



International Microbiota Observatory

L'Observatoire International
des Microbiotes

Second wave

Vietnamese results



Methods

Methods

This international survey was conducted online in **11 countries** from January 26th – February 26th, 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.



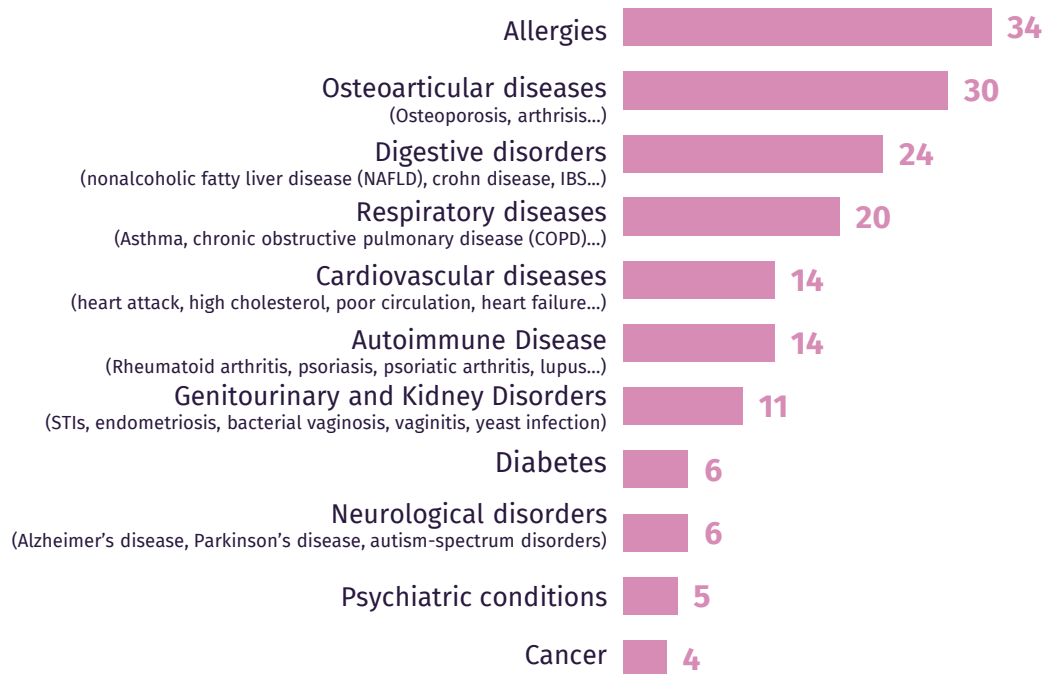
People with current conditions A focus detailed throughout the report

NEW

QUESTION

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

Base: All respondents





Vietnam stands out with a higher awareness of the microbiome compared to other countries.

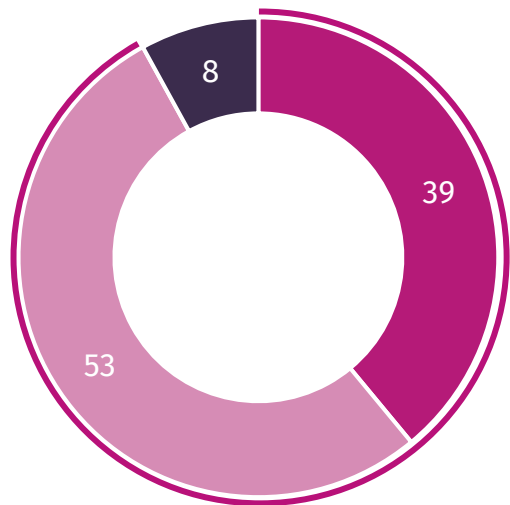


Awareness of the microbiome is much higher in Vietnam, where the vast majority of people have already heard of it. And almost 2 out of 5 know exactly what it is.



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

Base: All respondents

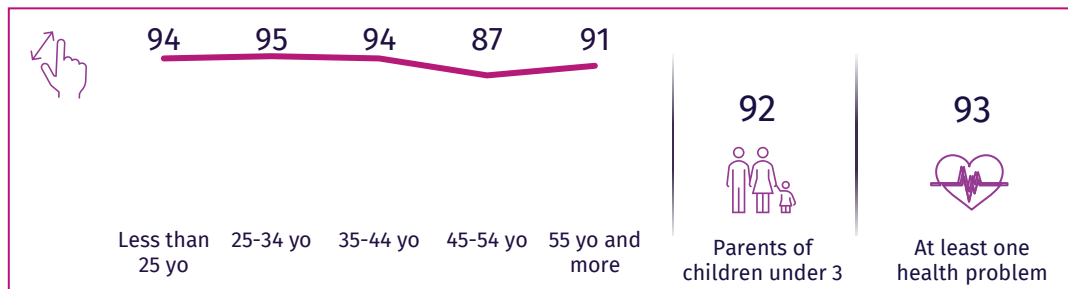


- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I never heard about it

92% have already heard about the term microbiome



70%



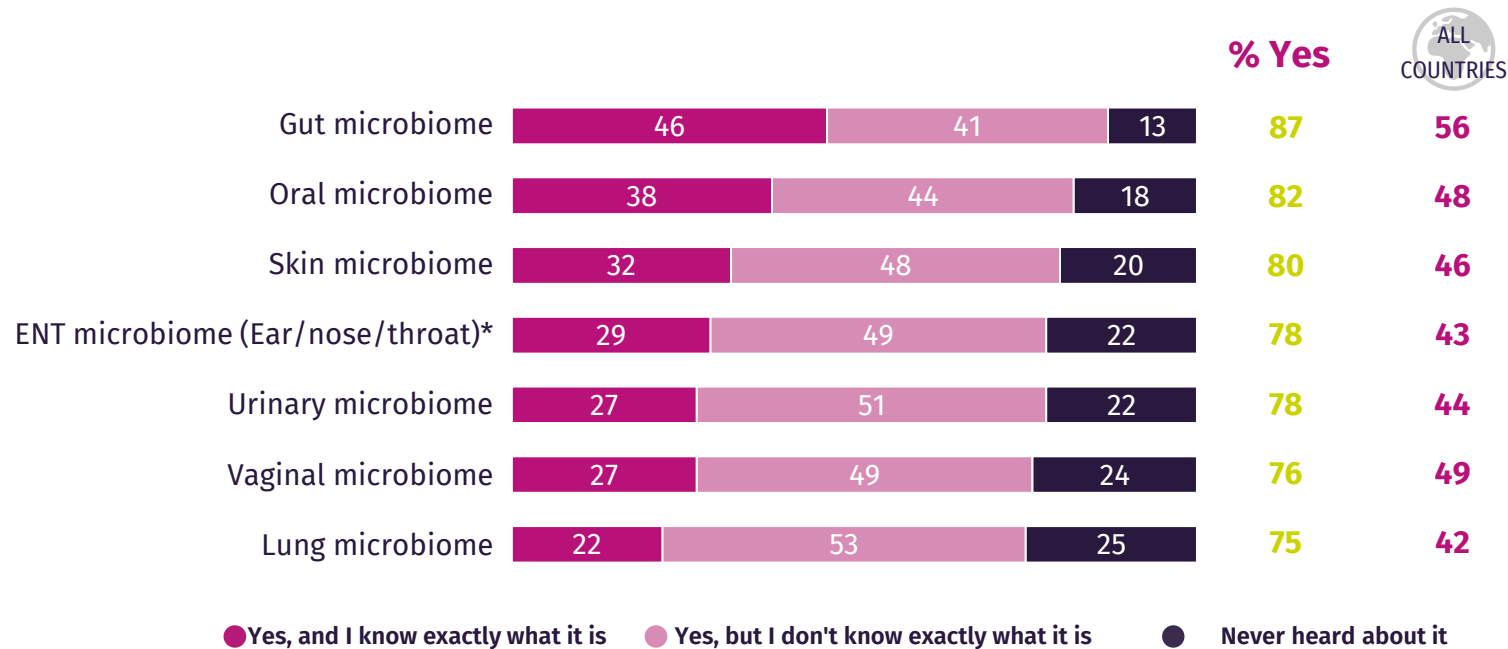
● Significant differences vs total - superior ● Significant differences vs total - inferior



