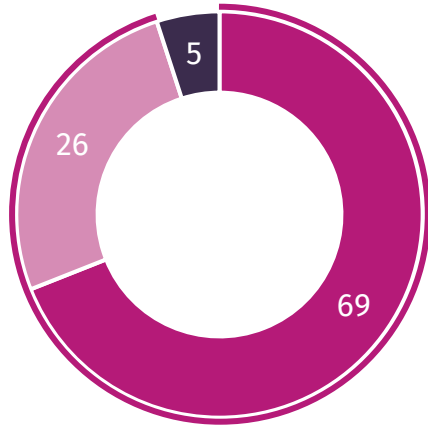


Men and people under 34 yo know less precisely the intestinal flora, but the term remains known by a majority of people in almost all age groups.



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

Intestinal flora

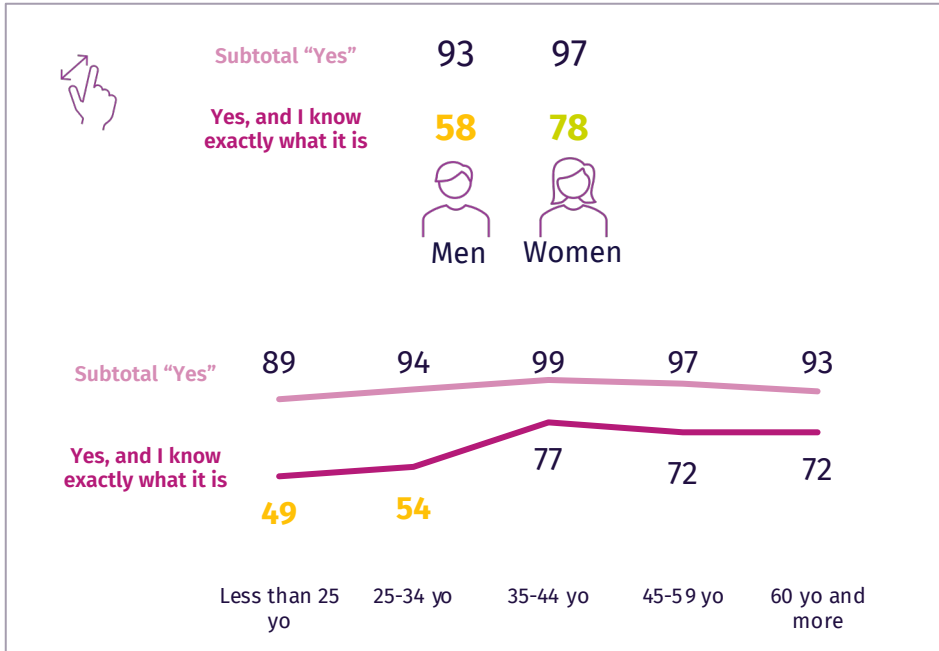


95%
have already heard
about intestinal
flora



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



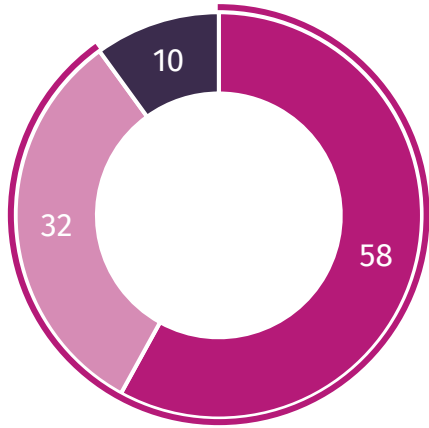


Women are also more aware of the vaginal flora.



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

Vaginal flora

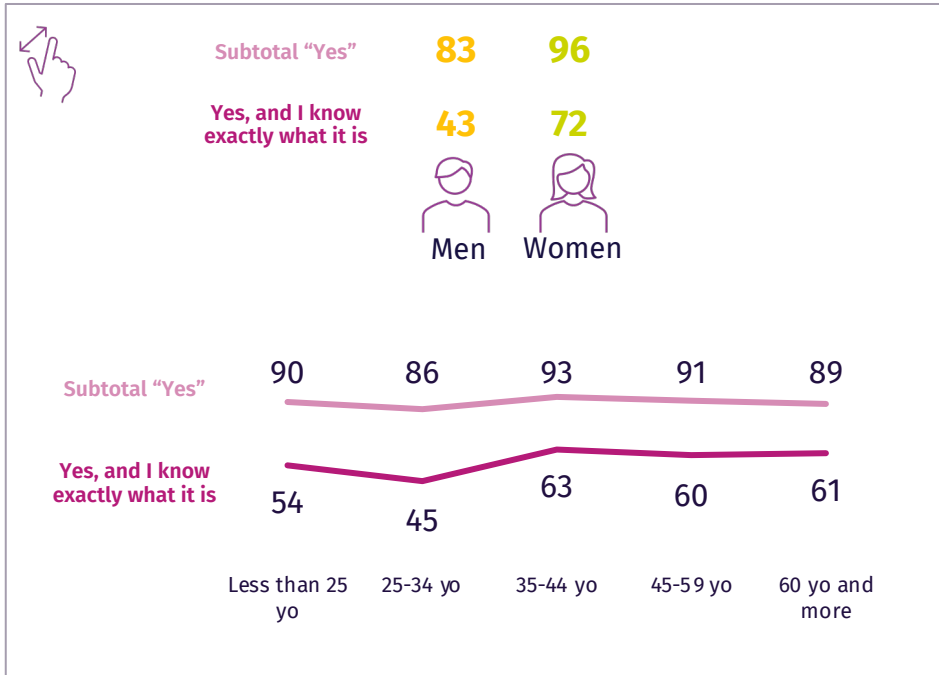


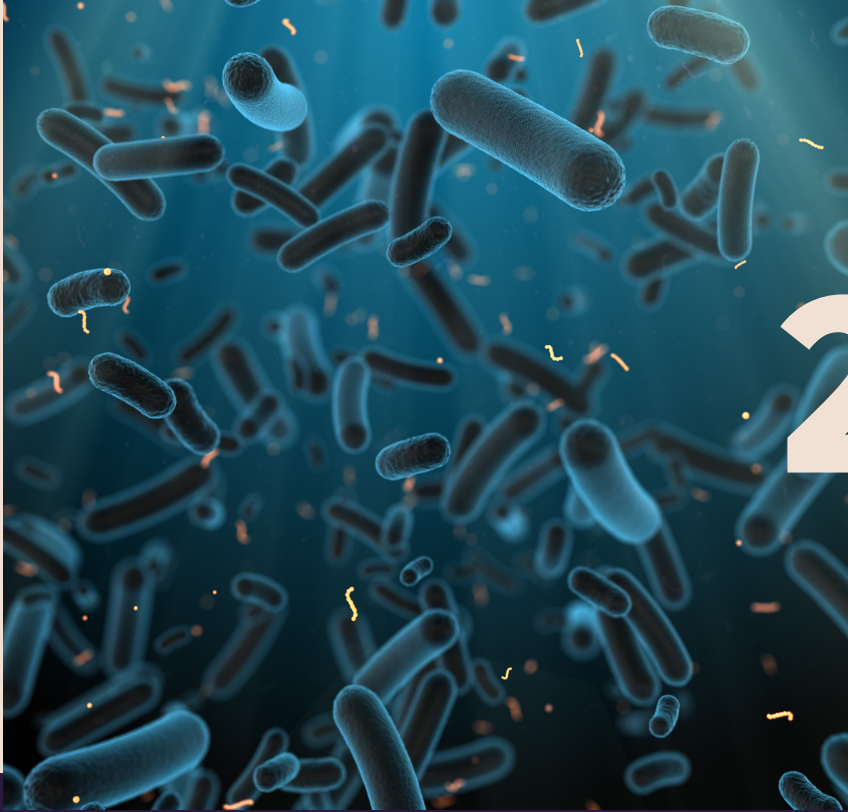
90%
have already heard
about vaginal flora



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





2

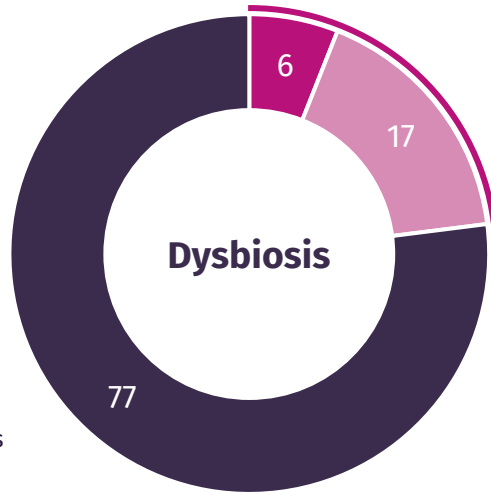
Although knowledge about the causes and consequences of an imbalanced microbiome is poor, some essential information are known by most people



Dysbiosis is far from being a common term for Portuguese: less than 1/4 have already heard about it.



