



# International Microbiota Observatory

L'Observatoire International  
des Microbiotes

Second wave

**Finnish results**



# Methods

## Methods

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

*7 countries had already been surveyed in 2023.*



*4 countries have been added to the scope this year :*



United States of America (n=1,000)



Brazil (n=500)



Mexico (n=1,000)



France (n=1,000)



Portugal (n=500)



Spain (n=500)



China (n=1,000)



Morocco (n=500)



Poland (n=500)



Finland (n=500)



Vietnam (n=500)

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

## Comments



**ALL COUNTRIES**

(n=7,500)

= Average response for all 7 countries.



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



Significant differences vs total - superior



Significant differences vs total - inferior

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

All results are presented in %.



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



## People with current conditions

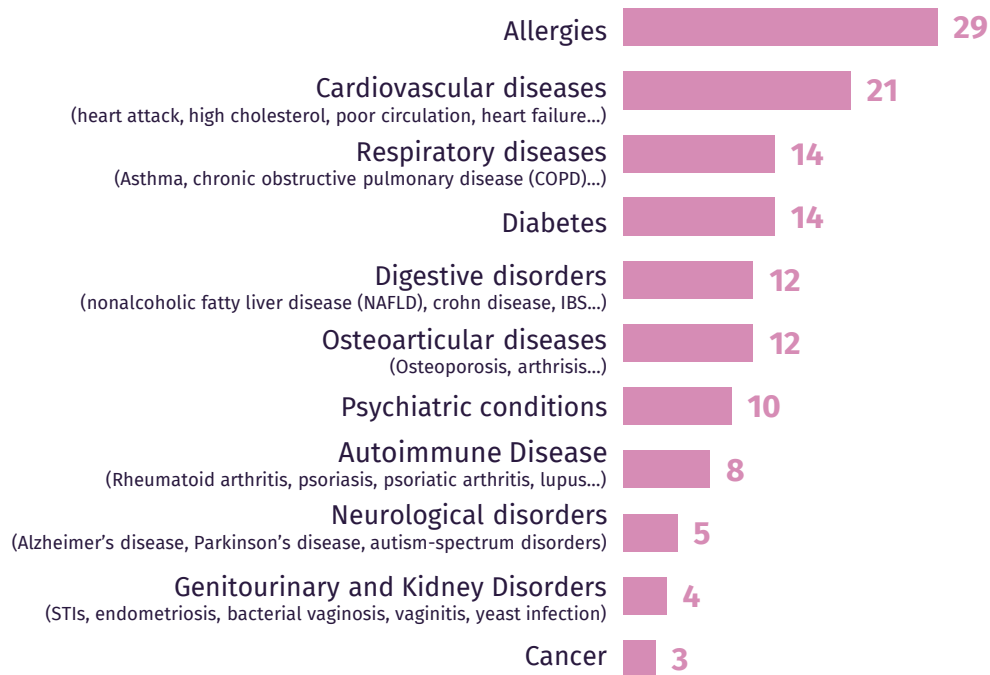
### A focus detailed throughout the report

NEW

QUESTION

RS10. Among the following health problems, indicate those you suffer from.

Base: All respondents



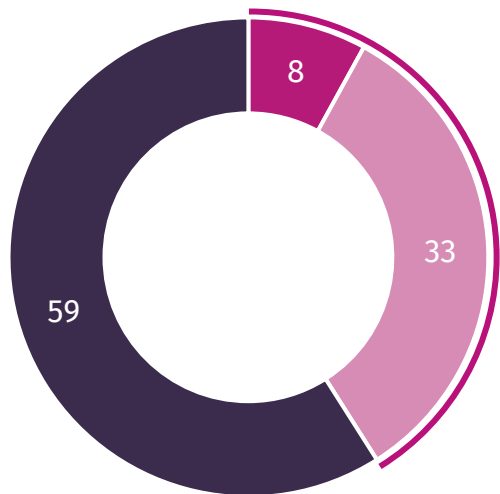


**Microbiome awareness  
appear very low in Finland**

# In Finland, microbiome awareness is very limited compared to other countries: only 2 out of 5 people have already heard of it.

Question 2. Have you ever heard of the "microbiome"?

Base: All respondents

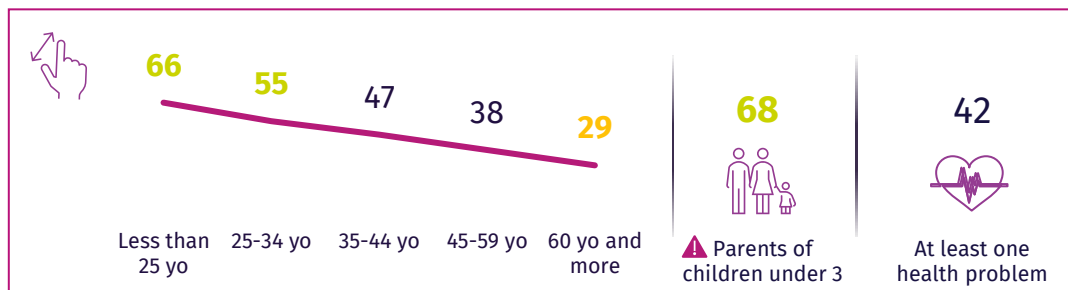


- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I never heard about it

**41%** have already heard about the term microbiome



**70%**

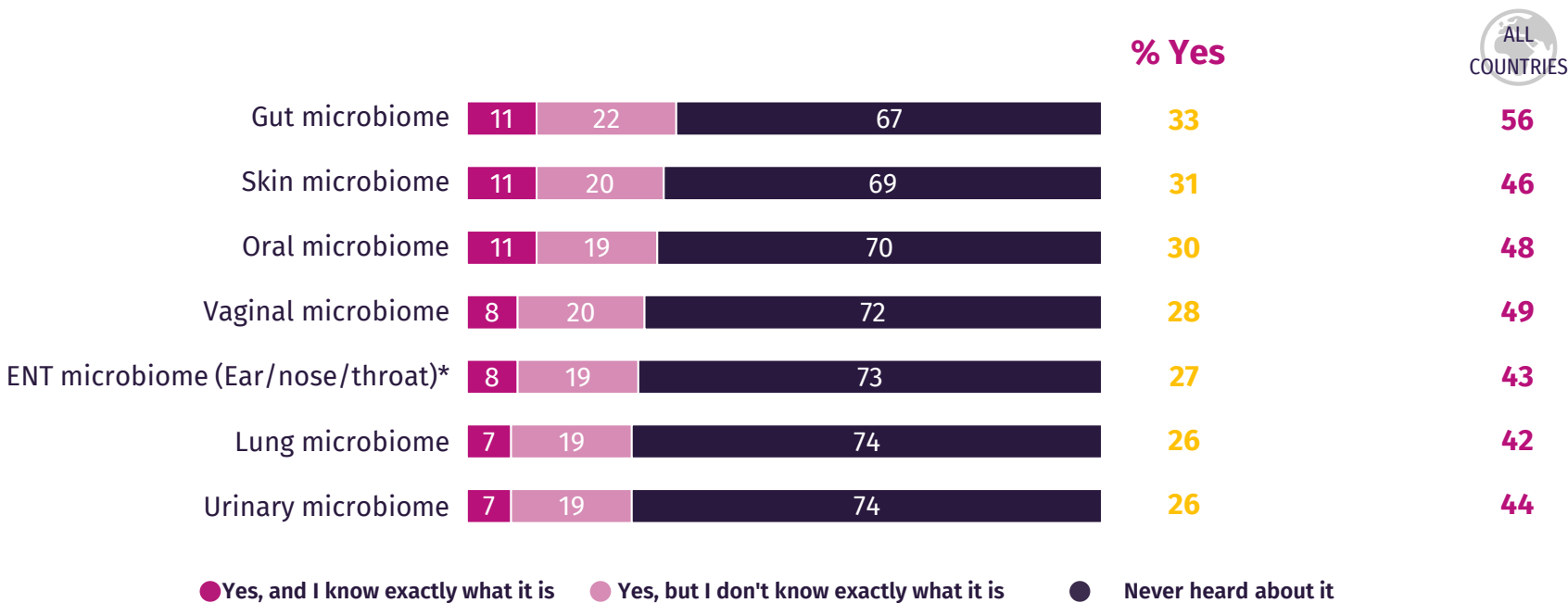


▲ Low basis, results must be interpreted with caution

## And awareness of each microbiome is also very low in Finland compared to other countries.

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

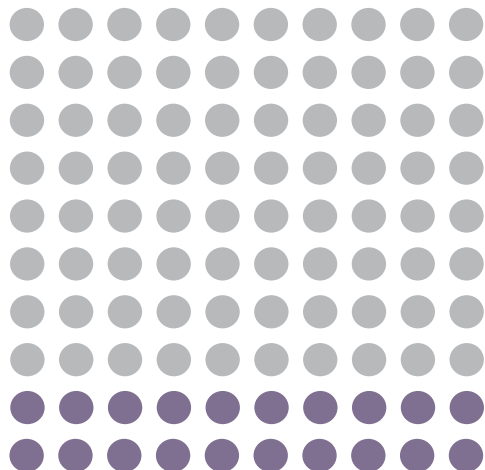
Base: All respondents



## Few Finns have already heard of each microbiome, a lower proportion compared to all countries.

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

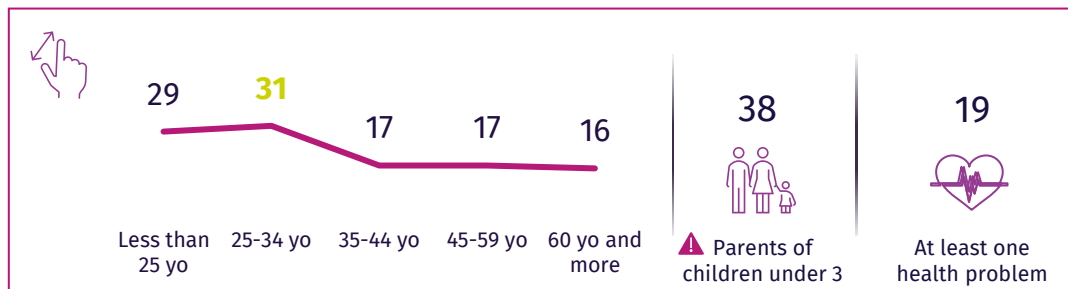
Base: All respondents



**20%** have already heard of each microbiome:  
Gut, vaginal, skin, lung, urinary, oral and ENT microbiome

ALL  
COUNTRIES

**32%**



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

ALL  
COUNTRIES

**8%**

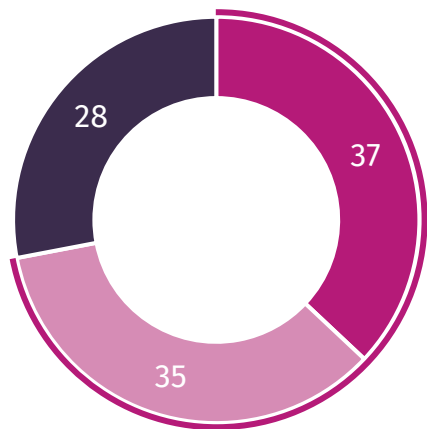


## In Finland, the term “flora” is more popular than microbiome, but below the global awareness.

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

Base: All respondents

### Gut flora \*

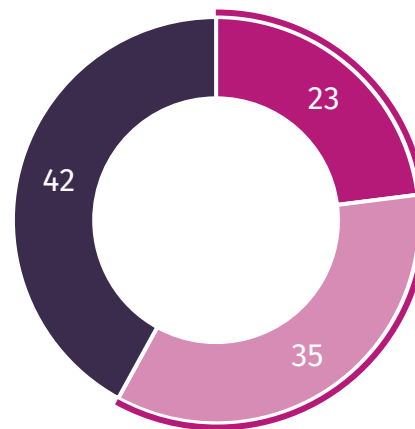


**72%**  
have already heard  
about gut flora



**88%**

### Vaginal flora



**58%**  
have already heard  
about vaginal flora



**79%**

● Yes, and I know exactly what it is

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

● No, I never heard about it

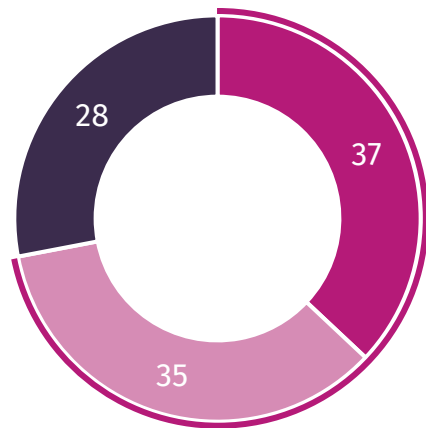
## Nearly half of women know precisely what is gut flora, compared to only one quarter of men.