And Vietnamese have a better awareness of each type of microbiome, compared to other countries. However, their knowledge remains imprecise.

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

Base: All respondents



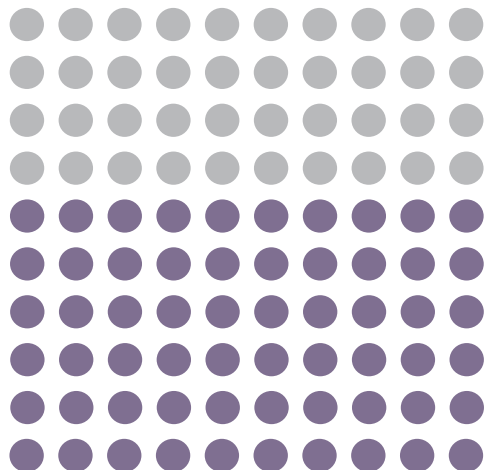


3 out of 5 have already heard of each type of microbiome, compared to 1 out of 3 overall.



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

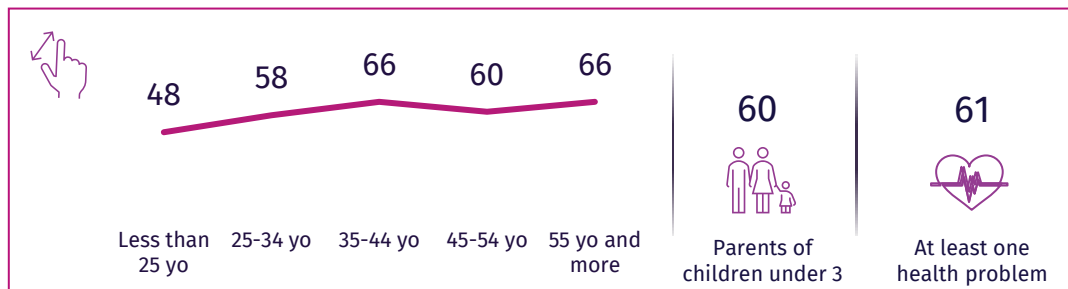
Base: All respondents



60% have already heard of each microbiome:
Gut, vaginal, skin, lung, urinary, oral and ENT microbiome



32%



But only **11%** know precisely all of them



8%



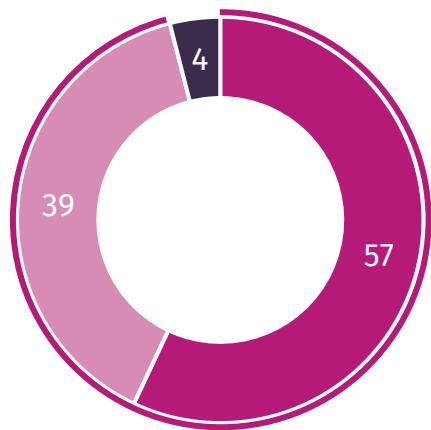
The term “flora” is even more popular than microbiome in Vietnam.



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

Base: All respondents

Gut flora *

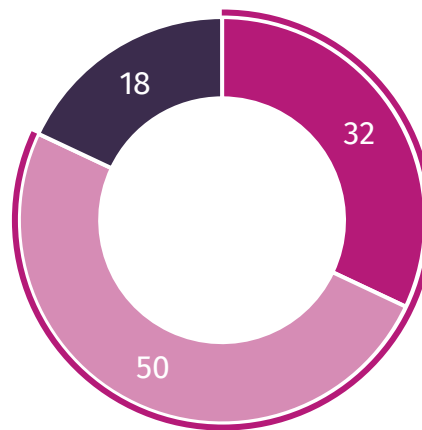


96%
have already heard
about gut flora



88%

Vaginal flora



82%
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

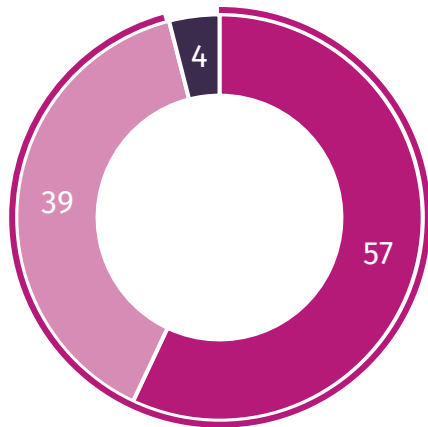


Awareness of Gut flora is similar among Vietnamese people regardless of age or gender.

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

Base: All respondents

Gut flora *

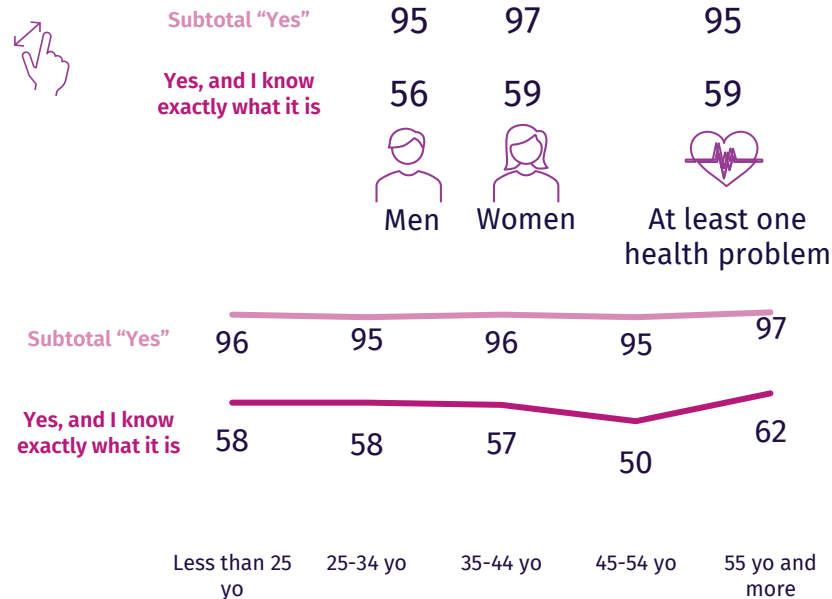


96%
have already heard
about gut flora



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





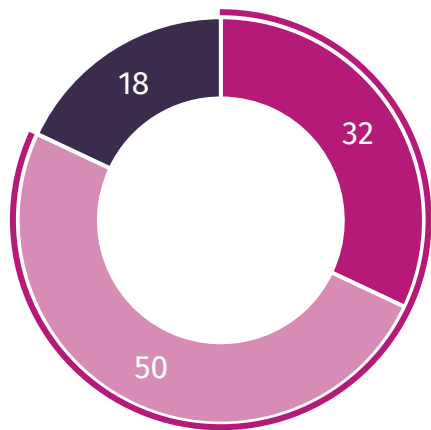
Women have a better awareness of vaginal flora than men.