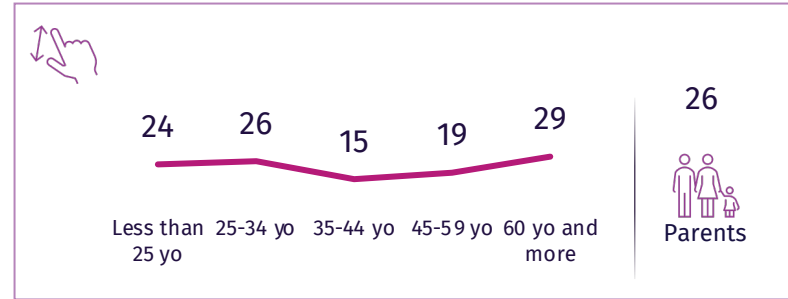
Question 3. And more specifically, have you ever heard of the following terms?
Base: All respondents



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

23% have already heard about the term 'dysbiosis'

ALL COUNTRIES
28%



Significant differences vs total - superior

Significant differences vs total - inferior



Knowledge about the microbiome is moderate, but most people know that its imbalance is dangerous for health and that our diet has consequences on the microbiome.



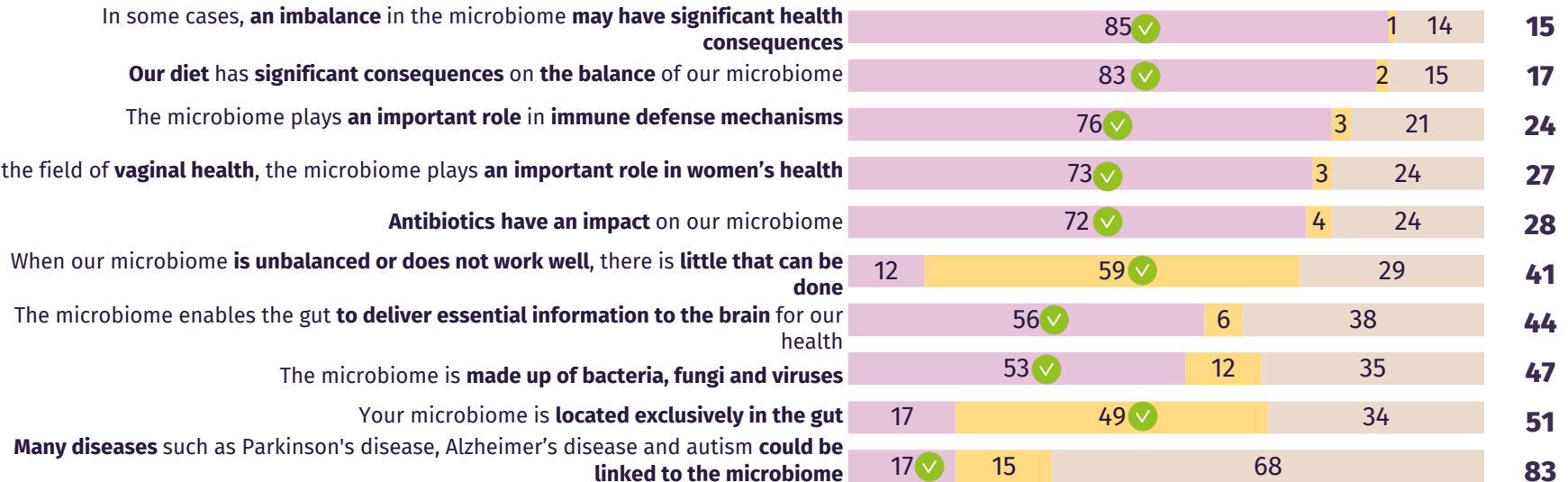
Question 4. For each of the following statements, tell us if you think it is TRUE or FALSE. If you are unsure about your answer, answer I do not really know.

Base: All respondents



Good answer

Wrong answers/
don't know



True

False

Don't really know



However, the level of knowledge about the microbiome seems globally higher in Portugal than in other countries.

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	85	75
Our diet has significant consequences on the balance of our microbiome	83	74
The microbiome plays an important role in immune defense mechanisms	76	72
In the field of vaginal health , the microbiome plays an important role in women's health	73	66
Antibiotics have an impact on our microbiome	72	66
When our microbiome is unbalanced or does not work well , there is little that can be done	59	53
The microbiome enables the gut to deliver essential information to the brain for our health	56	53
The microbiome is made up of bacteria, fungi and viruses	53	54
Your microbiome is located exclusively in the gut	49	45
Many diseases such as Parkinson's disease, Alzheimer's disease and autism could be linked to the microbiome	17	25

● Significant differences vs All countries - superior

● Significant differences vs All countries - inferior



People over 60 yo 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.

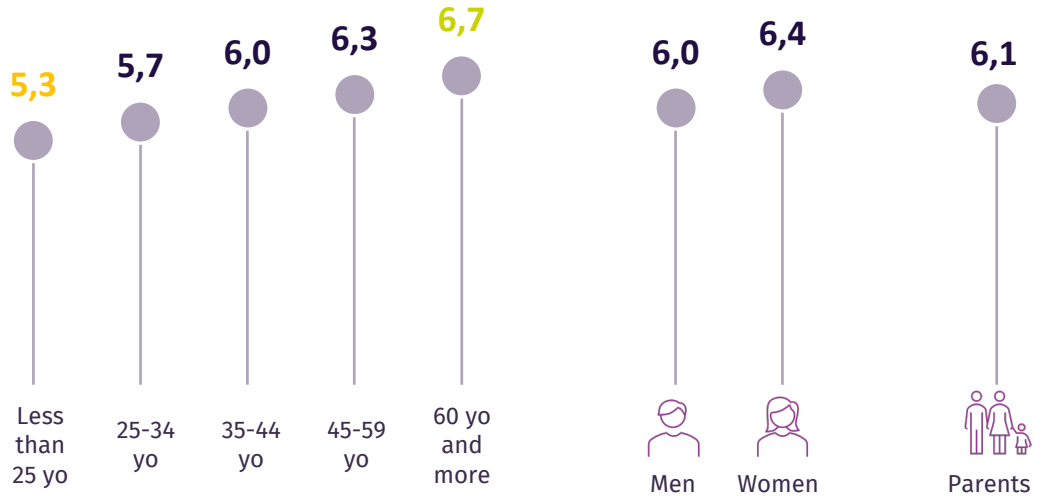
Base: All respondents

ALL COUNTRIES

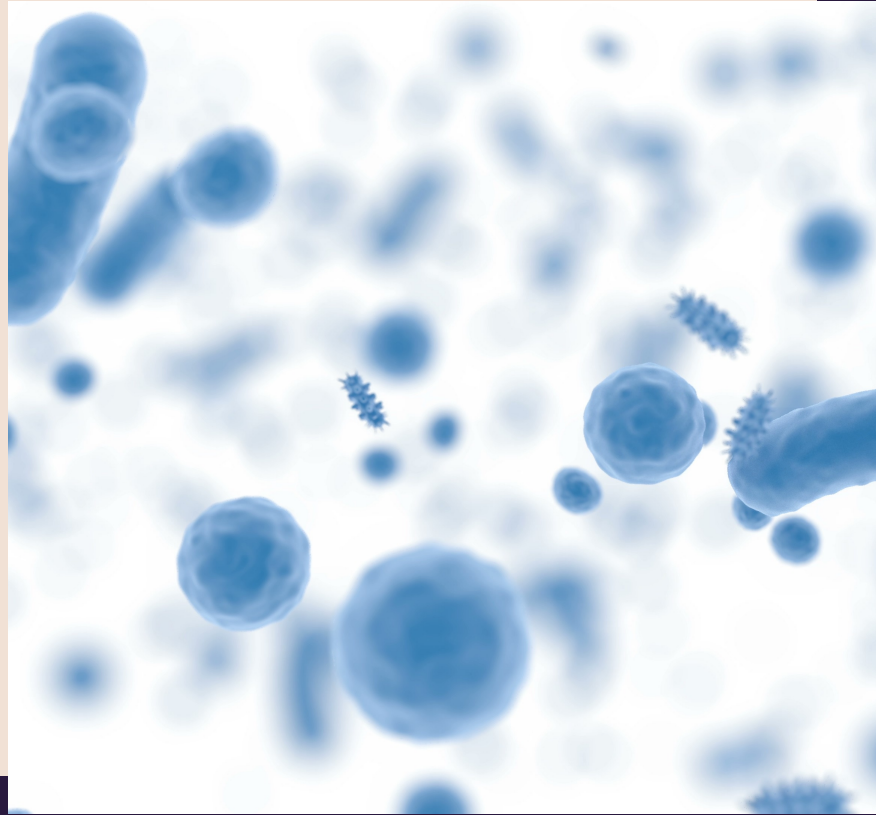
5,8



Number of good responses on average



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



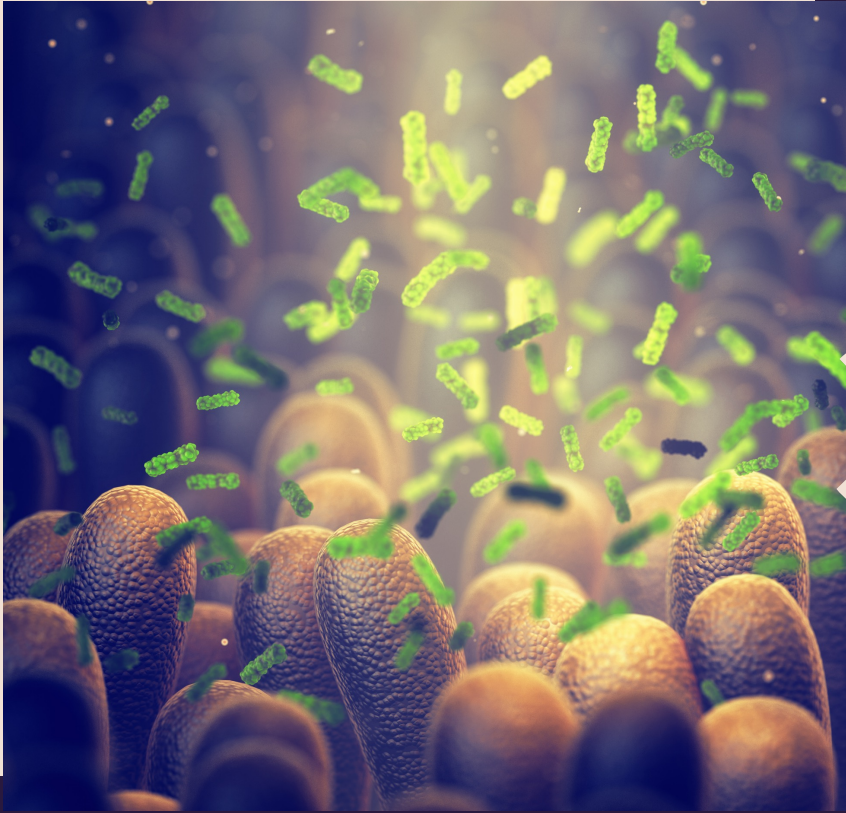
Text displayed to respondents:

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

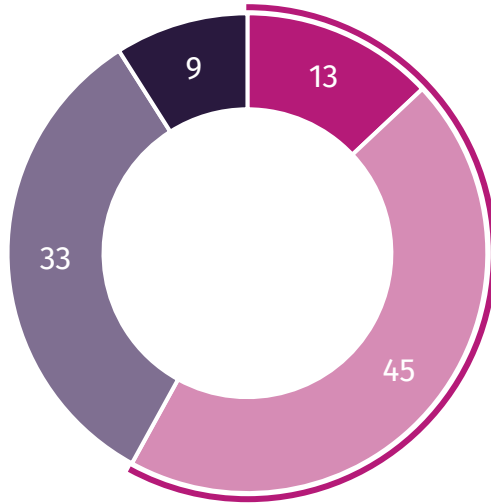


A small majority have adopted specific behaviors to keep their microbiome balanced and functioning as smoothly as possible.



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

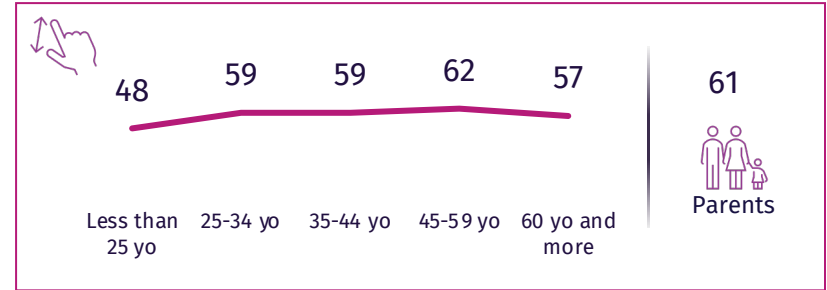


- Yes, a lot
- Yes, a little
- No, not really
- No, not at all

58% have already adopted specific behaviors



57%



● Significant differences vs total - superior

● Significant differences vs total - inferior

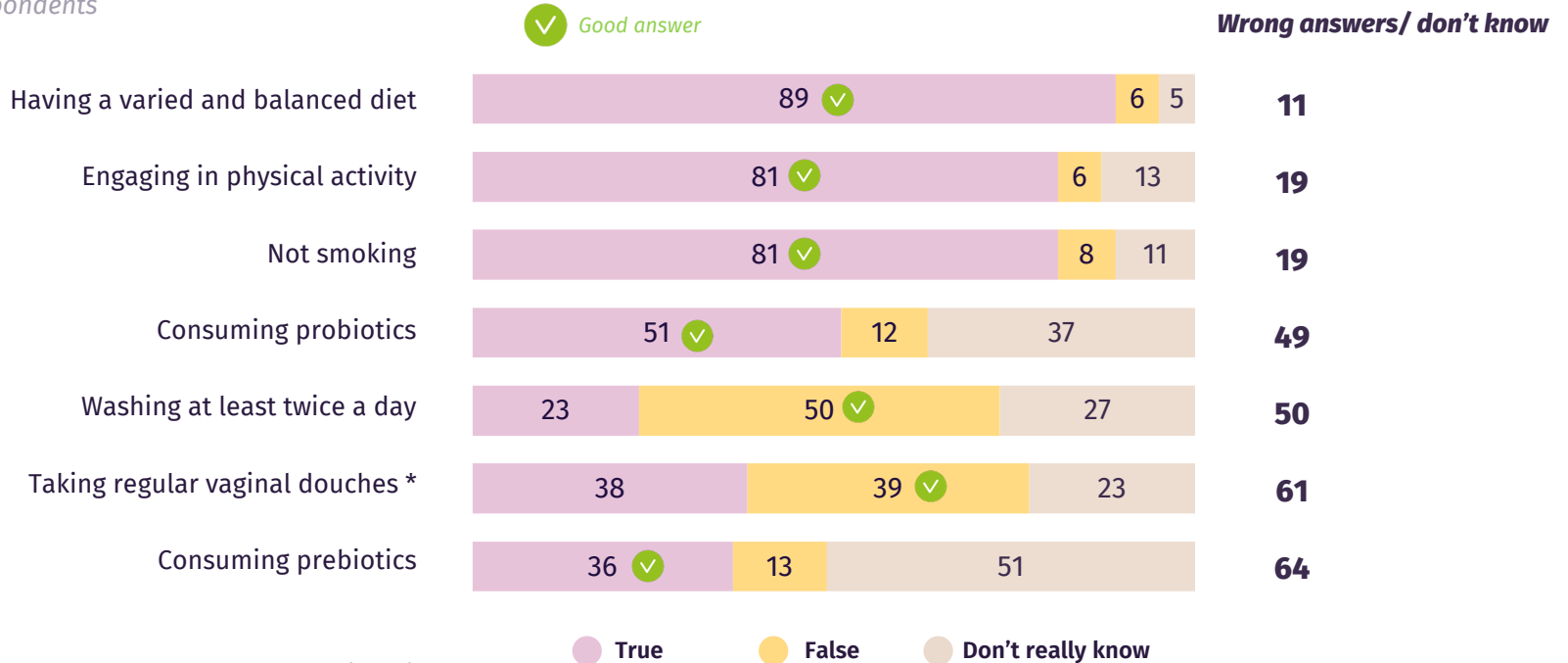


Except the « standard » healthy behaviors, those related to hygiene and prebiotics are not well identified.



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



* Item asked only to women (n=244)



Compared to other countries, Portuguese seem less aware of the benefits of probiotics and prebiotics for their microbiome.

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	89	84
Engaging in physical activity	81	76
Not smoking	81	72
Consuming probiotics	51	62
Washing at least twice a day	50	35
Taking regular vaginal douches *	39	42
Consuming prebiotics	36	51

* Item asked only to women (n=244)

● Significant differences vs All countries - superior

● Significant differences vs All countries - inferior



Women appear more aware of the correct behaviors to adopt for their microbiome health.



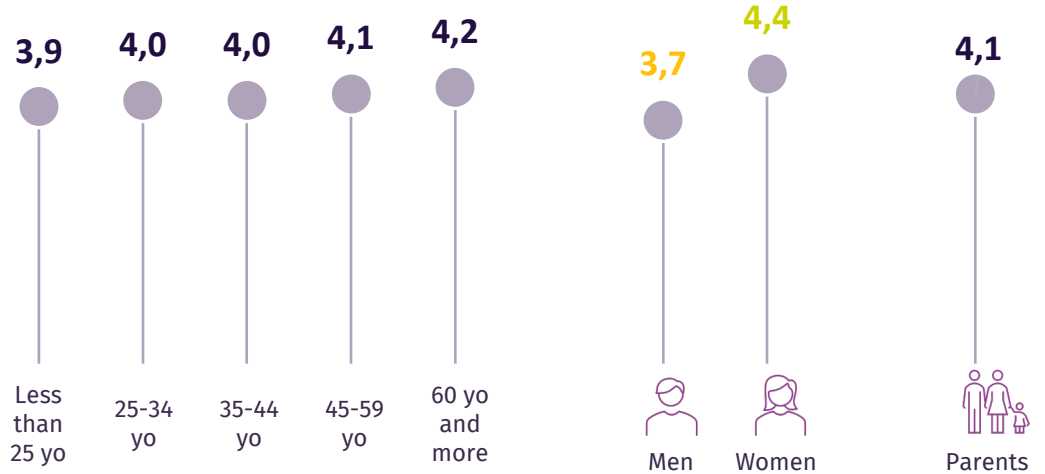
Question 11. Based on what you know, among the following behaviors, which ones have a positive effect on the balance and proper functioning of your microbiome ? Base: All respondents