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

Base: All respondents

### Gut flora \*

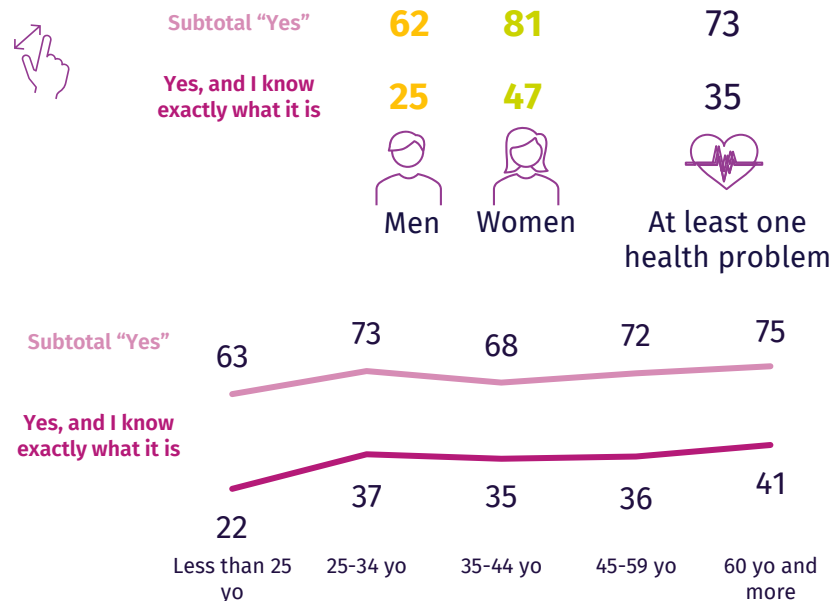


**72%**  
have already heard  
about gut flora



**88%**

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



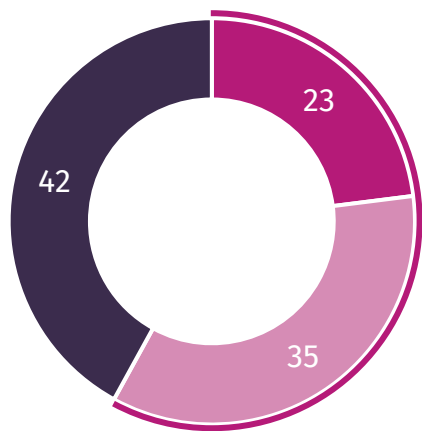
\*The wording of this item was changed compared to last year

## Once again, women appear more aware of vaginal flora than men, but only 1 out of 3 women have a precise knowledge of the term.

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

Base: All respondents

### Vaginal flora



**58%**  
have already heard  
about vaginal flora



**79%**

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



Subtotal "Yes"

**40**

**75**

**58**

Yes, and I know  
exactly what it is

**12**

**34**

**24**



Men



Women



At least one  
health problem

Subtotal "Yes"

56

60

55

62

56

Yes, and I know  
exactly what it is

14

23

29

23

24

Less than 25  
yo

25-34 yo

35-44 yo

45-59 yo

60 yo and  
more



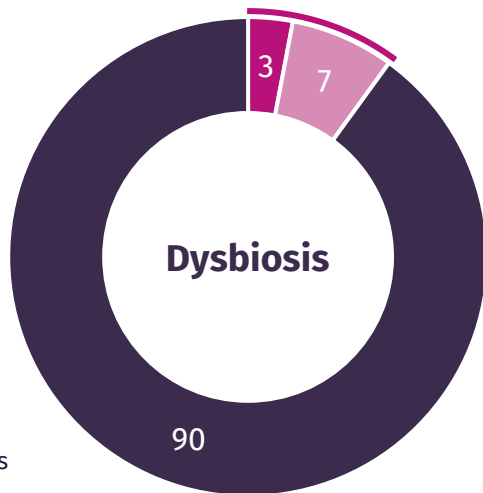
**And yet, knowledge of the microbiome role and functions is rather good in Finland.**

# Dysbiosis is not a popular term at all among Finns.



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

Base: All respondents

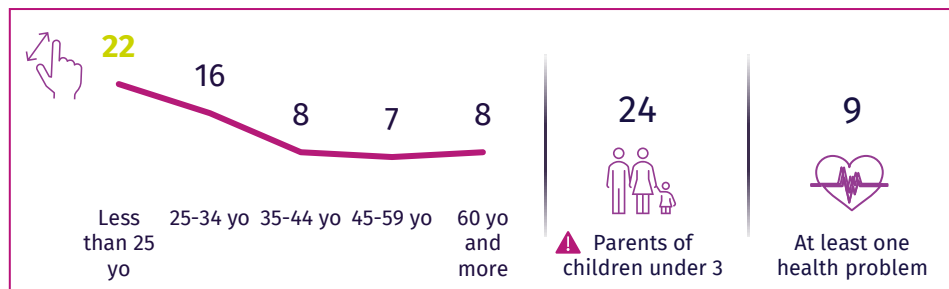


- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- Never heard about it

**10%** have already heard about the term 'dysbiosis'



**34%**



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

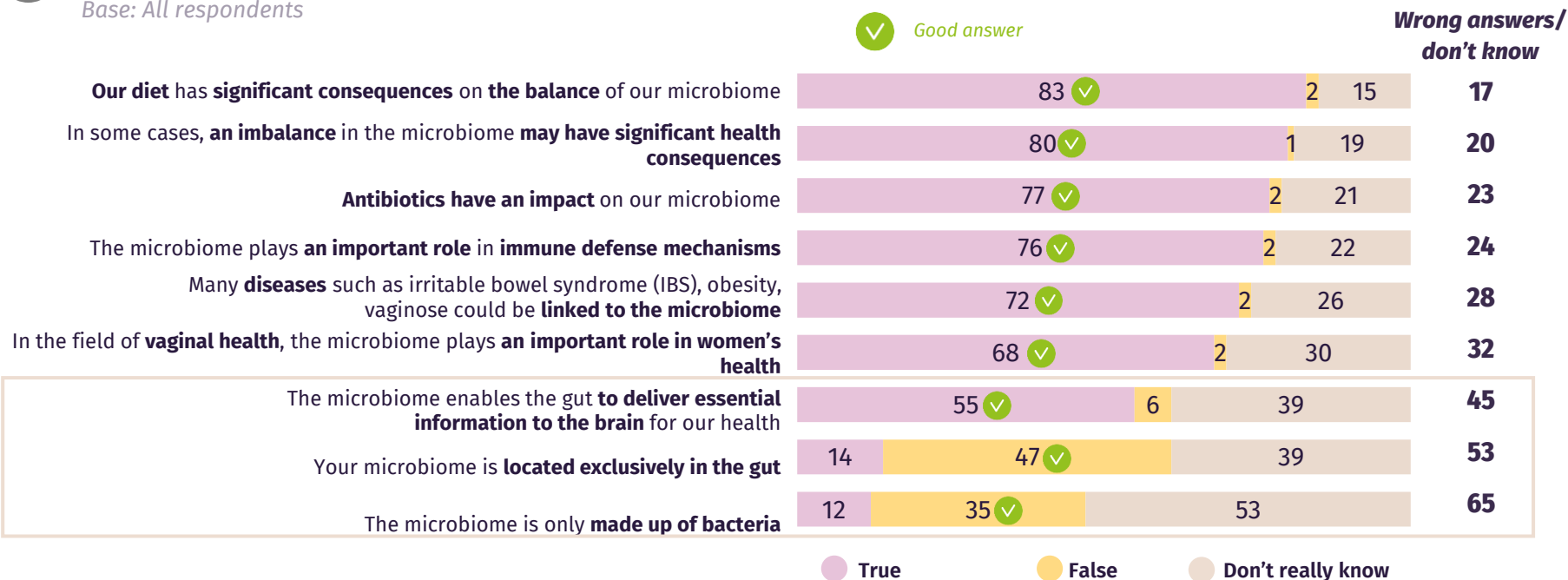
▲ Low basis, results must be interpreted with caution

## Finns have some knowledge about the microbiome, some can be improved, especially about function, location and composition of 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



# And compared to the global average, Finns have better knowledge about the impact of diet and antibiotics on the microbiome, and about the diseases that could be linked to it.

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

<b>Our diet</b> has <b>significant consequences</b> on the <b>balance</b> of our microbiome	<b>83</b>	78
In some cases, <b>an imbalance</b> in the microbiome <b>may have significant health consequences</b>	<b>80</b>	77
<b>Antibiotics have an impact</b> on our microbiome	<b>77</b>	70
The microbiome plays <b>an important role</b> in <b>immune defense mechanisms</b>	<b>76</b>	74
Many <b>diseases</b> such as irritable bowel syndrome (IBS), obesity, vaginose could be <b>linked to the microbiome</b>	<b>72</b>	64
In the field of <b>vaginal health</b> , the microbiome plays <b>an important role in women's health</b>	<b>68</b>	68
The microbiome enables the gut <b>to deliver essential information to the brain</b> for our health	<b>55</b>	53
Your microbiome is <b>located exclusively in the gut</b>	<b>47</b>	46
The microbiome is only <b>made up of bacteria</b>	<b>35</b>	28

## Women and people between 45-59 yo have a better knowledge about 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.