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

Base: All respondents

Vaginal flora



82%
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"

79

84

81

Yes, and I know
exactly what it is

24

40

33



Men



Women



At least one
health problem

Subtotal "Yes"

77

83

87

72

86

Yes, and I know
exactly what it is

33

32

31

23

40

Less than 25
yo

25-34 yo

35-44 yo

45-54 yo

55 yo and
more



2

Vietnamese have a pretty good knowledge of the role and functions of microbiome

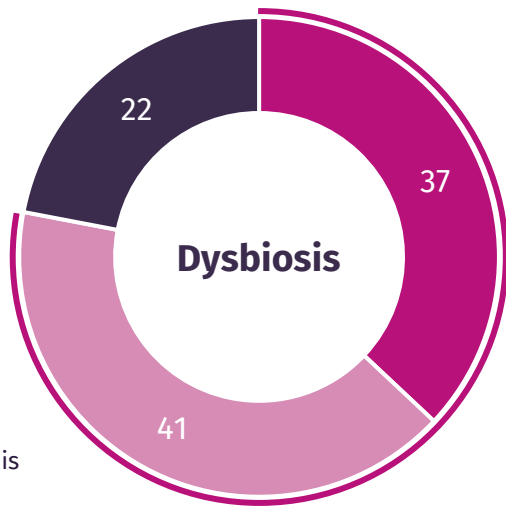


Dysbiosis is a much more popular term among Vietnamese: more than 3 out of 4 know what it is. Knowledge is even better among Vietnamese aged 35-44 yo.



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

Base: All respondents

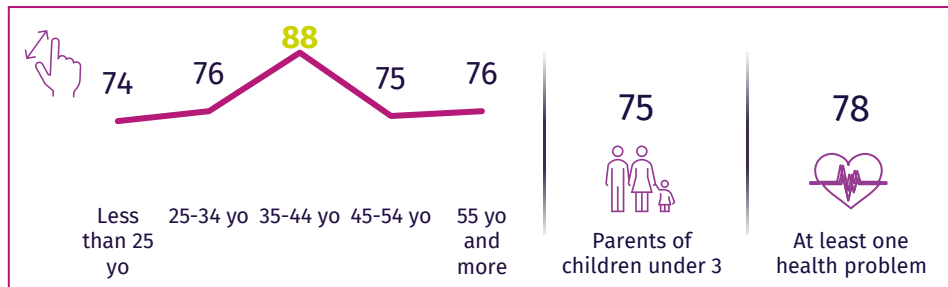


- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- Never heard about it

78% have already heard about the term 'dysbiosis'



34%



Significant differences vs total - superior

Significant differences vs total - inferior



Knowledge of the microbiome in Vietnam is quite good, although some aspects can be improved, such as its diversity and, above all, its composition.



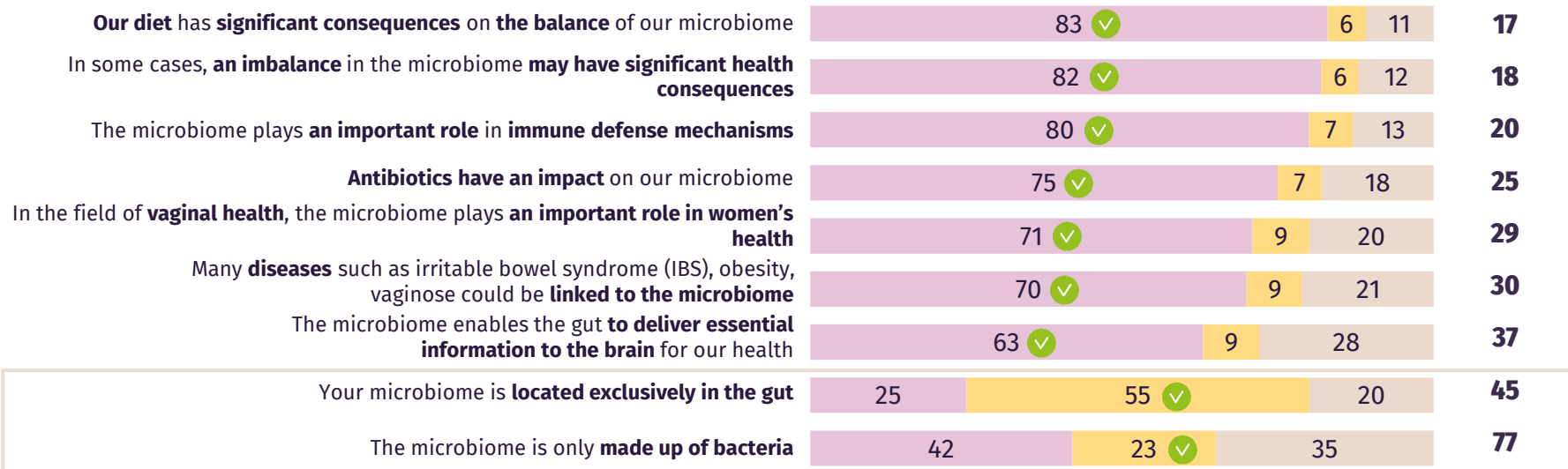
Question 4. For each of the following statements, tell us if you think it is TRUE or FALSE. If you are unsure about your answer, answer I do not really know.

Base: All respondents



Good answer

Wrong answers/
don't know



True

False

Don't really know



Overall, Vietnam has a better knowledge of the role and functions of microbiome compared to 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
Our diet has significant consequences on the balance of our microbiome	83	78
In some cases, an imbalance in the microbiome may have significant health consequences	82	77
The microbiome plays an important role in immune defense mechanisms	80	74
Antibiotics have an impact on our microbiome	75	70
In the field of vaginal health , the microbiome plays an important role in women's health	71	68
Many diseases such as irritable bowel syndrome (IBS), obesity, vaginose could be linked to the microbiome	70	64
The microbiome enables the gut to deliver essential information to the brain for our health	63	53
Your microbiome is located exclusively in the gut	55	46
The microbiome is only made up of bacteria	23	28





Knowledge is fairly similar across all age groups. Women seem to have slightly better knowledge than men.