ALL COUNTRIES

4,0



Number of good responses on average



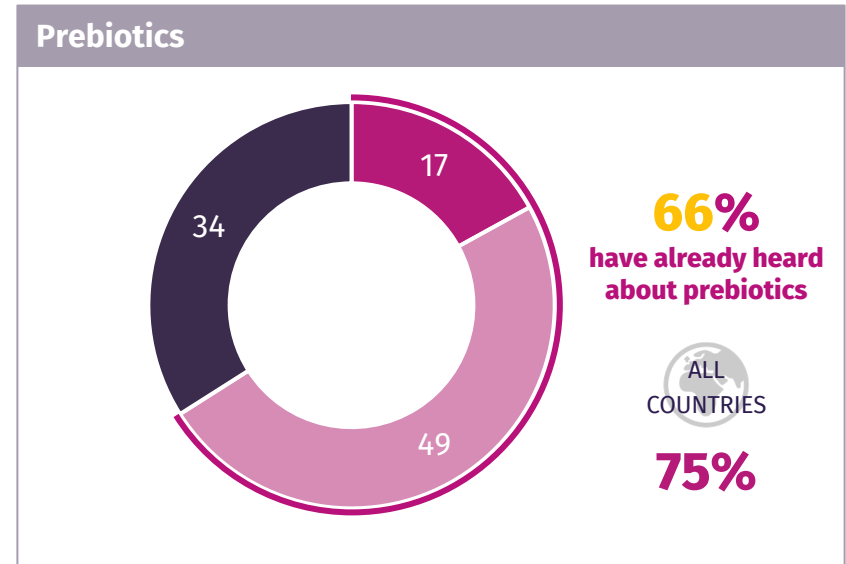
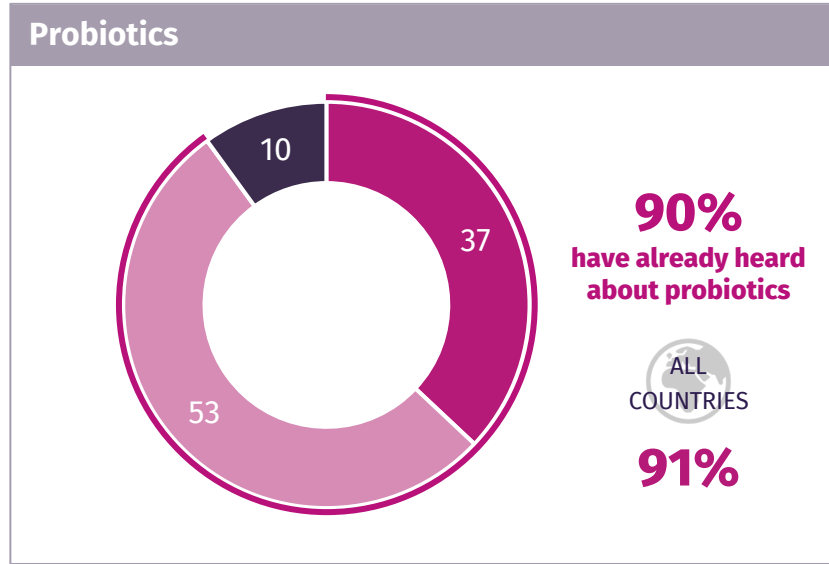
- Significant differences vs total - superior
- Significant differences vs total - inferior



Probiotics seem more familiar to people compared to prebiotics, but the half 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

● Significant differences vs All countries - superior

● Significant differences vs All countries - inferior

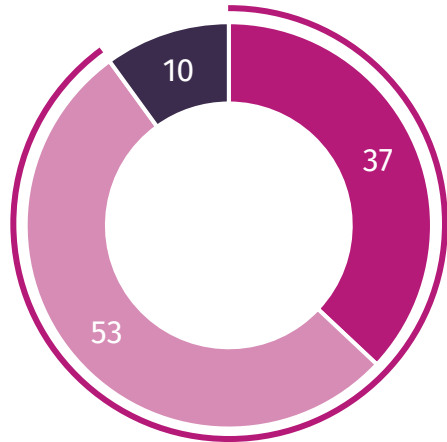


Once again, women know more exactly what probiotics are.



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

Probiotics

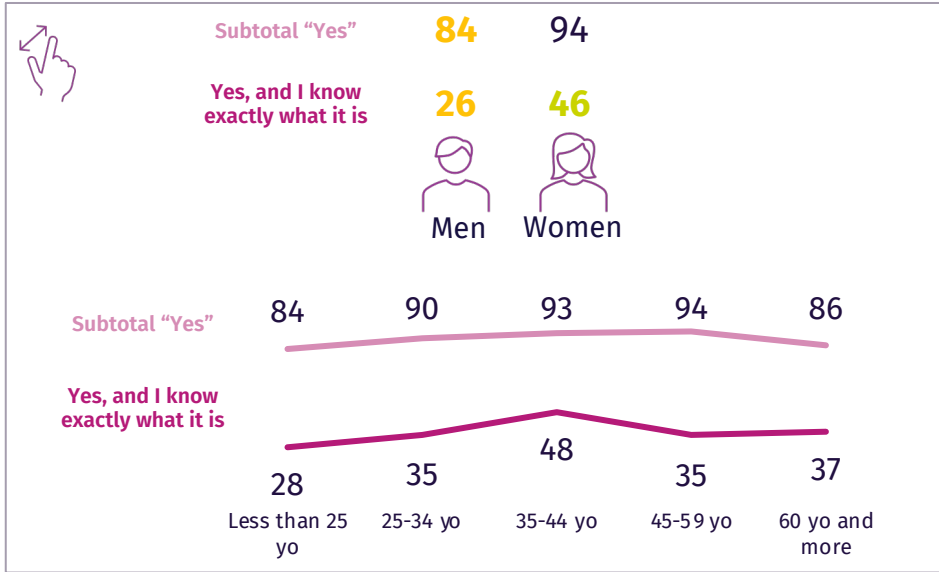


90%
have already heard
about probiotics



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



● Significant differences vs All countries - superior

● Significant differences vs All countries - inferior

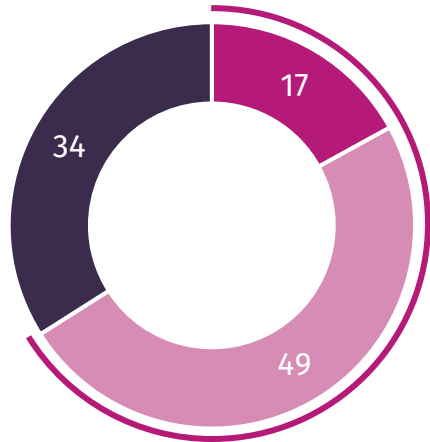


Knowledge of prebiotics remains lower than in other countries and varies little according to age.

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



Prebiotics

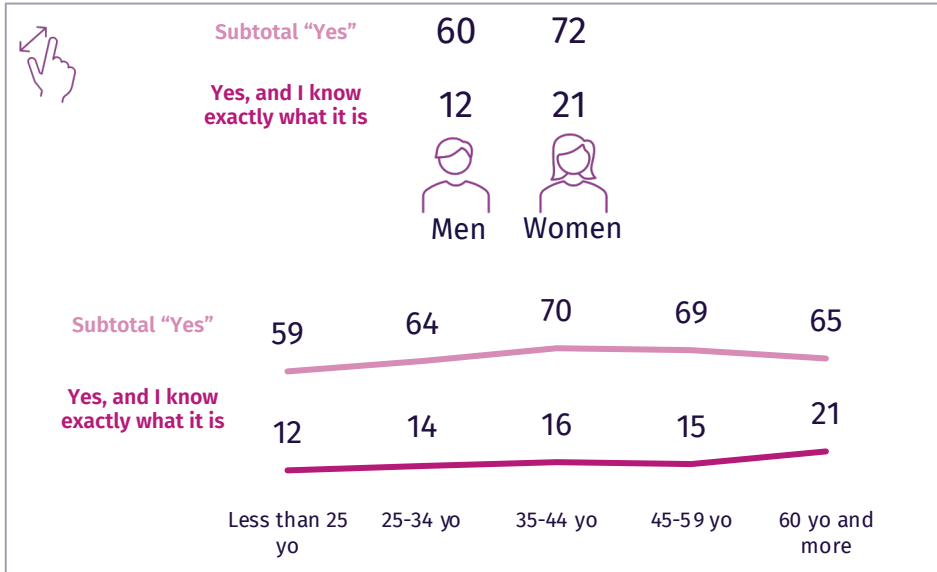


66%
have already heard
about prebiotics



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 wellness problems that may be linked to microbiota imbalances