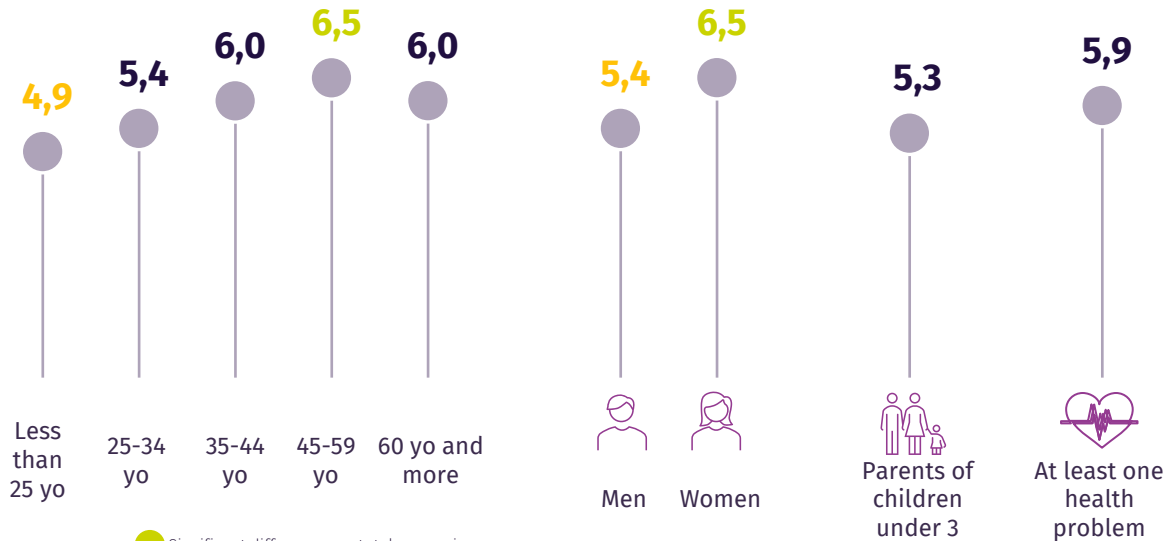
Base: All respondents

ALL  
COUNTRIES

5,6

5,9/9

Number of good  
responses on average



● Significant differences vs total – superior

● Significant differences vs total - inferior

▲ Low basis, results must be interpreted with caution

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International  
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Ipsos





3

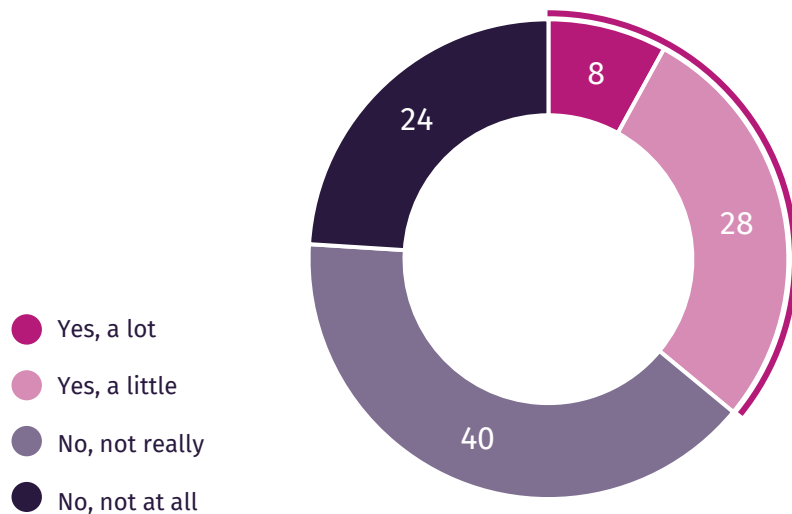
**To maintain a balanced microbiome, only a minority of Finns have changed their behaviors**

# Only a third of Finns have changed their behaviors to keep their microbiome balanced and functioning as smoothly as possible, a lower proportion than in other countries.

NEW  
QUESTION

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

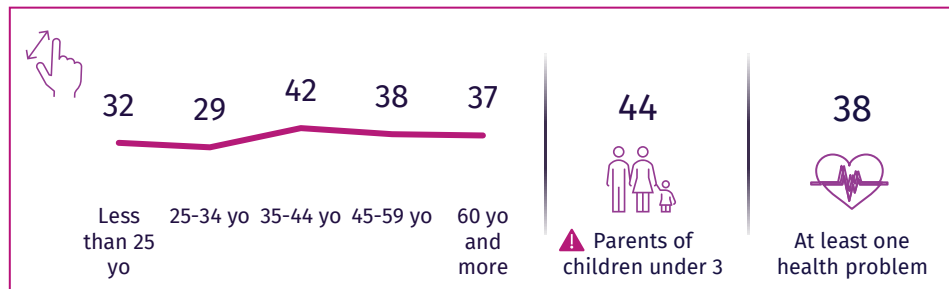
Base: All respondents



**36%** have changed their behaviors



**58%**



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

⚠ Low basis, results must be interpreted with caution

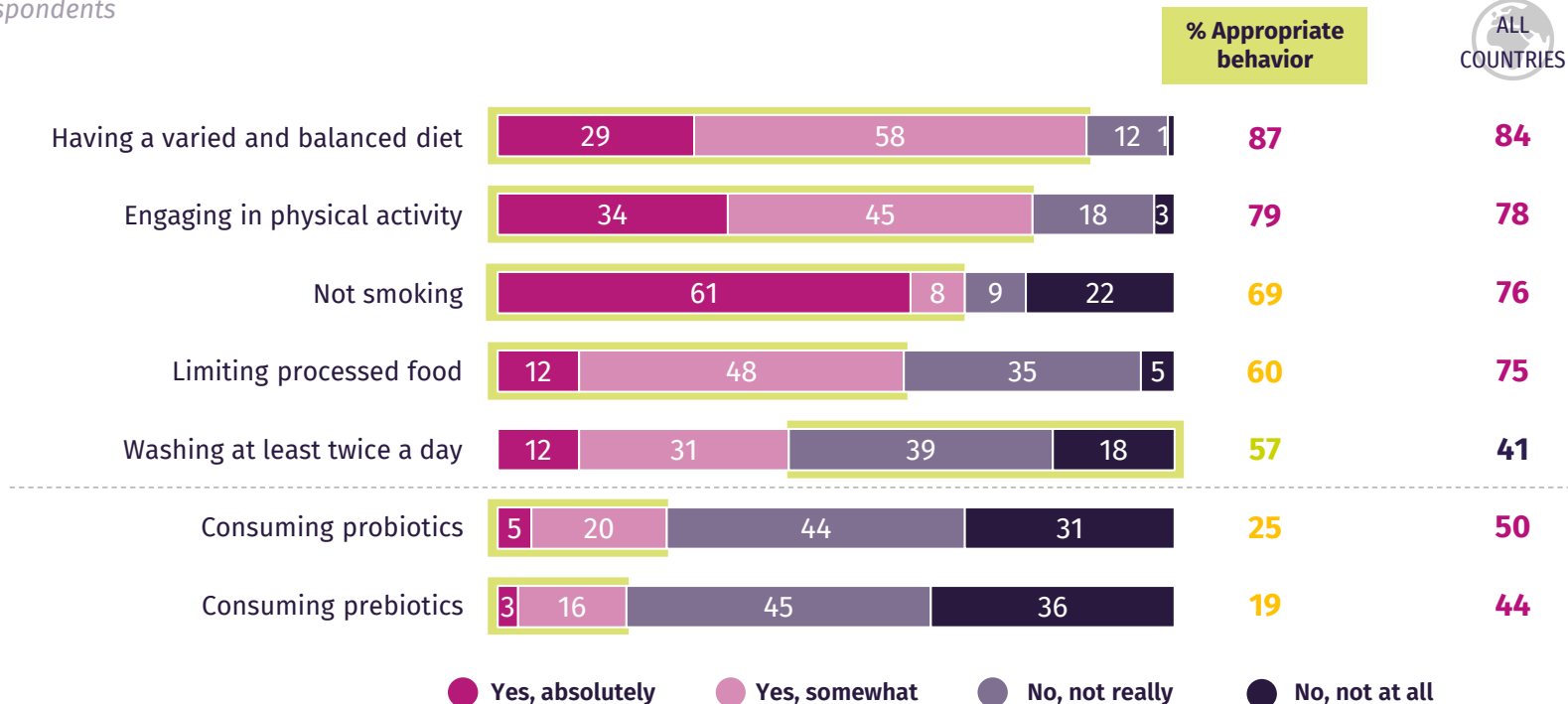
# Many behaviors are less adopted by Finnish people than in other countries.

NEW

QUESTION

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

Base: All respondents





## In detail, no specific subpopulation in Finland stand out in terms of behaviour adoption.

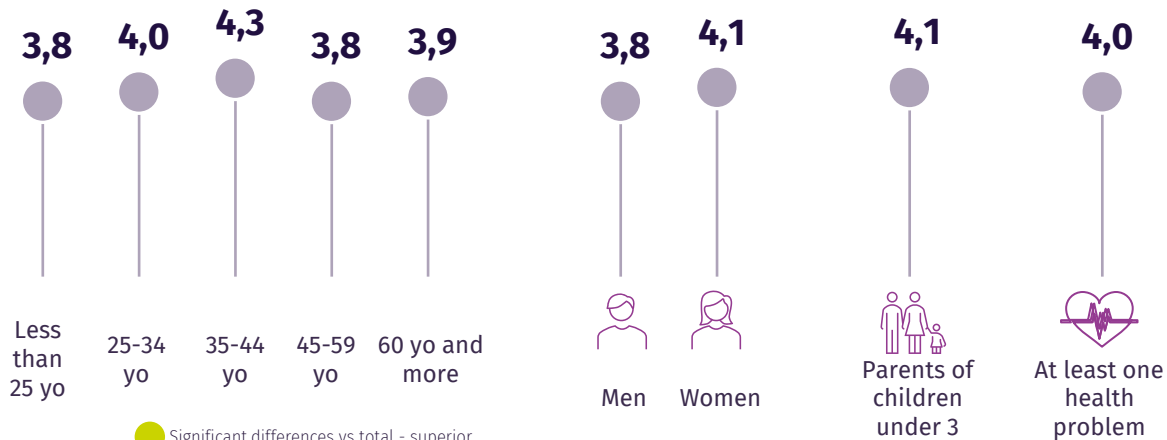
**NEW QUESTION** Question 11. In your daily life, do you regularly adopt the following behaviors?  
Base: All respondents

ALL  
COUNTRIES

4,5

4,0/7

Number of good  
responses on average



● Significant differences vs total - superior

● Significant differences vs total - inferior

▲ Low basis, results must be interpreted with caution

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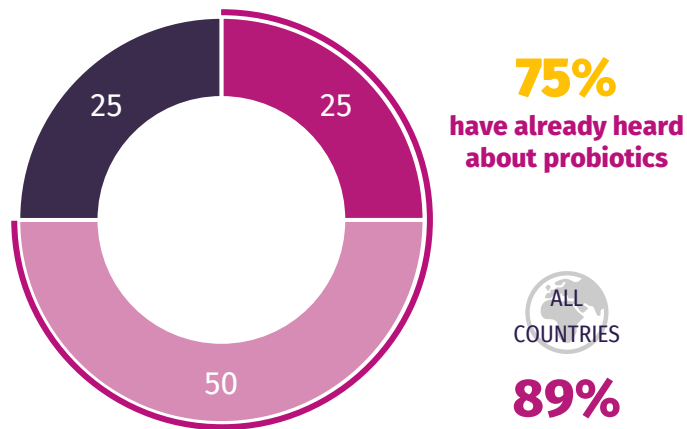
## Awareness of probiotics and prebiotics is lower in Finland than the average, with many people not knowing exactly what they are.



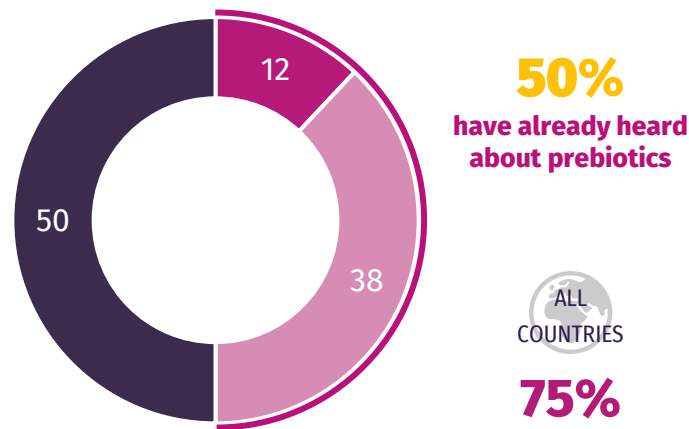
Question 2bis. And have you ever heard of these terms?