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.

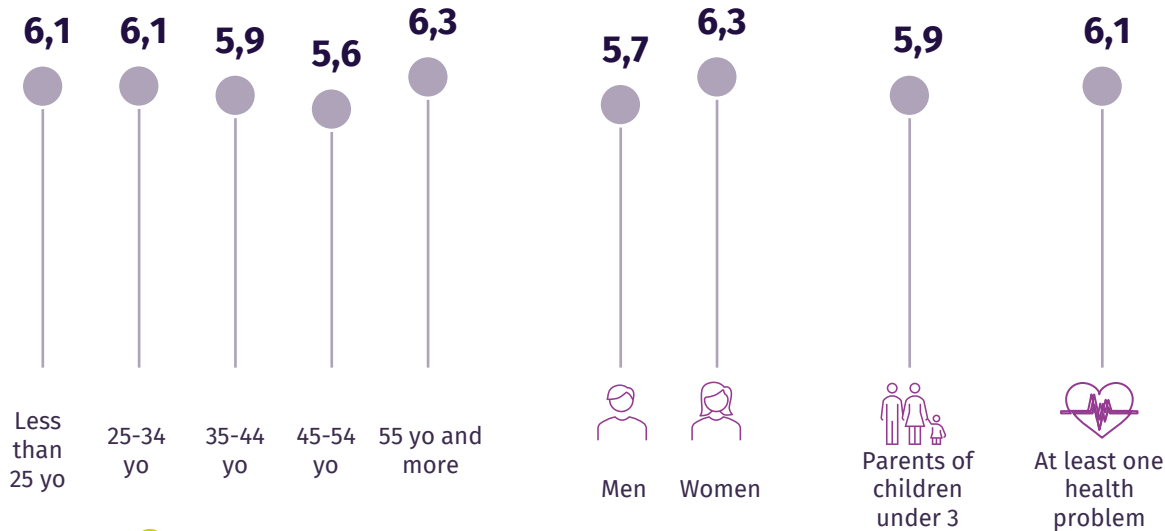
Base: All respondents



5,6

6,0/9

Number of good responses on average



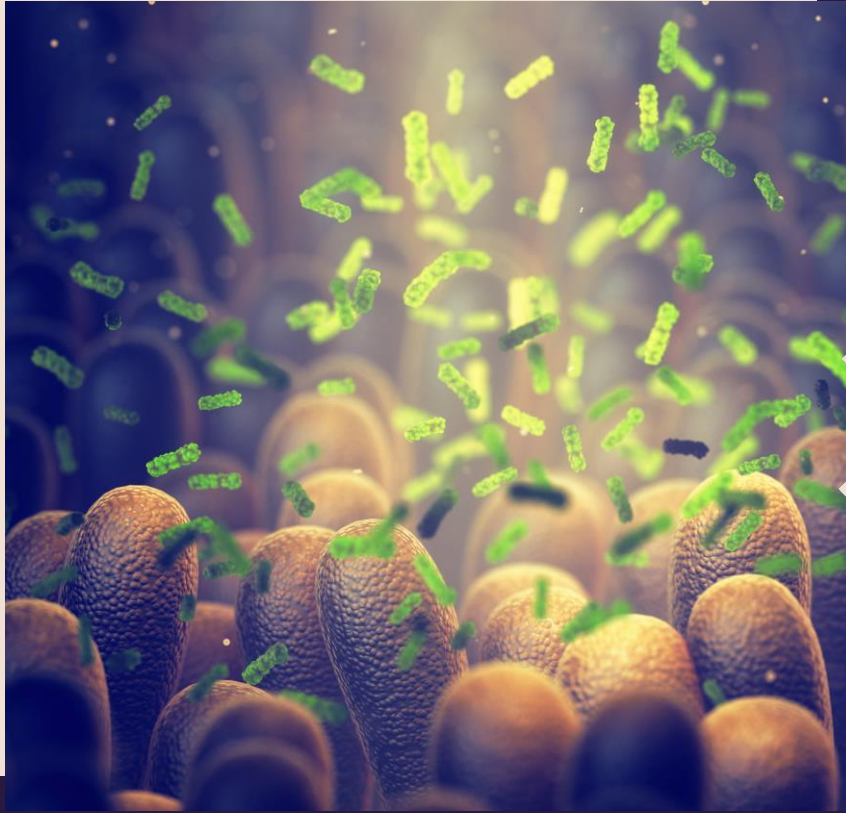
Significant differences vs total – superior

Significant differences vs total – inferior

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3

To maintain a balanced microbiome, Vietnamese have adopted many behaviors, including the consumption of probiotics and prebiotics.

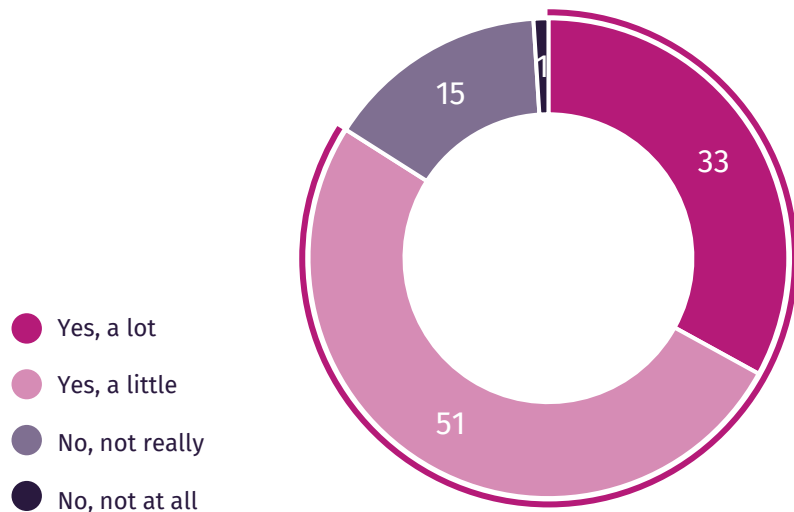


More than 4 out of 5 people have changed their behaviors to keep their microbiome balanced and functioning as smoothly as possible, which is higher than average.

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?