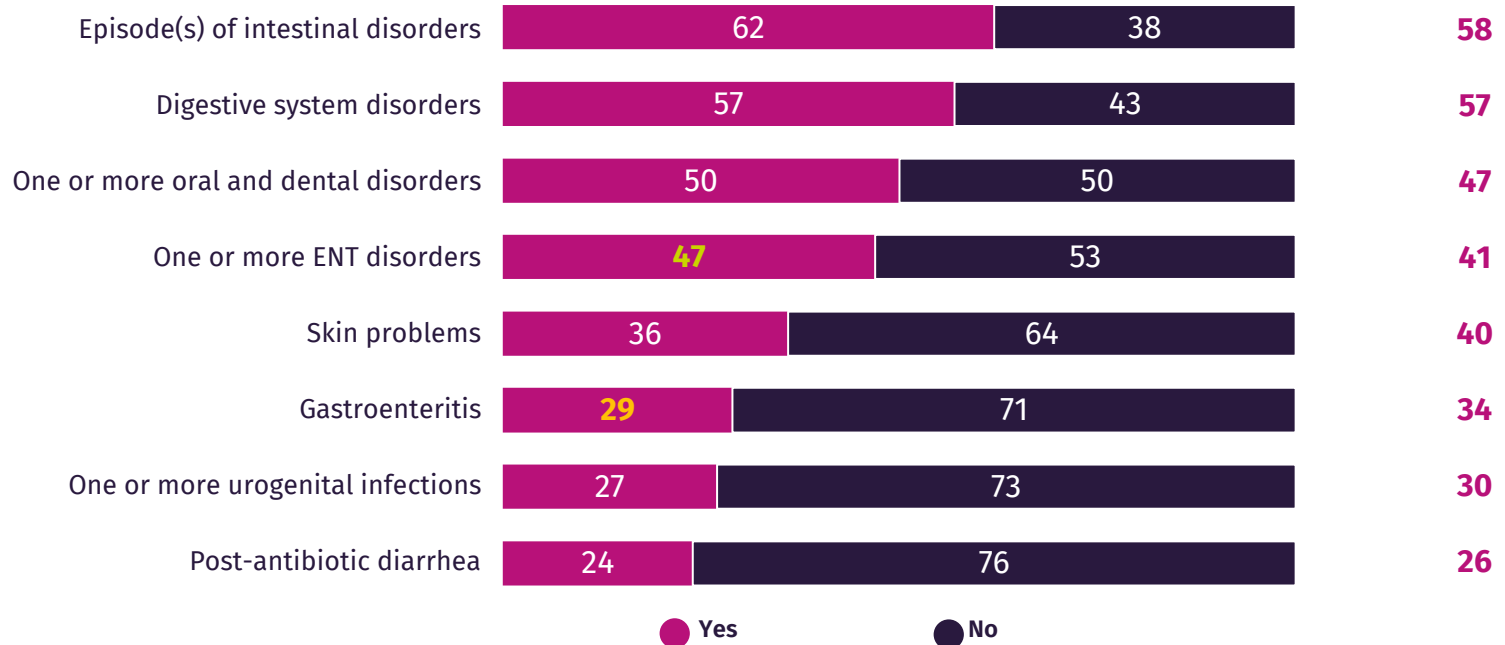


In the last 5 years, more than 1 in 2 people have experienced episodes of intestinal disorders, or digestive system disorders.



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

ALL COUNTRIES



● Significant differences vs All countries - superior

● Significant differences vs All countries - inferior



Globally, Portuguese seem to link less the health problems they have experienced to their microbiome.

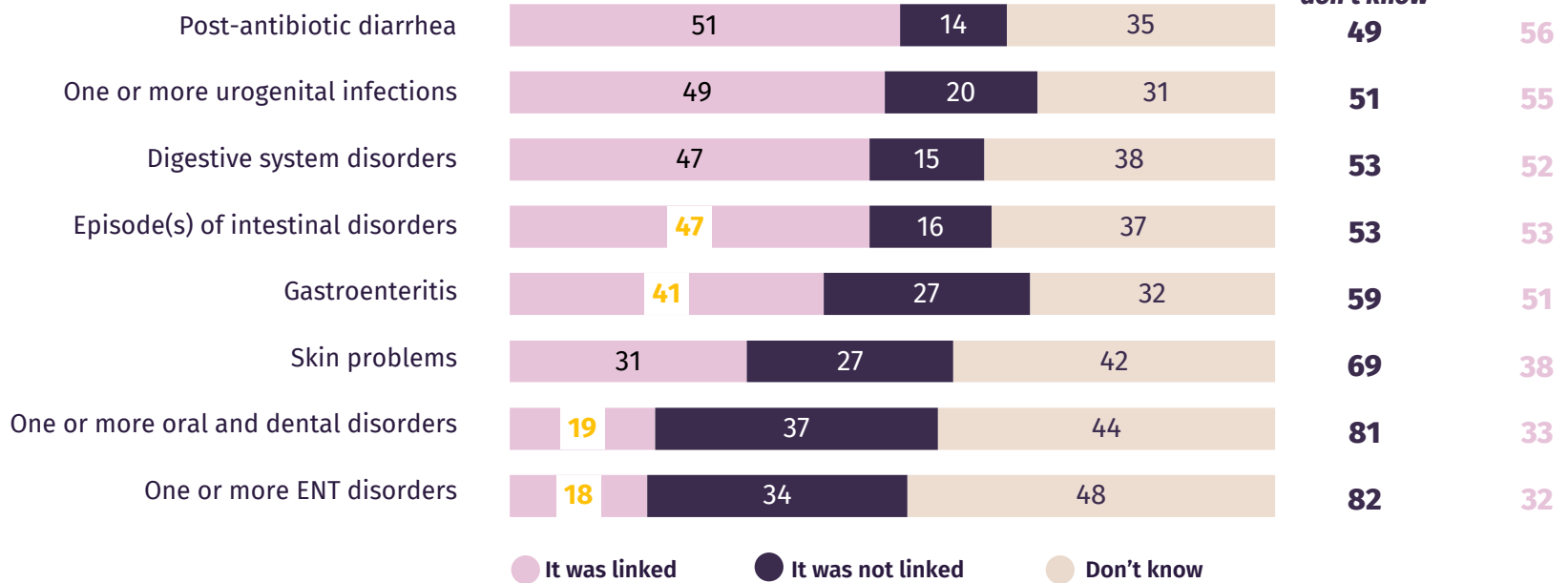


Question 11b. And do you think this or these problems are linked to your microbiome?
Base: People who have experienced these problems



% Linked

% Not linked / don't know



Significant differences vs All countries - superior



Significant differences vs All countries - inferior



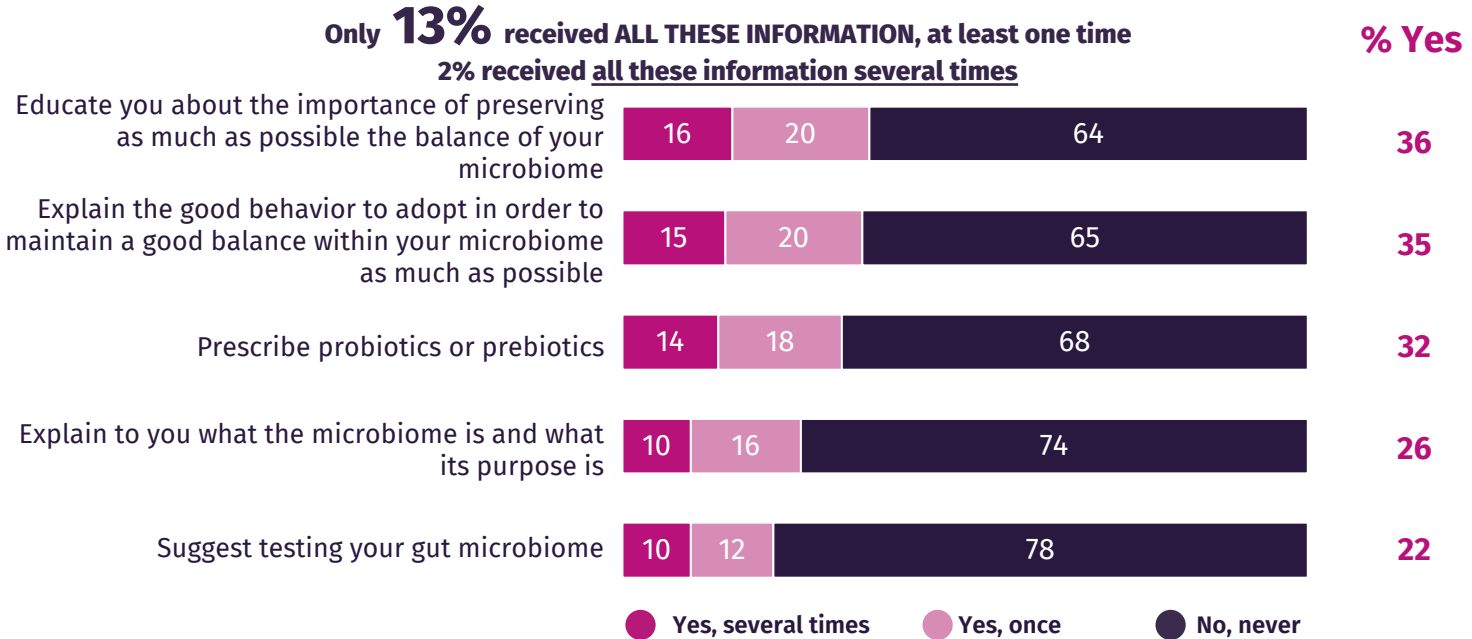
**Health professionals
are essential in
teaching patients to
become actors of their
own microbiota health**



On the subject of microbiome, a small part 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





Portuguese receive less information and advice on the microbiome from HCPs, compared to the other countries.

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

% Yes	Total	ALL COUNTRIES
% Received ALL THESE INFORMATION, at least one time	13	19
% Received ALL THESE INFORMATION, <u>several times</u>	2	4
Educate you about the importance of preserving as much as possible the balance of your microbiome	36	42
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	35	44
Prescribe probiotics or prebiotics	32	46
Explain to you what the microbiome is and what its purpose is	26	37
Suggest testing your gut microbiome	22	30



HCPs seem to prescribe more probiotics and prebiotics to parents and people aged 25-34 yo. On the other hand, less than 1 in 4 people over 60 yo have received a prescription.