Base: All respondents

### Probiotics



### Prebiotics



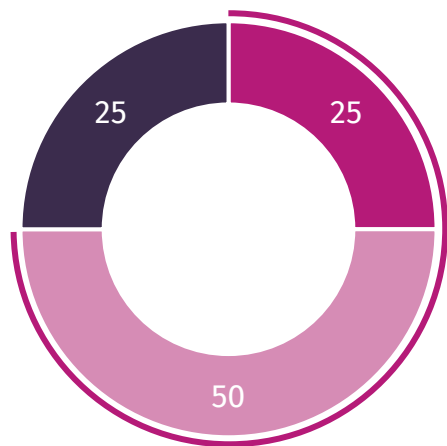
● Yes, and I know exactly what it is
 ● Yes, but I don't know exactly what it is
 ● No, I never heard about it

# Finnish women are more aware of probiotics than men, although both have low specific knowledge of probiotics.

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

Base: All respondents

## Probiotics



**75%**  
have already heard  
about probiotics

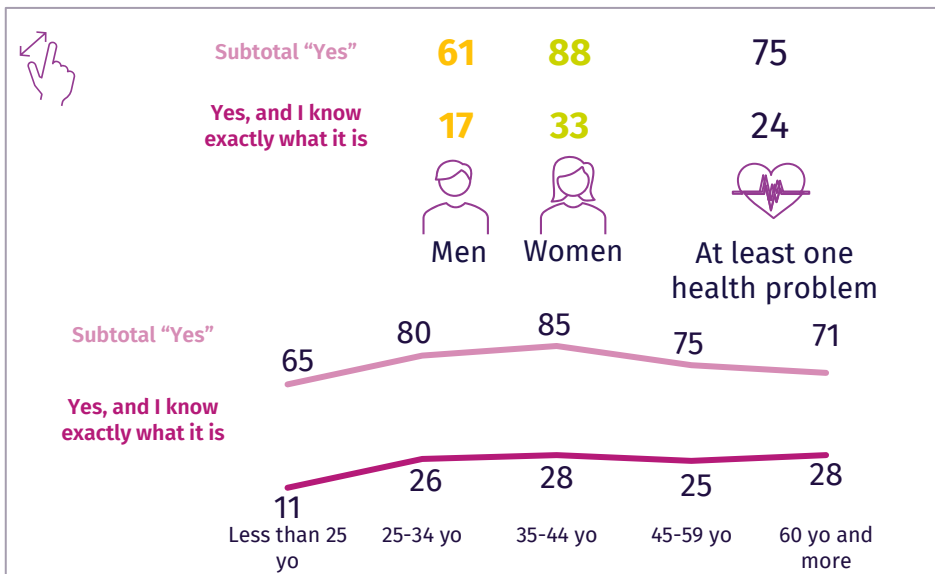


**89%**

● Yes, and I know exactly what it is

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

● No, I never heard about it

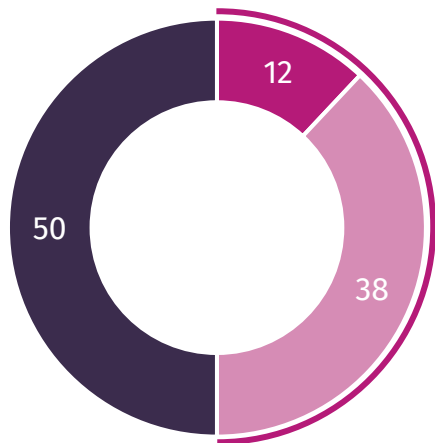


## And results are similar for prebiotics: women have better knowledge of the term than men.

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

Base: All respondents

### Prebiotics



**50%**  
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



Subtotal "Yes"

**37**

**62**

**49**

Yes, and I know  
exactly what it is

**8**

**16**

**11**



Men



Women



At least one  
health problem

Subtotal "Yes"

**49**

**57**

**52**

**51**

**45**

Yes, and I know  
exactly what it is

**11**

**16**

**18**

**9**

**10**

Less than 25  
yo

25-34 yo

35-44 yo

45-59 yo

60 yo and  
more



**When faced with a microbiome-related health problem, most of them don't link it to their microbiome except when it is related to digestive problems**



# In the last 12 months, many had experienced episodes of intestinal and digestive system disorders.

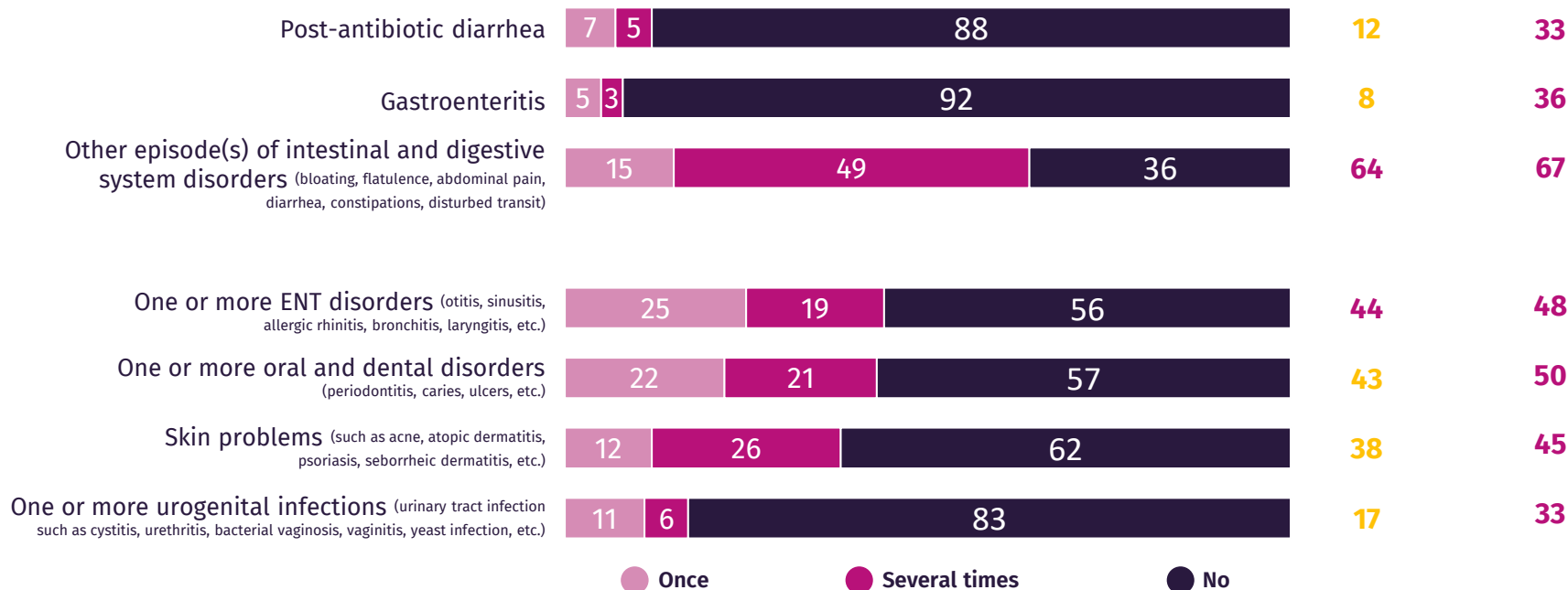
NEW

QUESTION

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

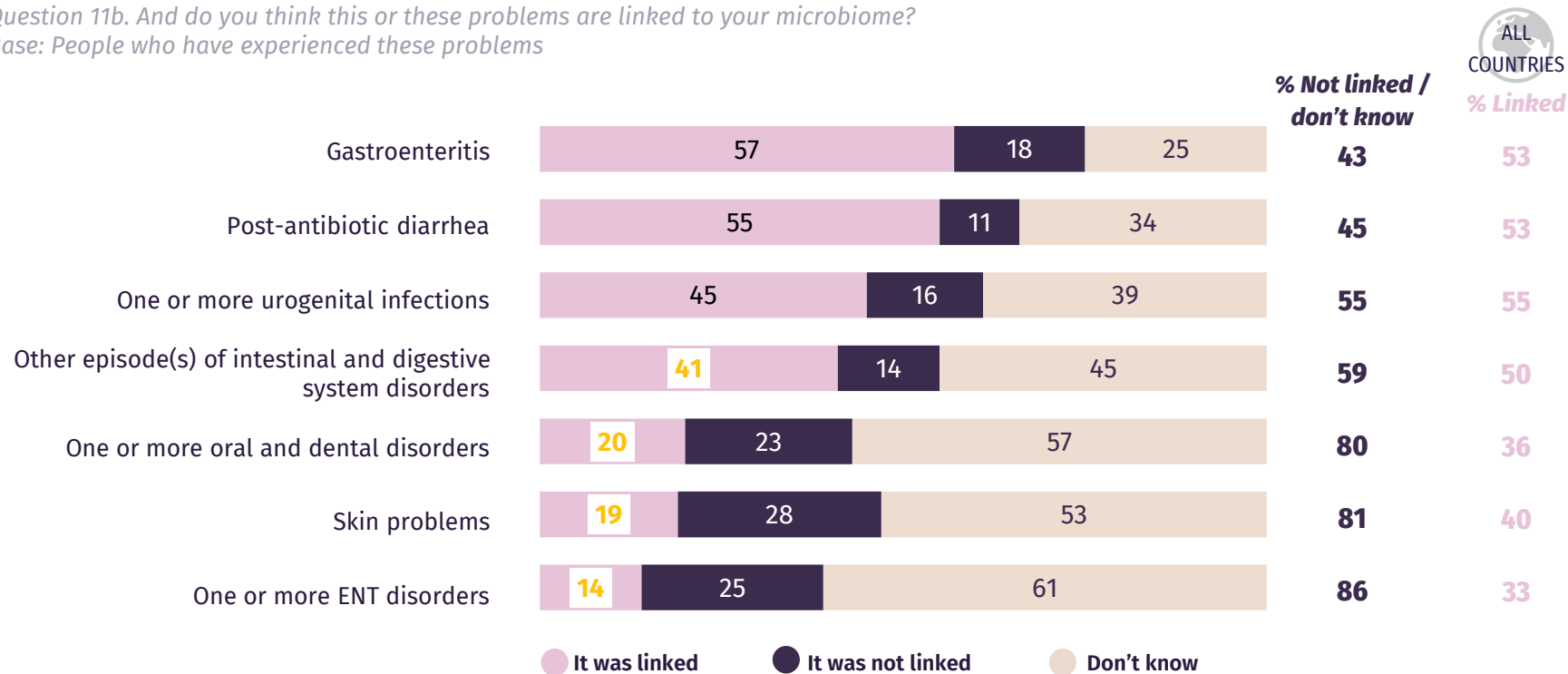
Base: All respondents

% Yes



# For each problem experienced, most of the Finns can't say whether the problem is linked to their microbiome or not, except when it is related to digestive problems for which the link seems more obvious.