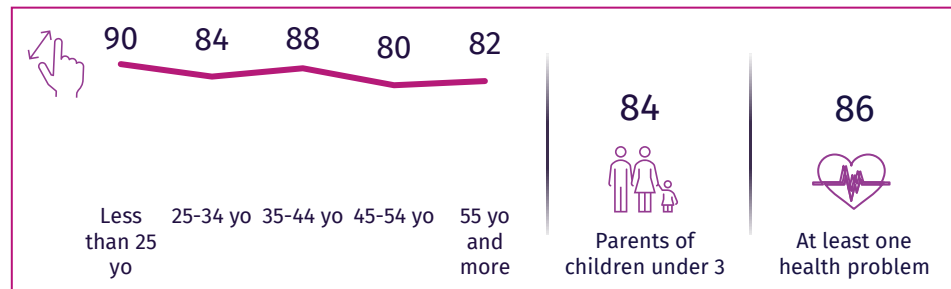
Base: All respondents



84% have changed their behaviors



58%



● Significant differences vs total - superior

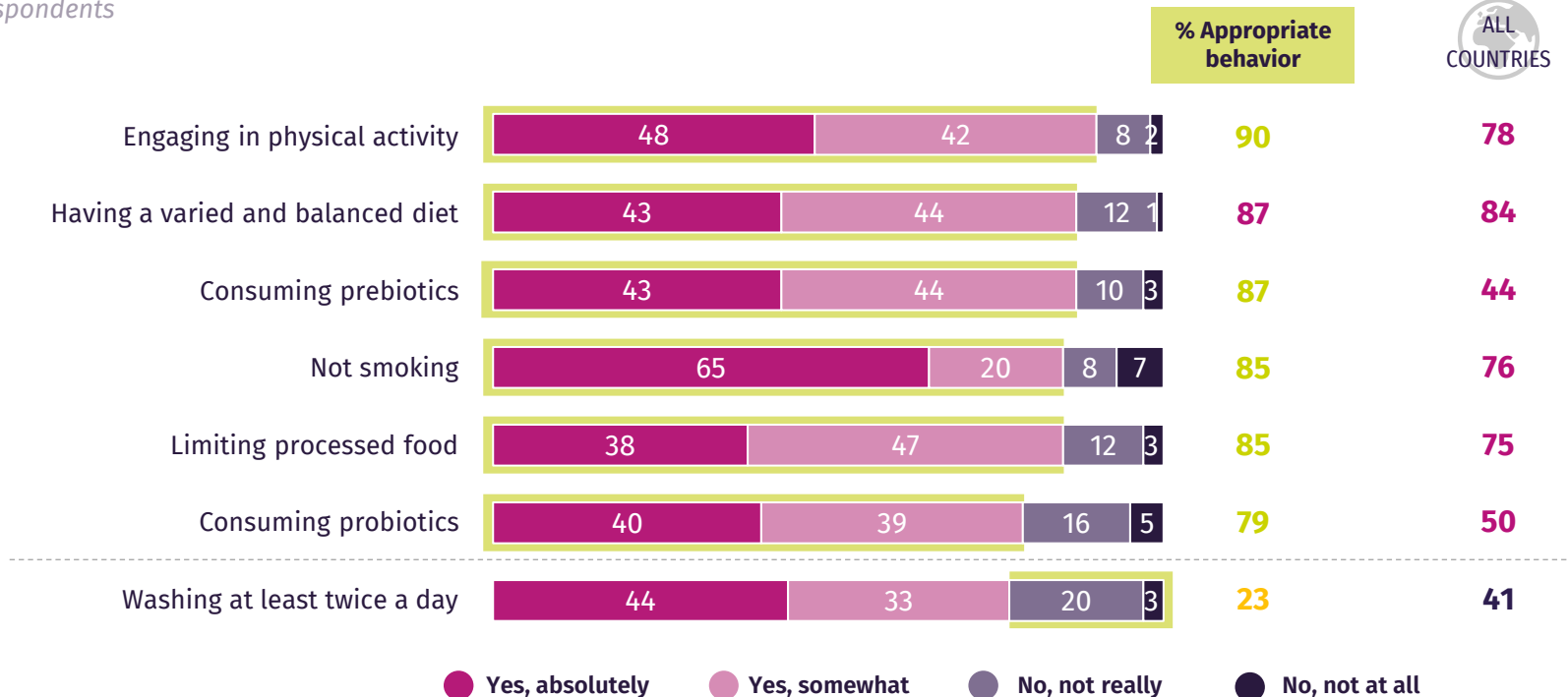
● Significant differences vs total - inferior



Vietnamese are more likely than other countries to have adopted behaviors to maintain their microbiome. But they are also more likely to wash more than once a day, even though this is detrimental to their microbiome.

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

Base: All respondents





Men have adopted fewer appropriate behaviors for their microbiome compared to the average.

NEW

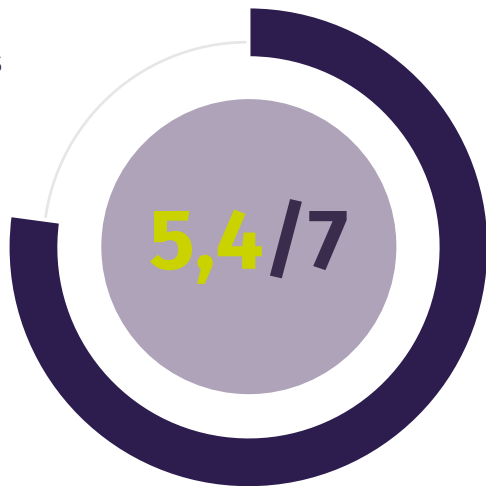
QUESTION

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

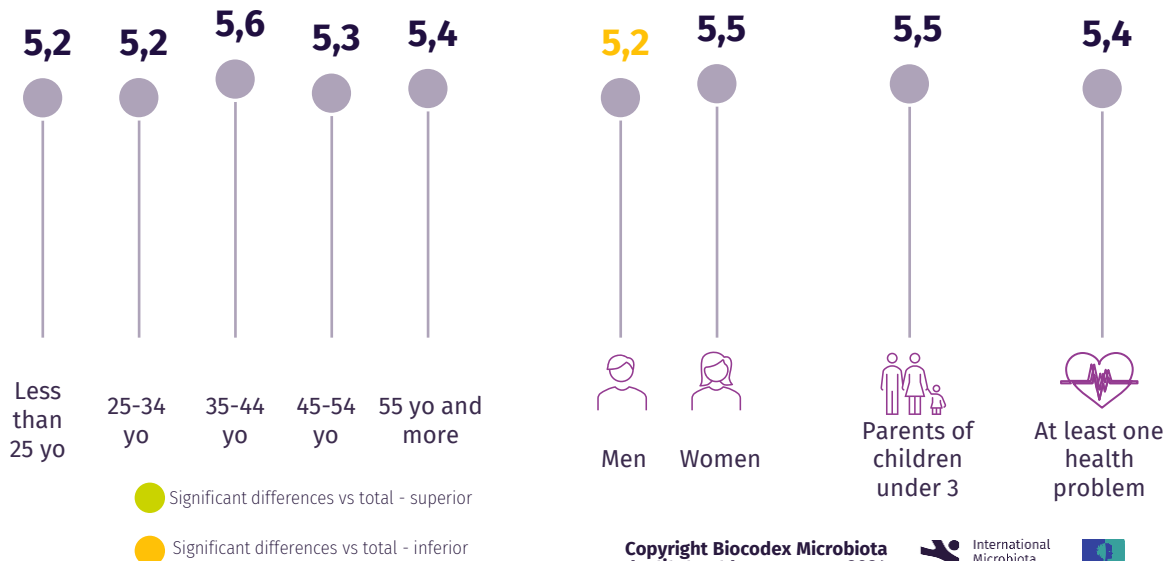
Base: All respondents

ALL
COUNTRIES

4,5



Number of good
responses on average





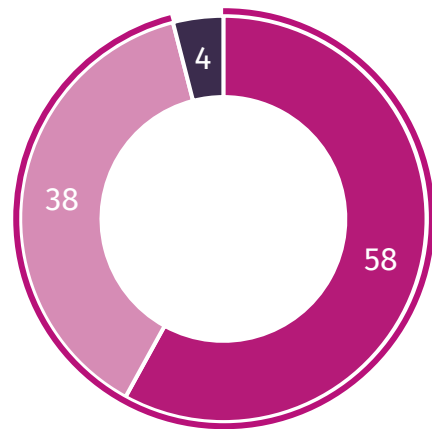
Vietnamese seem to have an above-average awareness of probiotics and prebiotics. However, a significant part of the population still doesn't know exactly what they are.