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=500	n=47	n=69	n=88	n=133	n=163	n=256	n=244	n=170
Educate you about the importance of preserving as much as possible the balance of your microbiome	36	40	39	36	43	29	36	37	40
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	35	41	40	38	36	29	37	33	41
Prescribe probiotics or prebiotics	32	46	50	31	31	23	32	33	41
Explain to you what the microbiome is and what its purpose is	26	27	36	25	27	23	29	24	29
Suggest testing your gut microbiome	22	16	27	18	22	26	27	18	24



Significant differences vs total - superior



Significant differences vs total - inferior

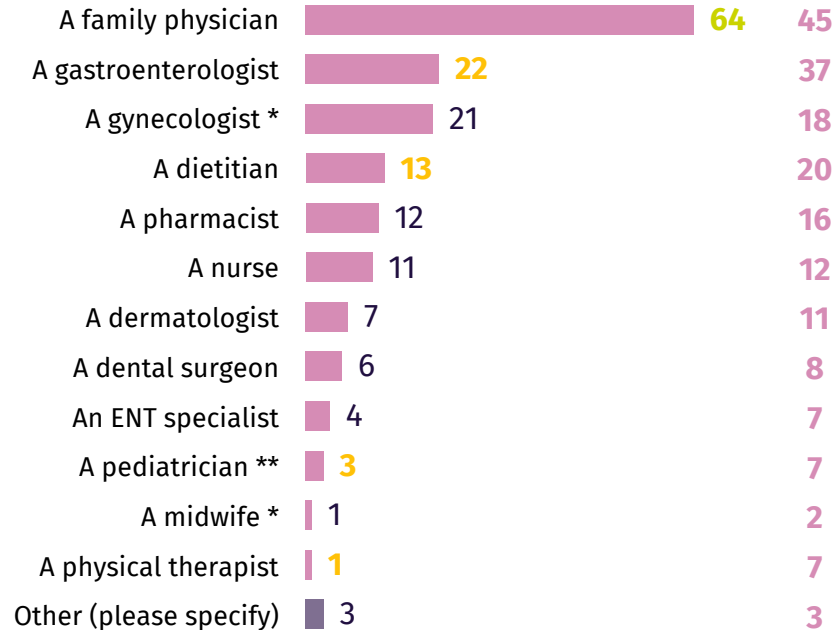


Family physicians are the main HCPs who provided information about microbiome. Gastroenterologists come in second place, but to a lesser extent.



Question 6. And which healthcare professionals provided you with these explanations?
Base: People who have had an explanation from healthcare professionals (n=260)

ALL COUNTRIES



* Item displayed to women
** Item displayed to parents

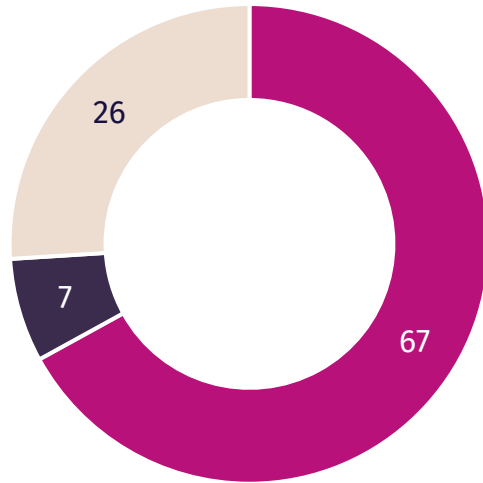
● Significant differences vs All countries - superior

● Significant differences vs All countries - inferior



2/3 of people would like to test their gut microbiome. People under 25 yo seem the least interested to do it.

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

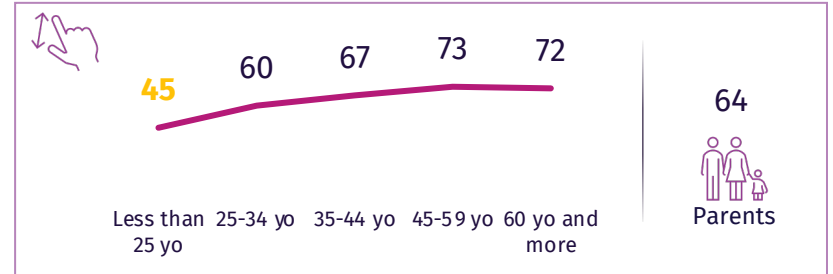


- Yes
- No
- Wouldn't know

67% think it is useful to test their gut microbiome

ALL COUNTRIES

63%



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



While treated with antibiotics, few has received advice and information, especially about the negative consequences that antibiotics could have on their microbiome balance.



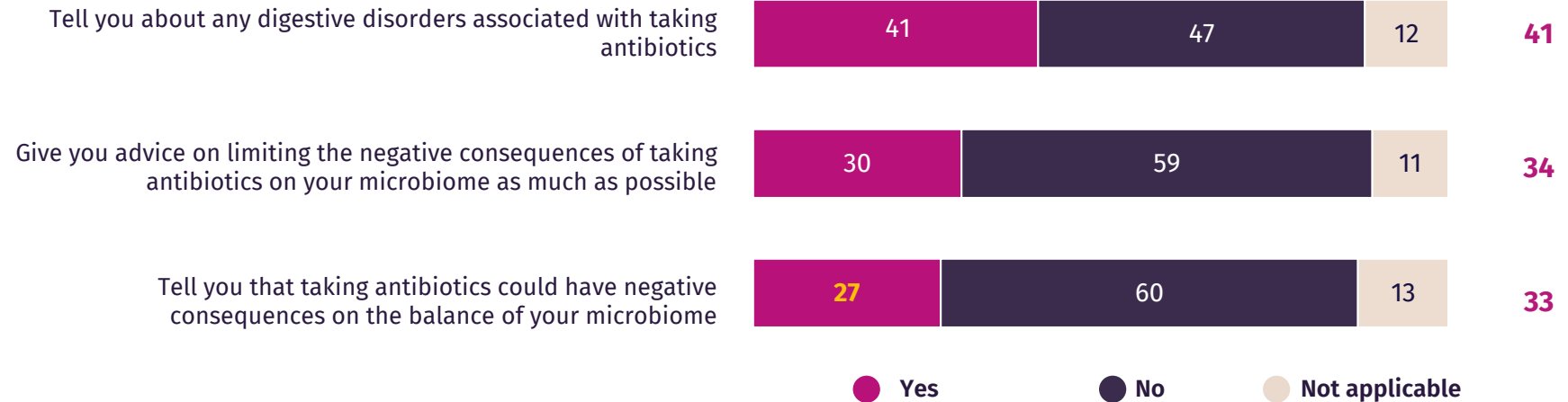
Question 7. The last time a doctor prescribed antibiotics, did they do the following?

Base: All respondents



% Yes

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





People aged 25-34 yo declare having received more advice on how to limit the negative consequences of taking antibiotics.



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

% Yes

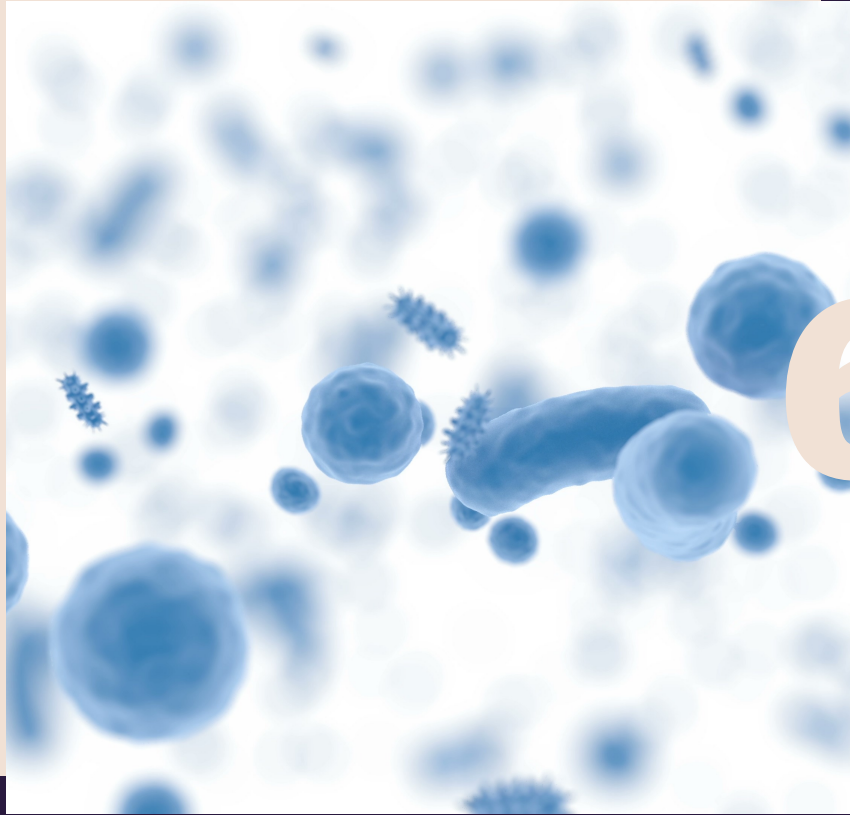
	Total base n=500	Less than 25 yo n=47	25-34 yo n=69	35-44 yo n=88	45-59 yo n=133	60 yo and more n=163	Parents n=170
% HAVE RECEIVED ALL THESE INFORMATION FROM THEIR HCPS	18	8	21	20	17	20	16
Tell you about any digestive disorders associated with taking antibiotics	41	46	42	42	42	39	38
Give you advice on limiting the negative consequences of taking antibiotics on your microbiome as much as possible	30	20	43	29	29	29	30
Tell you that taking antibiotics could have negative consequences on the balance of your microbiome	27	17	33	32	24	28	25



Significant differences vs total - superior



Significant differences vs total - inferior



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 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

The vulvovaginal microbiome acts as a barrier, protecting us from pathogenic microorganisms



30

From childhood to menopause, a woman's vulvovaginal microbiome remains the same



34

Every woman has a vulvovaginal microbiome that is different from any other woman's



36

The vagina is self-cleaning



41

Vulvovaginal microbiome bacteria are dangerous for the vagina of women



59

Bacterial vaginosis is not associated with an imbalance in the vulvovaginal microbiome



63

The vulvovaginal microbiome is balanced when its bacterial diversity is low



74

Delivery (vaginally or cesarean section) has an impact on the newborn's gut microbiome



77

True False Don't really know



Portuguese women are more aware than in the other countries that the vulvo-vaginal microbiome evolves throughout life and that it is self-cleaning.