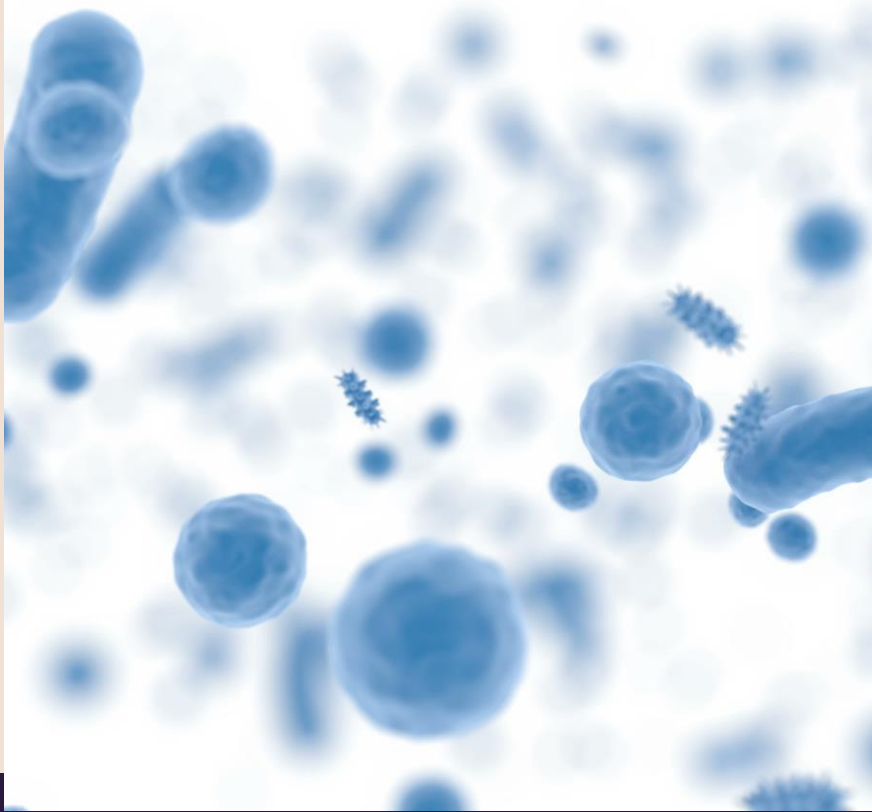
**NEW QUESTION** Question 11b. And do you think this or these problems are linked to your microbiome?  
Base: People who have experienced these problems





**Given the glaring lack of information on microbiome reported by Finnish, healthcare professionals have an important role to play.**

**5**



Text displayed to respondents:

The microbiome (or microbial flora) is a group of microorganisms such as bacteria, viruses, fungi and archaea, which live in symbiosis in our body, mainly in our digestive tract but also on the skin, in the lungs, ears, mouth and vagina.

The microbiome has many consequences for our health because it fulfils essential functions such as digesting foods, synthesis of vitamins and stimulating our immune system.

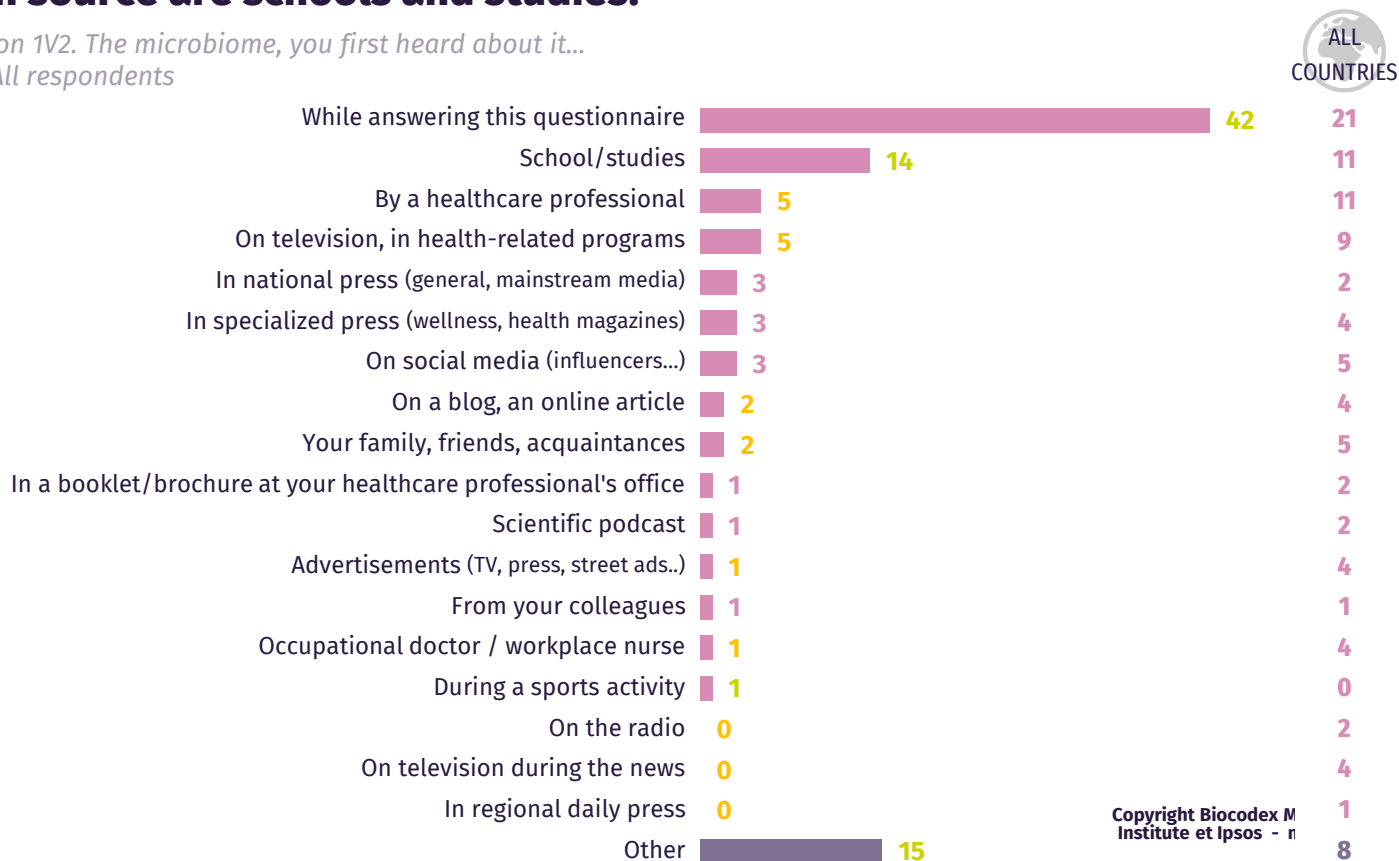
An unbalanced microbiome could be involved in certain diseases such as allergies, obesity and chronic inflammatory bowel diseases.

Recent studies also suggest that the microbiome can have an impact on our mental health and behavior, influencing our mood, cognition and motivation.

## In Finland, 2 out of 5 discover the microbiome answering the survey. Otherwise, the main source are schools and studies.

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

Base: All respondents





# Respondents aged less than 25 yo first heard about the microbiome through school or studies.

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

Base: All respondents

NEW  
QUESTION

	Total	Less than 25 yo <i>n=46</i>	25-34 yo <i>n=79</i>	35-44 yo <i>n=80</i>	45-59 yo <i>n=120</i>	60 yo and more <i>n=175</i>	Men <i>n=246</i>	Women <i>n=254</i>	Parents of children under 3 <i>n=22</i>	At least one health problem <i>n=328</i>
While answering this questionnaire	42	25	31	41	43	52	44	40	26	44
School/studies	14	38	28	15	9	5	11	18	15	14
By a healthcare professional	5	10	4	8	4	2	4	5	19	5
On television, in health-related programs	5	3	4	6	7	5	5	6	0	5
In national press (general, mainstream media)	3	0	2	1	3	6	3	3	0	2
In specialized press (wellness, health magazines)	3	0	0	4	2	4	2	3	0	3
On social media (influencers...)	3	6	3	0	2	3	2	4	4	3
On a blog, an online article	2	2	4	5	3	0	3	2	9	2
Your family, friends, acquaintances	2	6	0	4	3	1	3	2	4	3
In a booklet/brochure at your healthcare professional's office	1	0	1	1	1	1	0	2	0	1
Scientific podcast	1	0	2	0	1	1	2	0	0	1
Advertisements (TV, press, street ads...)	1	0	2	0	1	1	1	0	5	1
From your colleagues	1	0	1	0	0	1	0	1	0	0
Occupational doctor / workplace nurse	1	2	0	0	2	1	1	1	0	1
During a sports activity	1	2	3	1	0	0	2	0	0	1
On the radio	0	0	0	0	0	1	0	0	0	0
On television during the news	0	0	1	0	0	1	1	0	5	0
In regional daily press	0	0	0	0	0	1	0	0	0	0
Other	15	6	14	14	19	14	16	13	13	14

ipsos

Significant differences vs total - superior

Significant differences vs total - inferior

First source by profile

Low basis, results must be interpreted with caution

## Healthcare professionals stand out as the most trusted source of information about the microbiome, in Finland even more than among all countries.

NEW  
QUESTION

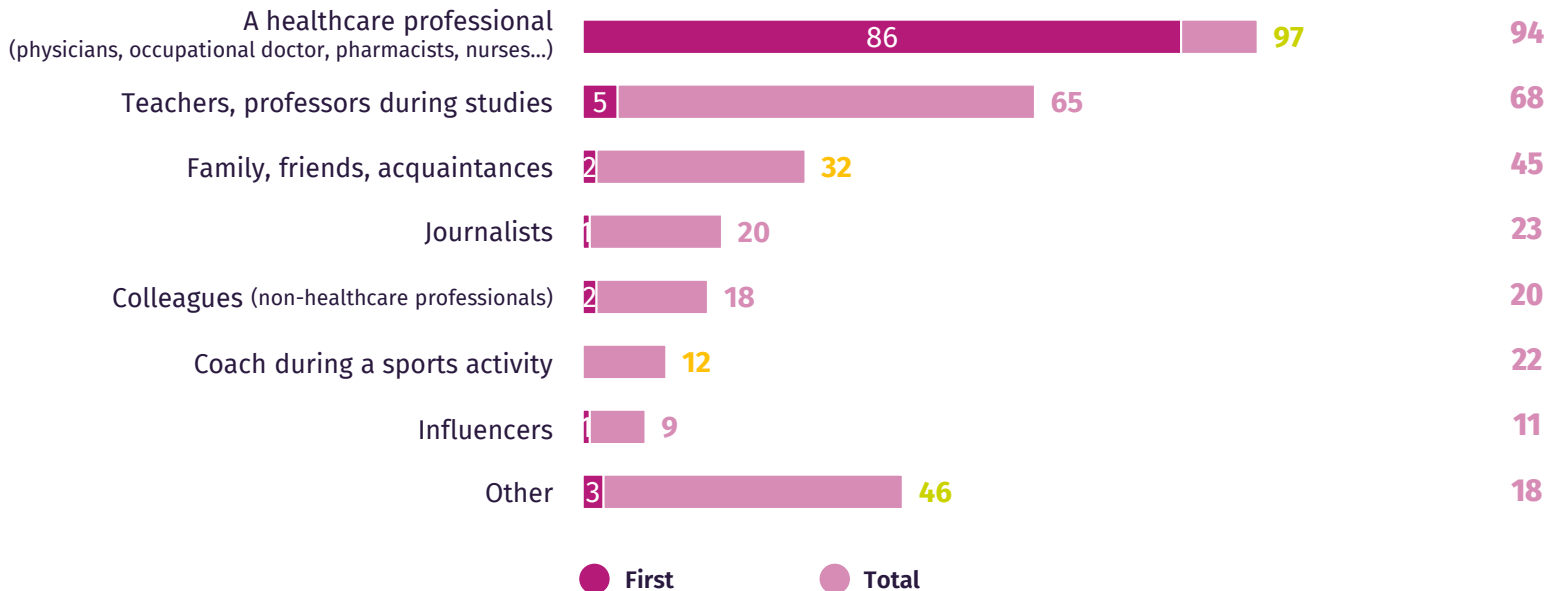
Question 2V2. For relevant and trustworthy information about microbiome, who would you trust the most?