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

Base: All respondents

Probiotics

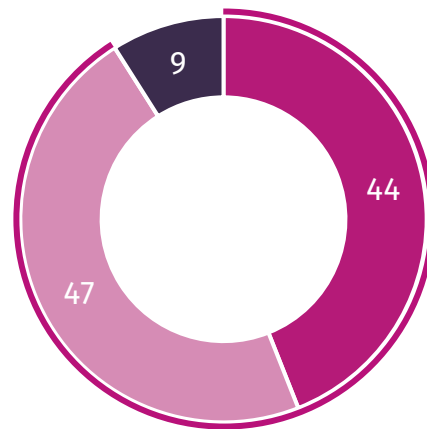


96%
have already heard
about probiotics



89%

Prebiotics



91%
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

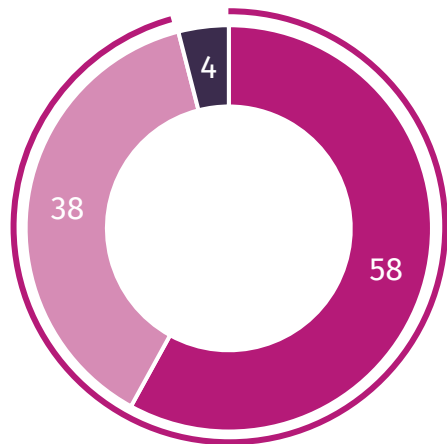


Almost 3 out of 5 Vietnamese know precisely what probiotics are, a similar level of awareness regardless of age or gender.

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

Base: All respondents

Probiotics



96%
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



Subtotal "Yes"

94

98

96

Yes, and I know
exactly what it is

52

65

59



Men



Women



At least one
health problem

Subtotal "Yes"

94

95

96

97

99

Yes, and I know
exactly what it is

64

56

56

58

61

Less than 25
yo

25-34 yo

35-44 yo

45-54 yo

55 yo and
more

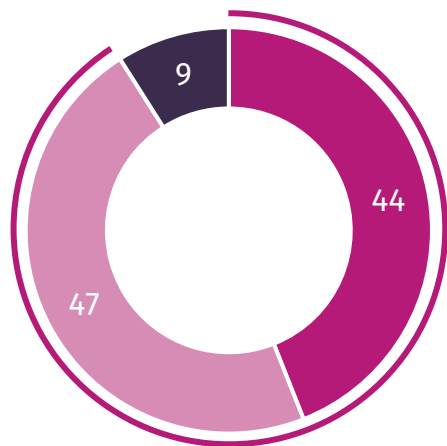


And more than 2 out of 5 Vietnamese say they know exactly what prebiotics are, a similar level of awareness regardless of age or gender.

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

Base: All respondents

Prebiotics




91%
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"

88

93

91

Yes, and I know
exactly what it is

38

49

44



Men



Women



At least one
health problem

Subtotal "Yes"

89

92

97

87

88

Yes, and I know
exactly what it is

35

47

47

41

43

Less than 25
yo

25-34 yo

35-44 yo

45-54 yo

55 yo and
more



When faced with a microbiome-related health problem, Vietnamese are more likely to link it to their microbiome than average.



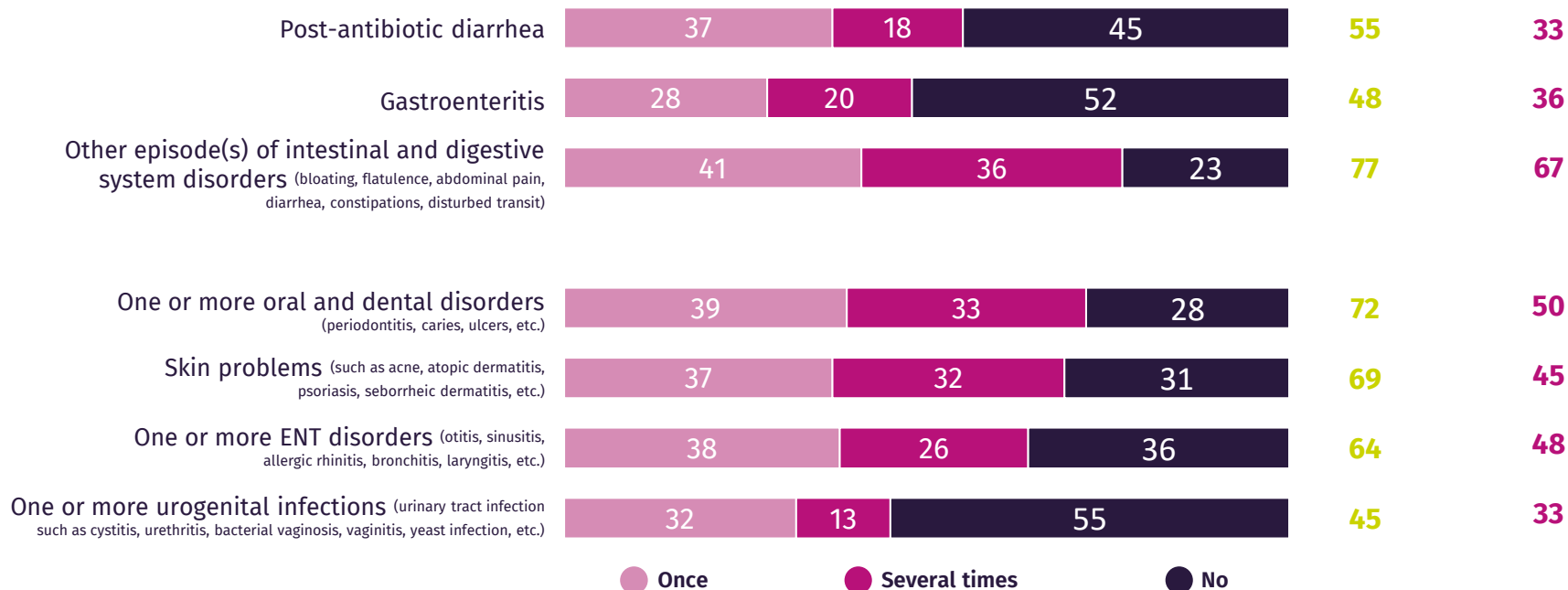
In the past 12 months, half of Vietnamese have experienced post-antibiotic diarrhea or gastroenteritis, while almost 4 out of 5 had other episodes of intestinal and digestive system disorders.