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	70	67
From childhood to menopause, a woman's vulvovaginal microbiome remains the same	66	52
Every woman has a vulvovaginal microbiome that is different from any other woman's	64	60
The vagina is self-cleaning	59	52
Vulvovaginal microbiome bacteria are dangerous for the vagina of women	41	37
Bacterial vaginosis is not associated with an imbalance in the vulvovaginal microbiome	37	35
The vulvovaginal microbiome is balanced when its bacterial diversity is low	26	27
Delivery (vaginally or cesarean section) has an impact on the newborn's gut microbiome	23	30



The level of knowledge about the vulvo-vaginal microbiome remains low, but higher than in the other 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.

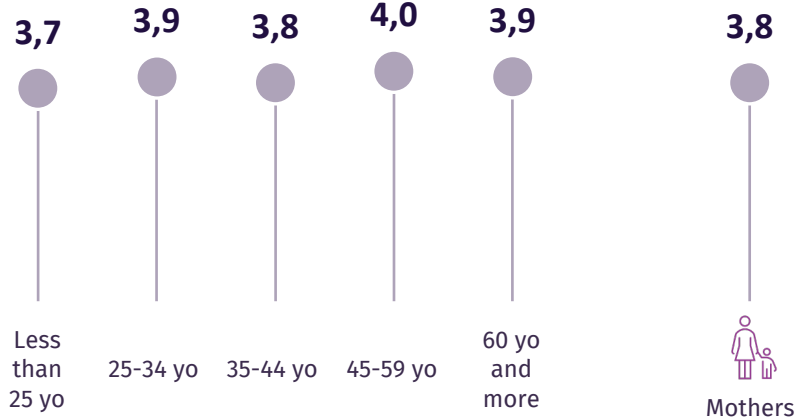
Base: Women



3,6



Number of good responses on average



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



No differences in knowledge of the vulvo-vaginal microbiome are observed according to the age of women.

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=244	n=28	n=26	n=48	n=60	n=82
The vulvovaginal microbiome acts as a barrier, protecting us from pathogenic microorganisms	70	53	67	67	69	80
From childhood to menopause, a woman's vulvovaginal microbiome remains the same	66	55	53	68	72	66
Every woman has a vulvovaginal microbiome that is different from any other woman's	64	62	67	70	58	67
The vagina is self-cleaning	59	70	65	51	64	56
Vulvovaginal microbiome bacteria are dangerous for the vagina of women	41	38	43	42	44	37
Bacterial vaginosis is not associated with an imbalance in the vulvovaginal microbiome	37	32	32	33	48	35
The vulvovaginal microbiome is balanced when its bacterial diversity is low	26	31	25	23	24	29
Delivery (vaginally or cesarean section) has an impact on the newborn's gut microbiome	23	23	37	26	20	19

● Significant differences vs total - superior

● Significant differences vs total - inferior



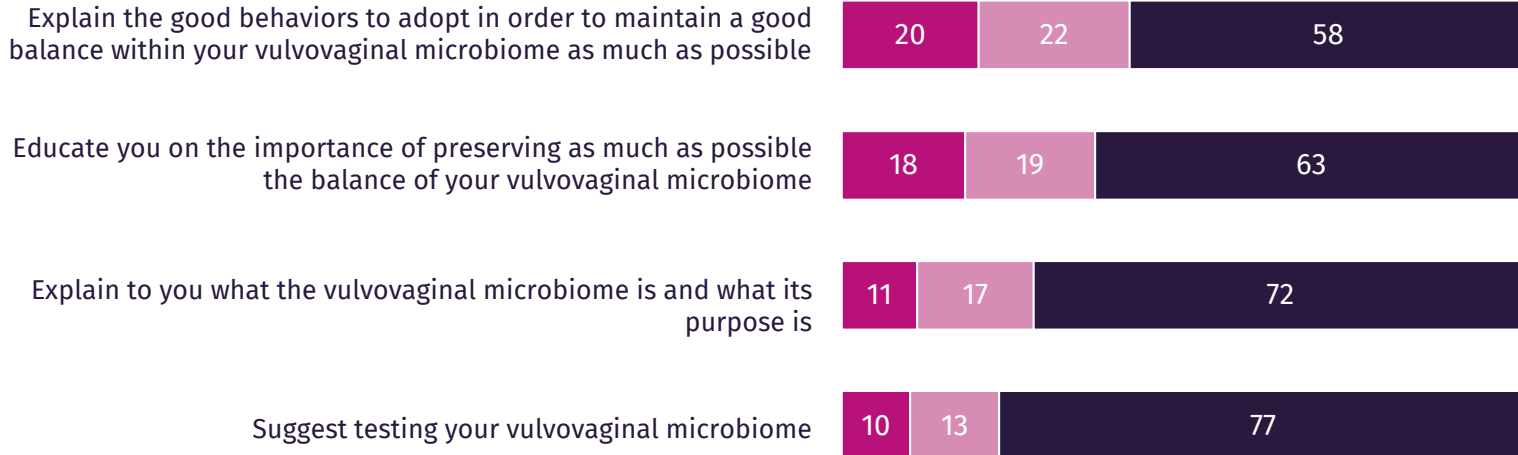
Very few women have received any information or advice from their HCPs about the microbiome.



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

15% received **ALL THESE INFORMATION**, at least one time
4% received **all these information** several times

% Yes



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



Portuguese women are less likely than others to have received 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	ALL COUNTRIES
% Have received ALL THESE INFORMATION, at least one time	15	22
Explain the good behaviors to adopt in order to maintain a good balance within your vulvovaginal microbiome as much as possible	42	42
Educate you on the importance of preserving as much as possible the balance of your vulvovaginal microbiome	37	40
Explain to you what the vulvovaginal microbiome is and what its purpose is	28	35
Suggest testing your vulvovaginal microbiome	23	31



Significant differences vs All countries - superior



Significant differences vs All countries - inferior



Once again, no differences are observed according to the age of women.



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=244	n=28	n=26	n=48	n=60	n=82
% Have received ALL THE INFORMATION, at least one time	15	20	19	12	14	14
Explain the good behaviors to adopt in order to maintain a good balance within your vulvovaginal microbiome as much as possible	42	43	47	36	41	43
Educate you on the importance of preserving as much as possible the balance of your vulvovaginal microbiome	37	52	46	36	28	36
Explain to you what the vulvovaginal microbiome is and what its purpose is	28	28	30	23	29	29
Suggest testing your vulvovaginal microbiome	23	23	29	24	23	20



Significant differences vs total - superior



Significant differences vs total - inferior

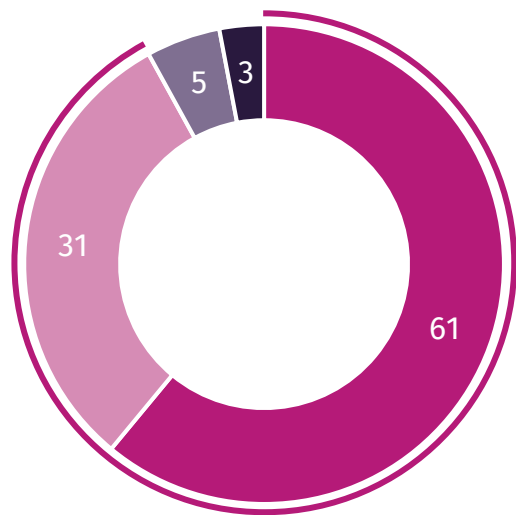


More than 9 women in 10 would like to have more information about the importance of the vulvo-vaginal microbiome and its impact on health.