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

Base: All respondents



% Total





## And among all age categories, healthcare professionals remain as the most reliable source of information. Teachers are more popular among Finns under 35 yo.

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

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

Base: All respondents

	Total	Less than 25 yo n=46	25-34 yo n=79	35-44 yo n=80	45-59 yo n=120	60 yo and more n=175	Men n=246	Women n=254	Parents of children under 3 ▲ n=22	At least one health problem n=328
A healthcare professional (physicians, occupational doctor, pharmacists, nurses...)	<b>97</b>	91	97	99	98	98	95	99	95	97
Teachers, professors during studies	<b>65</b>	<b>82</b>	<b>83</b>	65	66	<b>50</b>	71	59	<b>91</b>	62
Family, friends, acquaintances	<b>32</b>	38	22	32	27	39	30	34	32	35
Journalists	<b>20</b>	20	15	24	23	19	23	17	15	19
Colleagues (non-healthcare professionals)	<b>18</b>	26	20	16	15	19	20	16	34	18
Coach during a sports activity	<b>12</b>	13	17	16	12	9	12	13	18	12
Influencers	<b>9</b>	10	4	9	8	12	7	11	0	10
Other	<b>46</b>	<b>20</b>	41	41	51	<b>55</b>	42	50	<b>14</b>	47



## Finns have received very little information about the microbiome from healthcare professionals, much less than other countries.

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

Base: All respondents

Only **8%** received **ALL THESE INFORMATION**, at least one time  
**2%** received all these information several times

**30%**  
 ALL COUNTRIES 9%

% Yes

ALL COUNTRIES

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



22

48

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



20

48

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



19

45

Prescribe probiotics or prebiotics



18

50

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

## Only a minority of Finns have received explanations on what the microbiome is.



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

Base: All respondents

% Yes	Total	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	Men	Women	Parents of children under 3	At least one health problem
	base n=500	n=46	n=79	n=80	n=120	n=175	n=246	n=254	▲ n=22	n=328
Educate you about the importance of preserving as much as possible the balance of your microbiome	22	27	27	25	18	20	19	25	31	24
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	20	30	26	20	19	15	19	21	38	22
Explain to you what the microbiome is and what its role and function are	19	28	23	21	16	14	20	18	38	21
Prescribe probiotics or prebiotics	18	20	28	20	17	13	15	21	28	20

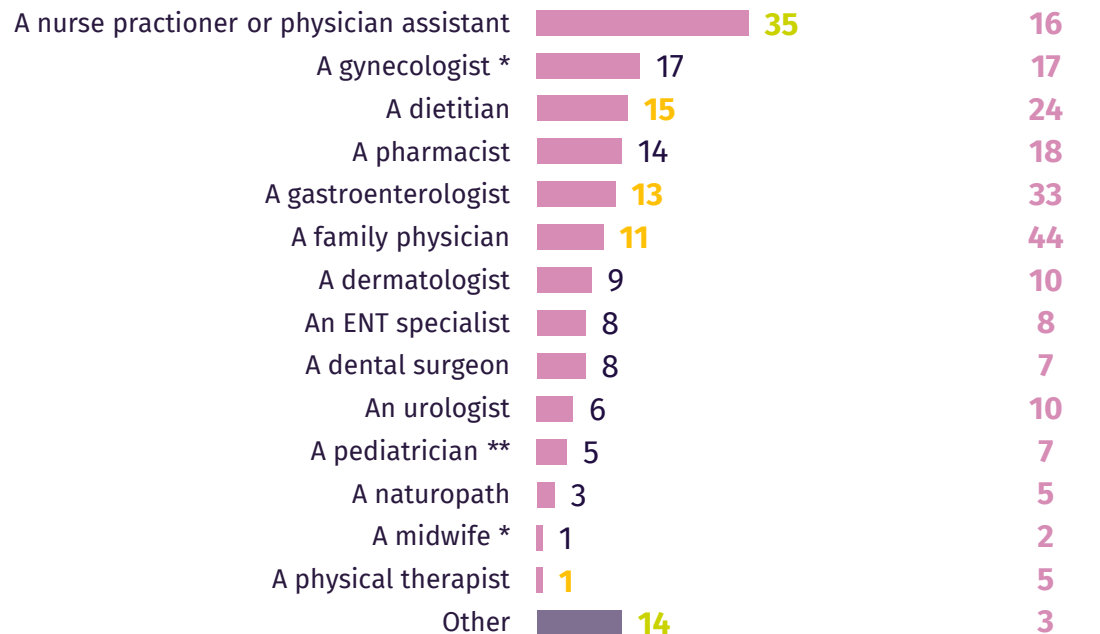


## For Finnish people who had information on microbiome, it first came from a nurse practitioner or physician assistant, much more than in other countries.

NEW  
QUESTION

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

Base: People who've received some information from HCPs (n=156)



\* Item displayed to women

\*\* Item displayed to parents

## Only a minority of Finns have received information about the microbiome after being prescribed antibiotics, which is lower than the global average.

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

Base: All respondents

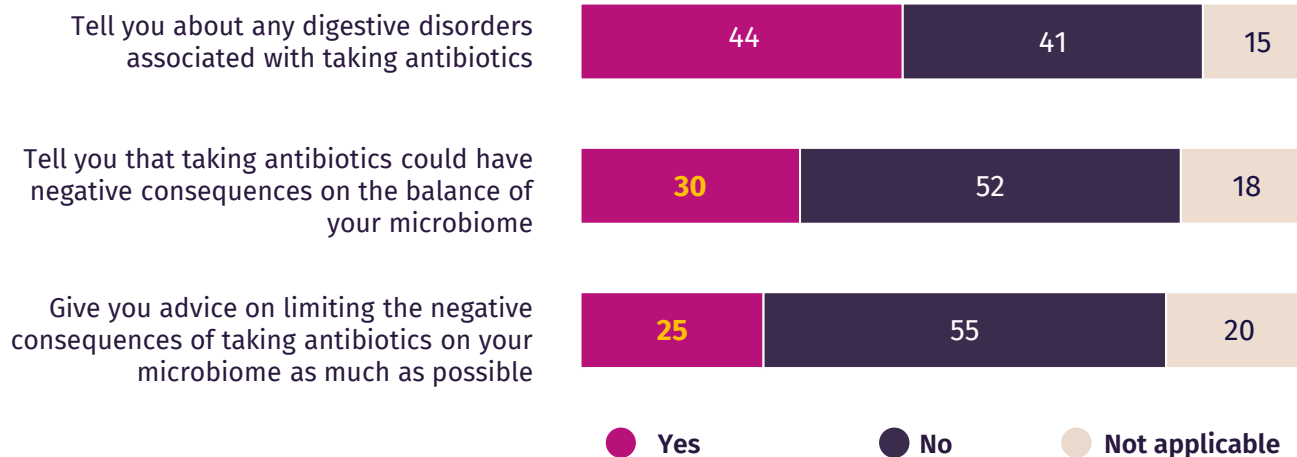
Only **18%** received ALL THESE INFORMATION from their HCPs



**27%**



**% Yes**



**46**

**39**

**39**



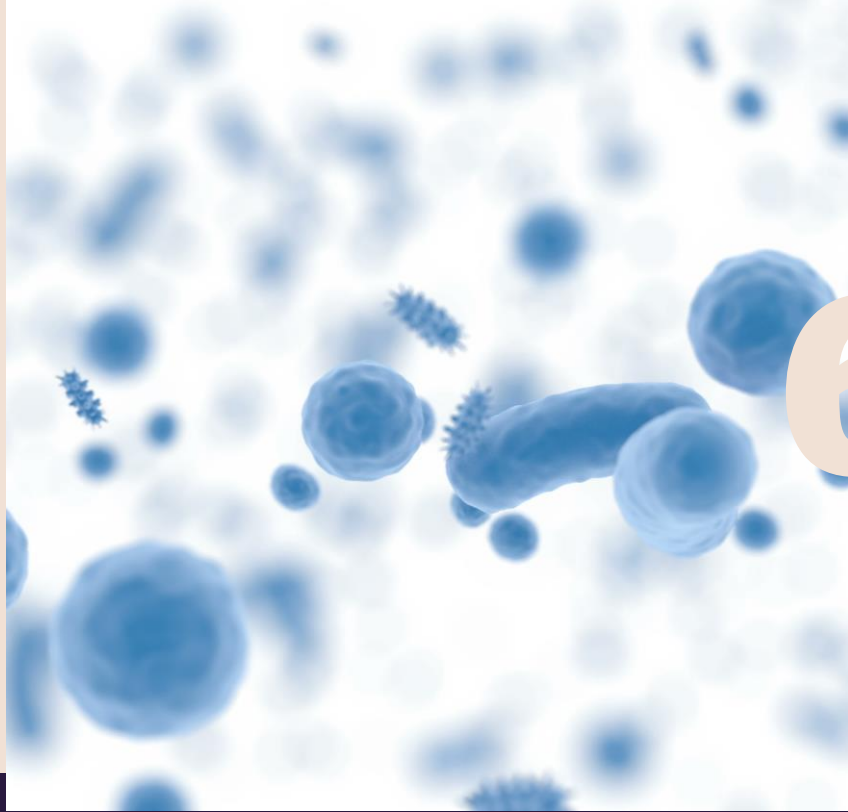
## Finns have received less information and advice when prescribed antibiotics, and so across all age groups.