NEW
QUESTION

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

Base: All respondents

% Yes



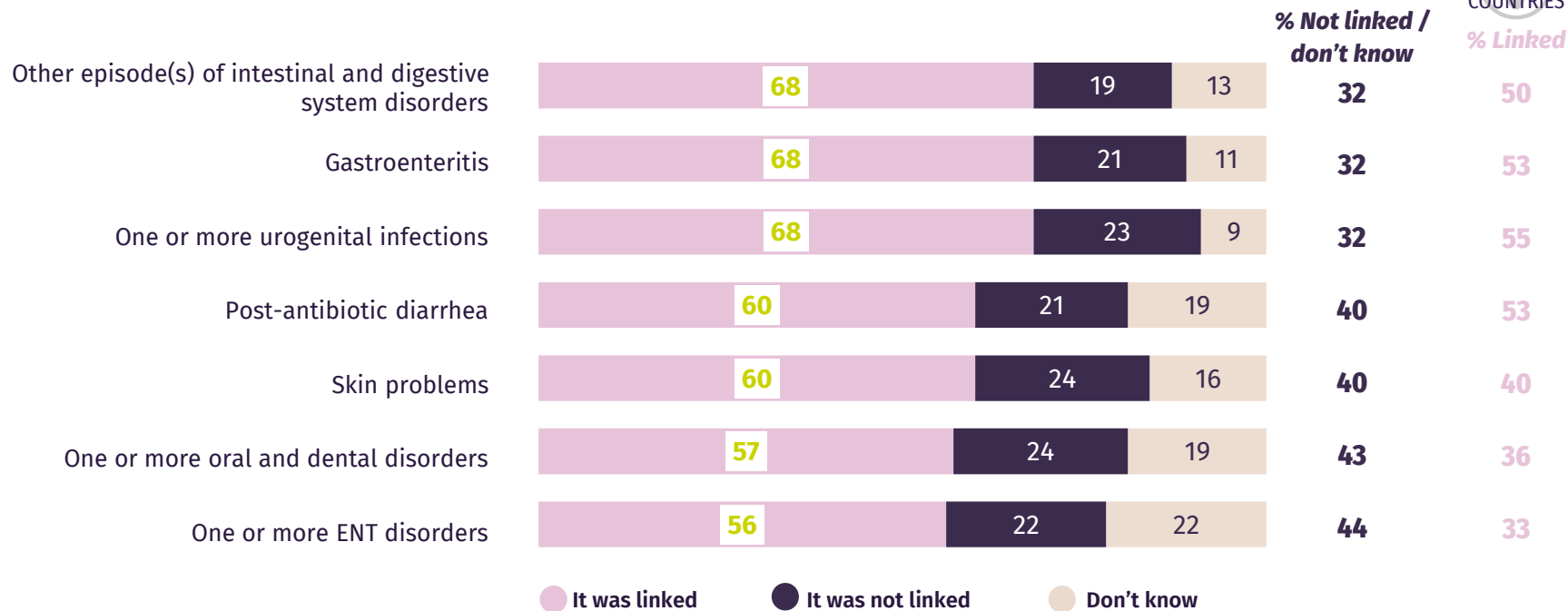


Vietnamese are much more likely than average to link their health problems to their microbiome, no matter what's the health problem they suffer from.

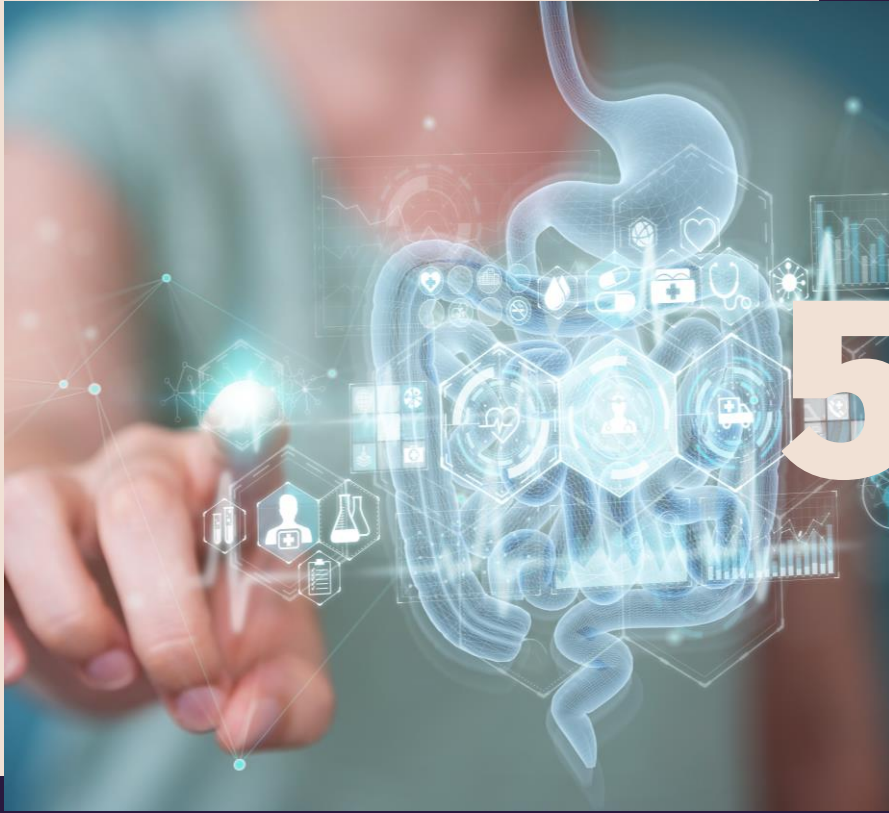
NEW
QUESTION

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

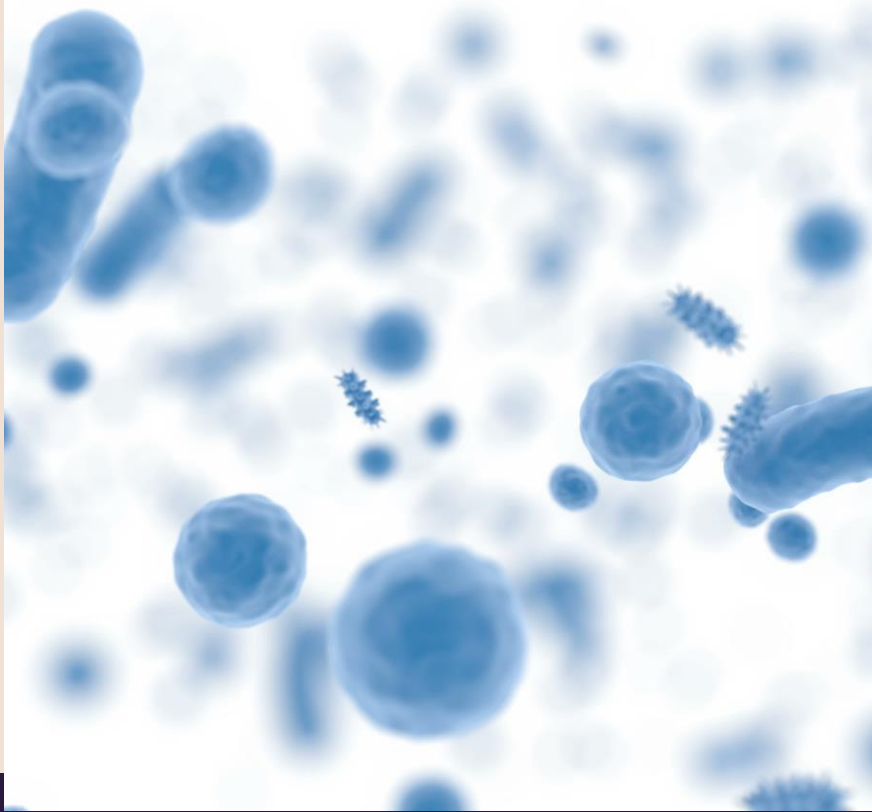
Base: People who have experienced these problems