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

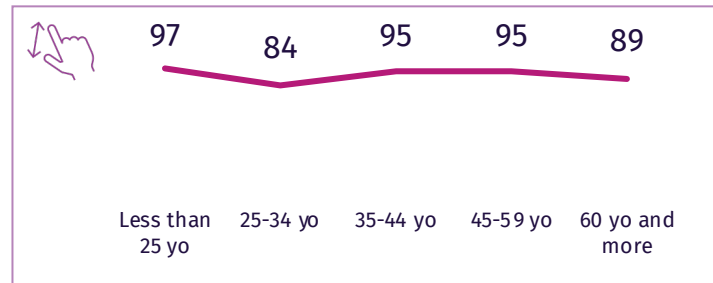


- Yes, absolutely
- Yes, somewhat
- No, not really
- No, not at all

92% would like to have more information about the importance of the vulvovaginal microbiome and its impact on health



86%



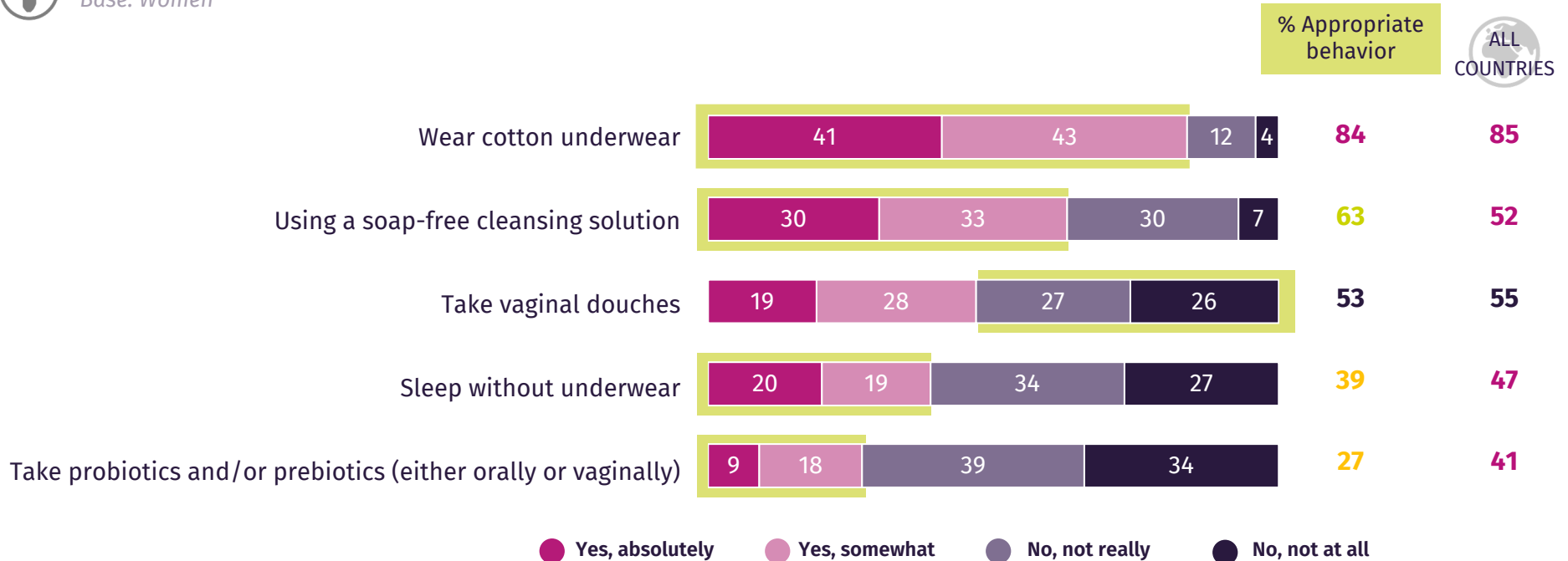
- Significant differences vs total - superior
- Significant differences vs total - inferior



In detail, a moderate proportion of women adopted specific behaviors to protect the health of their vulvo-vaginal microbiome. Only 1/4 takes probiotics and/or prebiotics.



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





Women aged 35-44 yo are less likely to adopt appropriate behaviors for their vulvo-vaginal microbiome.

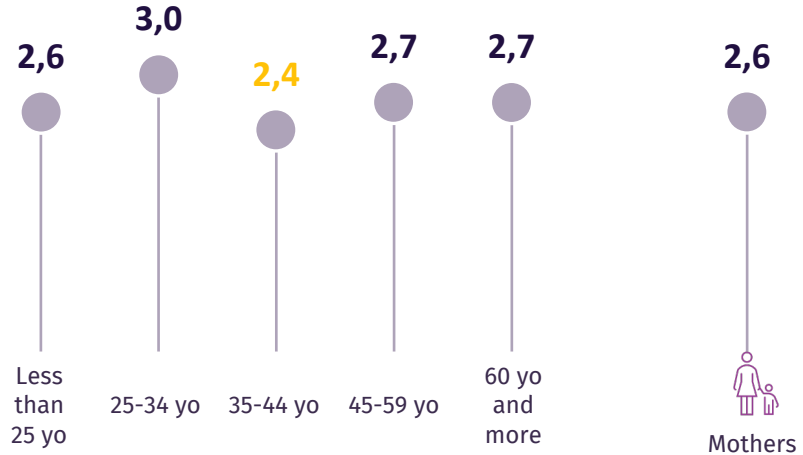


Question 16. In your daily life, do you regularly adopt the following behaviors?
Base: Women

ALL COUNTRIES

2,8

2,7/5



Number of appropriate behaviors adopted on average

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



Women aged 35-44 yo sleep less without underwear and take less probiotics and/or prebiotics.



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=244	n=28	n=26	n=48	n=60	n=82
Wear cotton underwear	84	78	90	88	83	81
Using a soap-free cleansing solution	63	70	64	63	66	59
Take vaginal douches	53	34	44	58	61	52
Sleep without underwear	39	59	54	20	32	44
Take probiotics and/or prebiotics (either orally or vaginally)	27	15	45	12	24	36



Significant differences vs total - superior



Significant differences vs total - inferior

A large, light gray rectangular area on the left side of the slide, containing a dense, abstract pattern of various shapes and lines, resembling a complex network or a microbiome visualization. The shapes are irregular and interconnected, with some resembling branching structures and others resembling elongated, rod-like forms.

Main results



Learnings on Portuguese results



Awareness of the microbiome & its diversity	
Know exactly what is « microbiome »	17%
Subtotal « Aware »	61%
Subtotal Aware of the gut microbiome	45%
Subtotal Aware of all microbiome	26%

Level of knowledge around the microbiota	
Mean of good answers	6,2/10

Level of knowledge around the solutions which can maintain the microbiota balanced	
Know exactly what are probiotics	37%
Know exactly what are prebiotics	17%

Adoption and identification of appropriate behaviors to maintain a balanced microbiota	
Have adopted specific behaviors	58%
Number of behaviors identified in order to maintain the microbiota	4,1/7

Level of information provided by healthcare professionals	
Received at least one piece of information at least once	51%

Key learnings

The wording “Microbiome” is not well-known at all in Portugal, the term “flora” is definitely a most popular word especially the one related to the gut.

On the other hand, once they have read the definition explaining that the flora is the previous word used for microbiome, they show some higher knowledge compared to other countries. They are more likely to know the role, the consequences of an unbalanced microbiota.

They are also more likely to know that certain actions can be taken to maintain a balanced microbiota, however they are not so good at identifying the behaviors that help the microbiome.

Moreover, solutions such as probiotics or prebiotics do not appear as very common for Portuguese: a majority have heard about them, but only a minority knows precisely what it means and implies.

But, this lack of awareness is also related to the little information they have received from their healthcare professionals: only half received these information from their doctor.

A large, light gray illustration of a diverse microbiome, featuring various shapes of bacteria, fungi, and viruses, set against a white background. The illustration is positioned on the left side of the slide, partially overlapping a dark blue background.

ANNEXES

FIABILITÉ DES RÉSULTATS

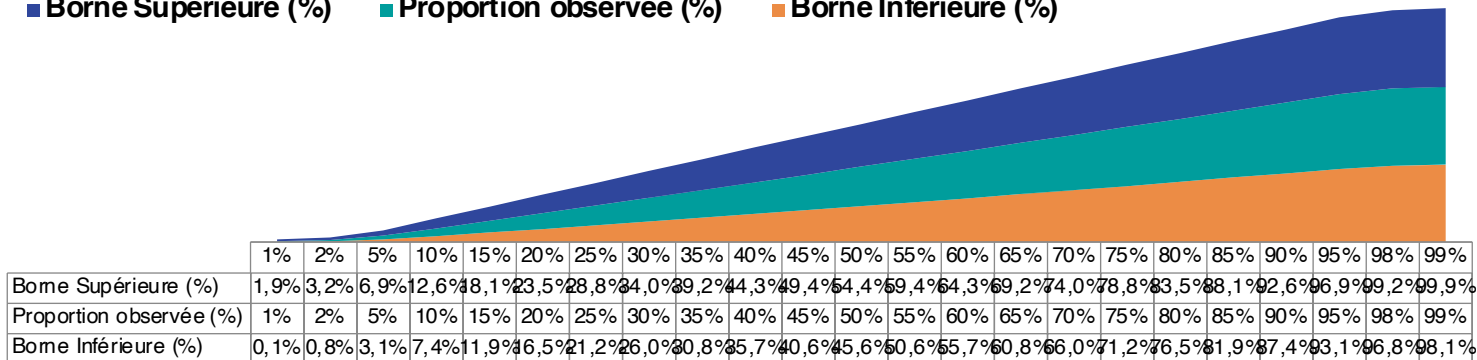
Feuille de calcul

En l'occurrence s'agissant de cette étude :

- Intervalle de confiance : **95%**
- Taille d'échantillon : **500**

Les proportions observées sont comprises entre :

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



SURVEY OVERVIEW

CAWI survey – Online panel



SAMPLE

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



DATA COLLECTION

- **Fieldwork dates** : 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.