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

Base: All respondents

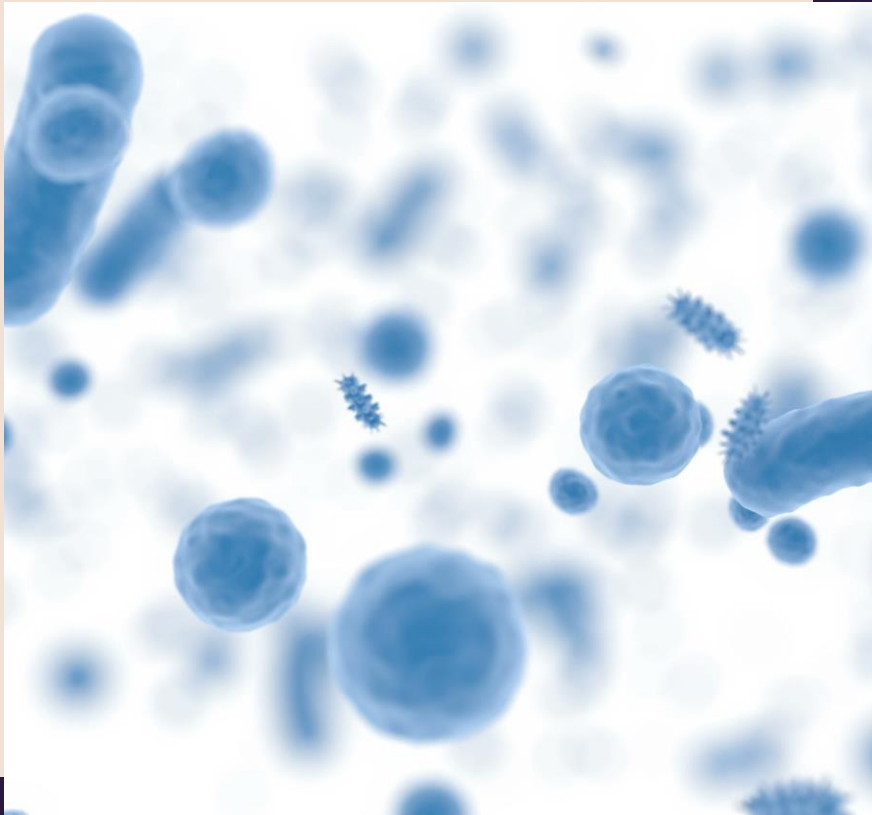
% Yes	Total	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	Parents of children under 3	At least one health problem
	base n=500	n=46	n=79	n=80	n=120	n=175	▲ n=22	n=328
<b>% HAVE RECEIVED ALL THESE INFORMATION FROM THEIR HCPS</b>	<b>18</b>	<b>16</b>	<b>20</b>	<b>18</b>	<b>14</b>	<b>19</b>	<b>29</b>	<b>17</b>
Tell you about any digestive disorders associated with taking antibiotics	<b>44</b>	42	55	41	41	43	56	48
Tell you that taking antibiotics could have negative consequences on the balance of your microbiome	<b>30</b>	33	37	26	29	30	44	29
Give you advice on limiting the negative consequences of taking antibiotics on your microbiome as much as possible	<b>25</b>	27	33	25	23	24	42	25



6

## Focus on the vaginal microbiome

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



Text displayed to respondents:

In the next questions, we will discuss the vaginal microbiome, also known as vaginal flora. Please read before answering the next questions.

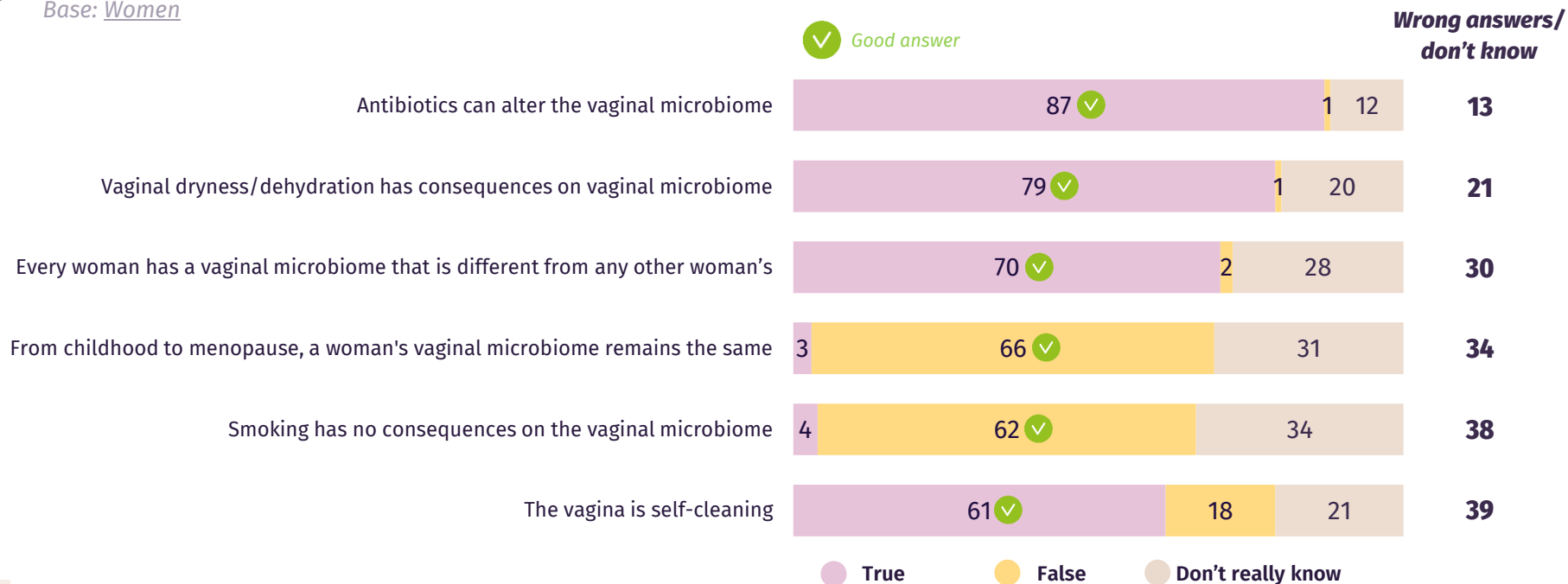
Many people say “vagina” whereas they usually refer to the vulva. The vulva is the outside, visible part of your genitals — your labia (lips), clitoris, vaginal opening, and the opening to your urethra (the hole you pee out of). The vagina is the inside - the stretchy tube that connects your vulva to your cervix and uterus. The vagina allows for sexual intercourse and birth. It also channels menstrual flow.

## Finnish women have good knowledge on vaginal microbiome: 4 out of 5 know that antibiotics and vaginal dryness can affect the 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



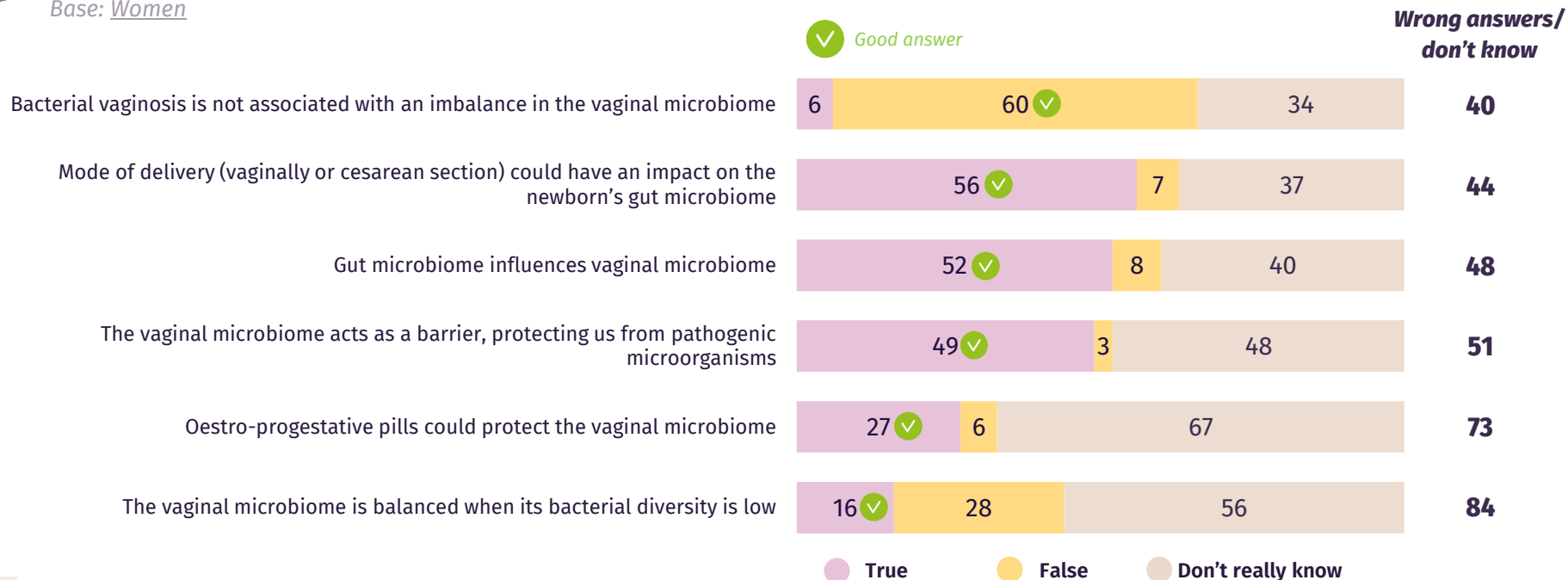


## However, Finnish women have limited knowledge about the vaginal microbiome composition and the effect of oestro-progestative pills.



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





## When focusing on the vaginal microbiome, knowledge appears better in Finland than the average on many aspects.

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
Antibiotics can alter the vaginal microbiome	87	69
Vaginal dryness/dehydration has consequences on vaginal microbiome	79	69
Every woman has a vaginal microbiome that is different from any other woman's	70	64
From childhood to menopause, a woman's vaginal microbiome remains the same	66	55
Smoking has no consequences on the vaginal microbiome	62	55
The vagina is self-cleaning	61	56
Bacterial vaginosis is not associated with an imbalance in the vaginal microbiome	60	44
Mode of delivery (vaginally or cesarean section) could have an impact on the newborn's gut microbiome	56	40
Gut microbiome influences vaginal microbiome	52	43
The vaginal microbiome acts as a barrier, protecting us from pathogenic microorganisms	49	68
Oestro-progestative pills could protect the vaginal microbiome	27	22
The vaginal microbiome is balanced when its bacterial diversity is low	16	30



Significant differences vs total - superior



Significant differences vs total - inferior



## There are no real differences in terms of knowledge according to the women's age.

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

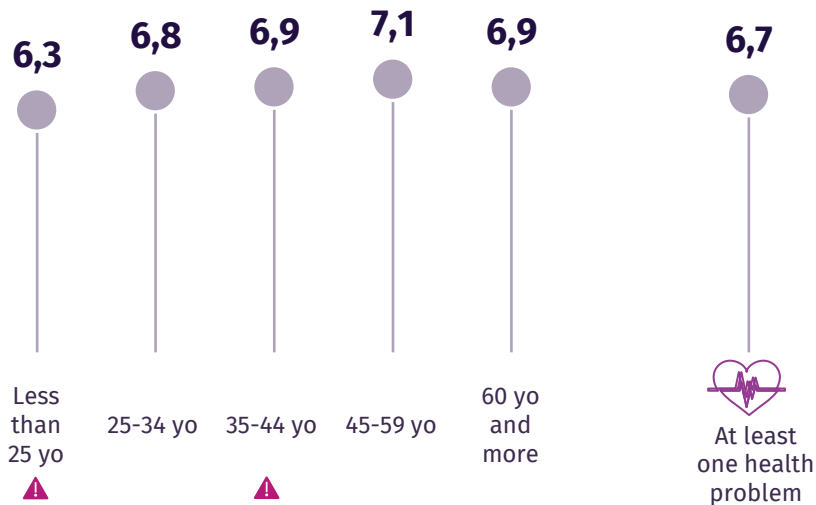
Base: Women



6,2

6,9/12

Number of good responses on average



● Significant differences vs total - superior

● Significant differences vs total - inferior

⚠ Low basis, results must be interpreted with caution

## Very few Finnish women have received any information or advice from their HCPs about the vaginal microbiome, much less compared to other countries.

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

Base: Women

**18%** received **ALL THESE INFORMATION**, at least one time  
**6%** received **all these information several times**

ALL  
COUNTRIES

**37%**  
14%

% Yes

ALL  
COUNTRIES

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



29

48

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



28

48

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



22

43



Yes, several times



Yes, once



No, never

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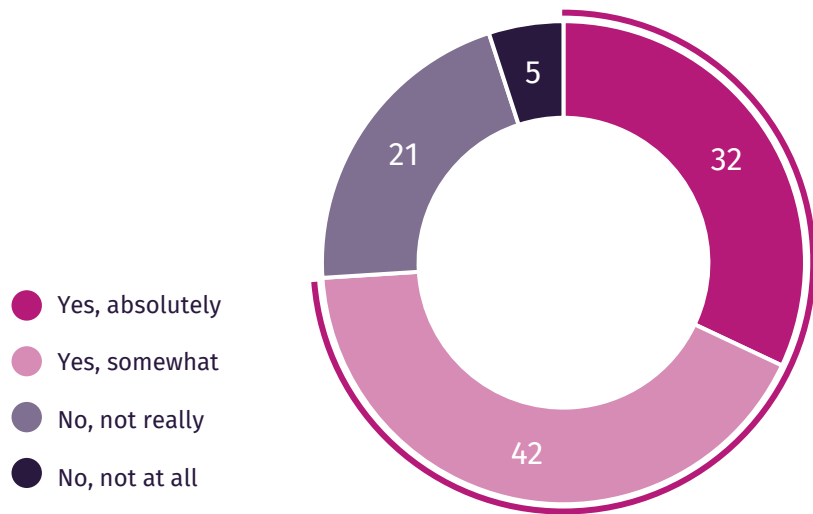
Ipsos

## 3 out of 4 Finnish women would like to have more information about the importance of the 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 vaginal microbiome and its impact on your health?

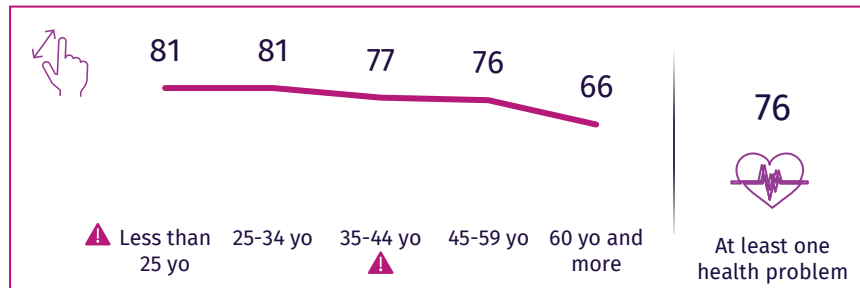
Base: Women



**74%** would like to have more information about the importance of the vaginal microbiome and its impact on health



**88%**



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

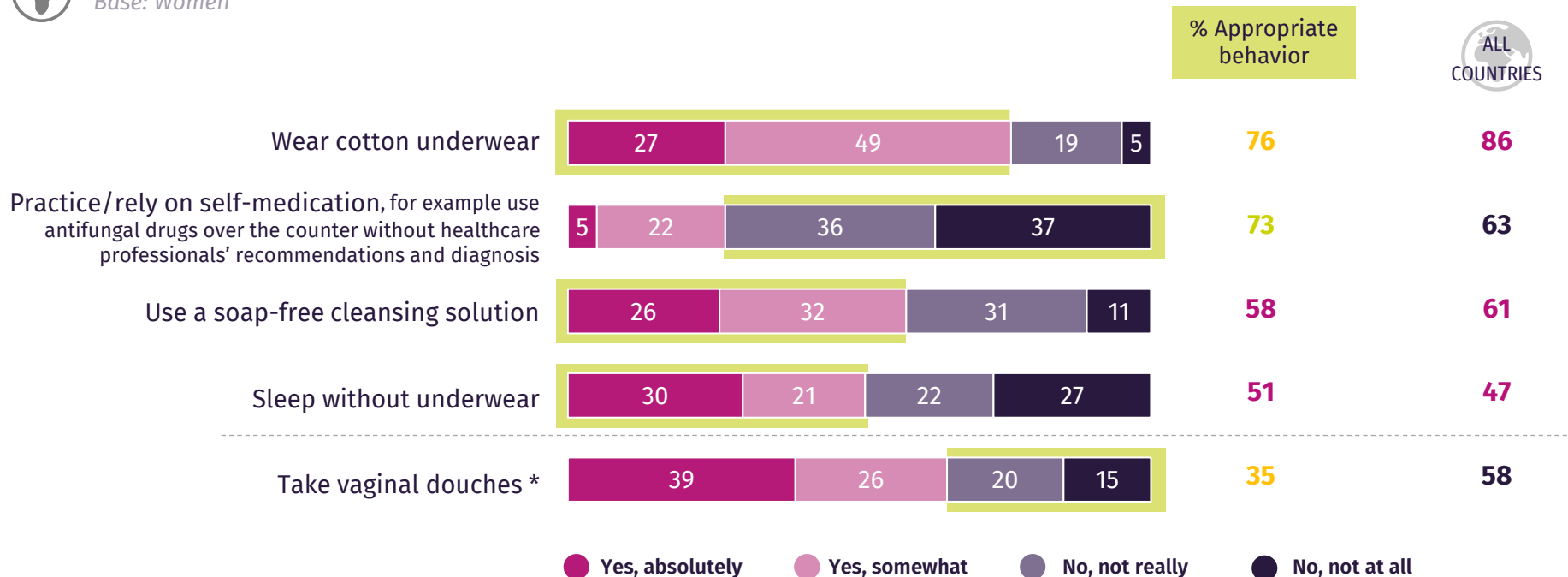
▲ Low basis, results must be interpreted with caution

# Finnish women are adopting specific behaviors to protect their vaginal microbiome. However, only a third of them avoid vaginal douches, which is lower compared to other countries.



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

Base: Women



\*For this item, the following definition was provided: Vaginal douching is washing or cleaning out the inside of the vagina with water or a mixture of fluids to eliminate odors and "clean" the vagina. Please do not confuse the vaginal douching (The vagina is the inside) with vulvar washing (The vulva is the outside).

## The oldest are more likely to adopt specific behaviours in their daily life.

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

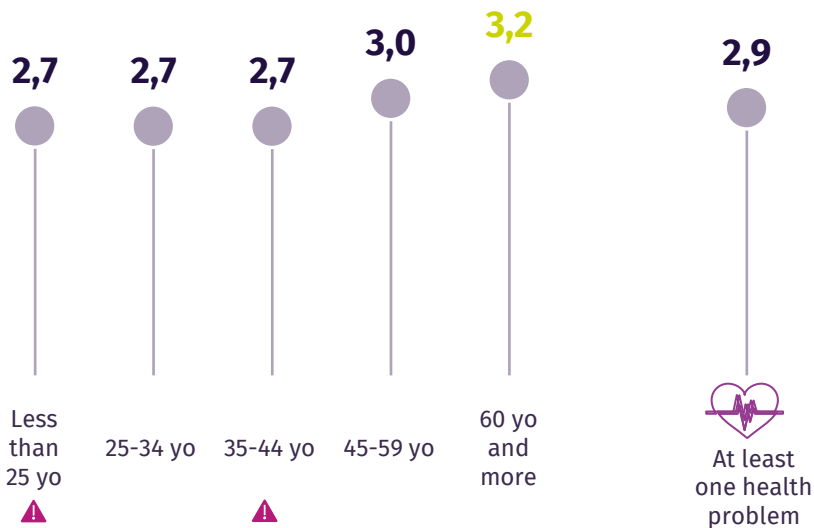
Base: Women

ALL  
COUNTRIES

3,2

2,9/5

Number of appropriate behaviors  
adopted on average



● Significant differences vs total - superior

● Significant differences vs total - inferior

⚠ Low basis, results must be interpreted with caution

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A large, light purple illustration of various bacterial shapes, including rods, cocci, and branching structures, filling the left side of the slide.

## Main results per country



# Learnings on Finnish results



Awareness of the microbiome & its diversity	
Know exactly what is « microbiome »	8%
Subtotal « Aware »	41%
Subtotal Aware of the gut microbiome	33%
Subtotal Aware of all microbiome	20%
Level of knowledge around the microbiota	
Mean of good answers	5,9/9
Level of knowledge around the solutions which can maintain the microbiota balanced	
Know exactly what are probiotics	25%
Know exactly what are prebiotics	12%
Adoption and identification of appropriate behaviors to maintain a balanced microbiota	
Have changed their behaviors	36%
Level of information provided by healthcare professionals	
Have heard about the microbiome from healthcare professional	5%
Received at least one piece of information at least once	32%

## Key learnings

Finland was added to the Observatory's scope this year. In the country, awareness of the microbiome is very low compared to other countries. The term 'flora' is more familiar to Finns, but still less familiar than the global average. However, the Finnish have a better knowledge of the role and functions of the microbiome than the global average. This better knowledge doesn't lead to better behaviour. The Finns are less likely than other countries to have changed their behaviour to keep their microbiome in balance, especially they are less likely to consume probiotics and prebiotics. We observed a high lack of information about the microbiome among Finns: only a minority had received an explanation about the microbiome from a healthcare professional. This lack of information is even greater in Finland than in other countries. In Finland, the first source of information about the microbiome is the nurse or physician assistant, a HCP who can be relied on to improve the knowledge of Finnish people.



# ANNEXES

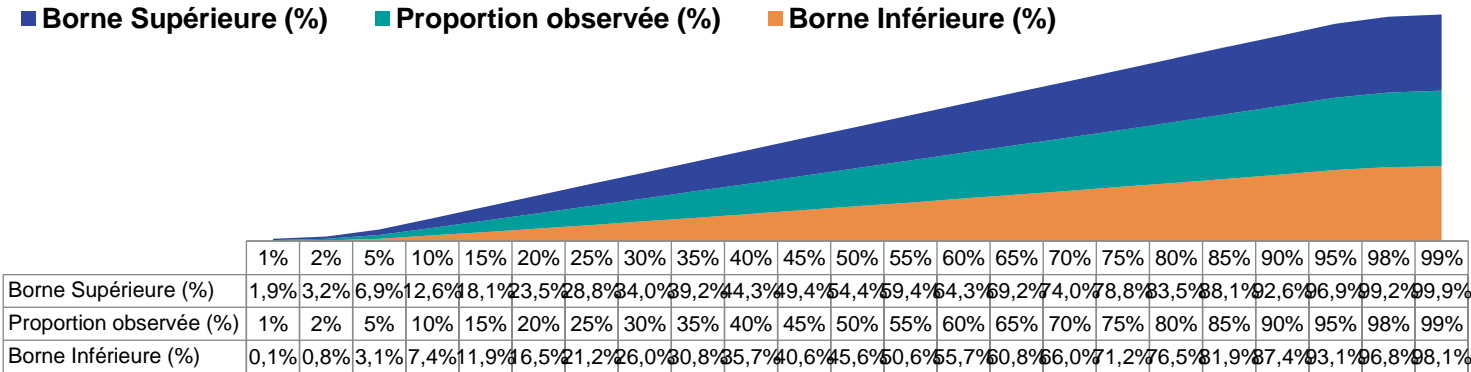
# FIABILITÉ DES RÉSULTATS

## 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 :



# SURVEY OVERVIEW

## CAWI survey – Online panel



### SAMPLE

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



### DATA COLLECTION

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



### DATA PROCESSING

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

## SURVEY MATERIAL THE QUESTIONNAIRE



Questionnaire

# RELIABILITY OF RESULTS : SELF COMPLETION ONLINE SURVEYS IIS

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

## UPSTREAM OF THE DATA COLLECTION

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

## DURING THE DATA COLLECTION

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

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

## DOWNSTREAM OF THE DATA COLLECTION

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

# SURVEY OVERVIEW

## Organization (CAWI survey - Online panel)



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

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



### ACTIVITIES CARRIED OUT BY IPSOS EXPERT LOCAL TEAMS

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

# ABOUT IPSOS

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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).

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