% Linked



The Vietnamese seem to be better informed about the microbiome by HCPs. HCPs need to continue to raise awareness and play a greater role as information providers.



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.

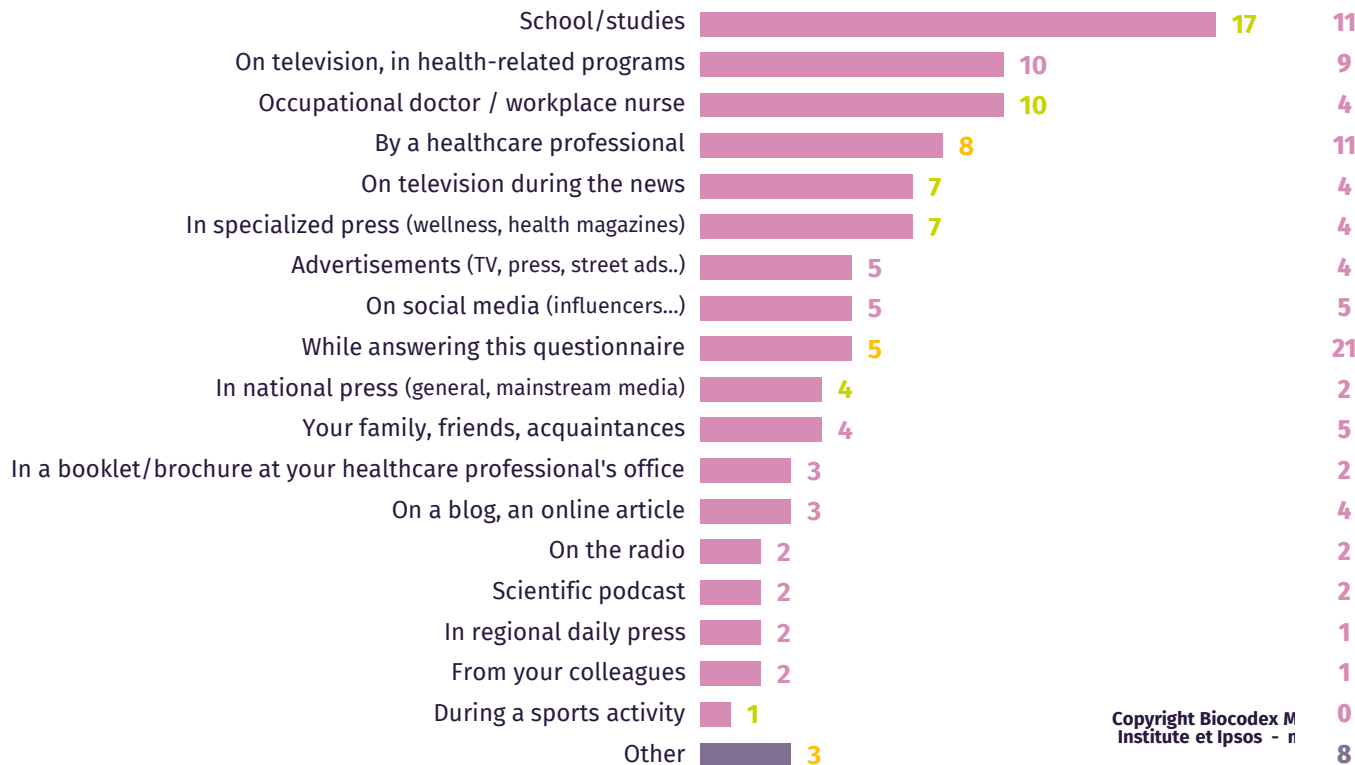
Recent studies also suggest that the microbiome can have an impact on our mental health and behavior, influencing our mood, cognition and motivation.



Almost 1 out of 5 Vietnamese discover the word “microbiome” through schools or studies, which is above average. Other important sources include health-related TV programs, occupational doctors and healthcare professionals.

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

Base: All respondents





Respondents aged 35-44 yo and over 55 yo first heard about the microbiome from an occupational doctor or workplace nurse.

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

Base: All respondents

	Total	Less than 25 yo	25-34 yo	35-44 yo	45-54 yo	55 yo and more	Men	Women	Parents of children under 3	At least one health problem
		n=72	n=127	n=114	n=104	n=83	n=274	n=226	n=65	n=339
School/studies	17	45	16	9	17	10	17	18	18	18
On television, in health-related programs	10	6	8	12	11	10	10	10	10	10
Occupational doctor / workplace nurse	10	1	6	13	9	16	9	10	8	10
By a healthcare professional	8	5	11	6	10	8	4	12	13	6
On television during the news	7	2	7	7	12	6	7	7	0	7
In specialized press (wellness, health magazines)	7	2	6	4	6	12	7	5	9	8
Advertisements (TV, press, street ads...)	5	9	7	6	4	1	5	5	3	4
On social media (influencers...)	5	6	8	6	3	4	6	5	7	4
While answering this questionnaire	5	9	3	5	8	5	6	4	6	5
In national press (general, mainstream media)	4	3	3	10	0	3	6	2	4	5
Your family, friends, acquaintances	4	2	2	4	4	6	3	4	3	5
In a booklet/brochure at your healthcare professional's office	3	0	3	3	5	5	4	3	3	3
On a blog, an online article	3	4	4	5	2	1	3	4	5	3
On the radio	2	0	5	1	1	1	2	2	0	3
Scientific podcast	2	1	3	0	4	0	2	1	0	1
In regional daily press	2	2	1	1	0	5	2	2	2	2
From your colleagues	2	3	2	3	1	3	2	3	4	3
During a sports activity	1	0	1	2	0	0	1	0	3	1
Other	3	0	4	3	3	4	4	3	2	2



Significant differences vs total - superior



Significant differences vs total - inferior



First source by profile

Observatory



Healthcare professionals represent the most trusted source of information in Vietnam, although it's below average. However, Vietnamese are more likely to rely on and trust their colleagues or influencers.

NEW
QUESTION

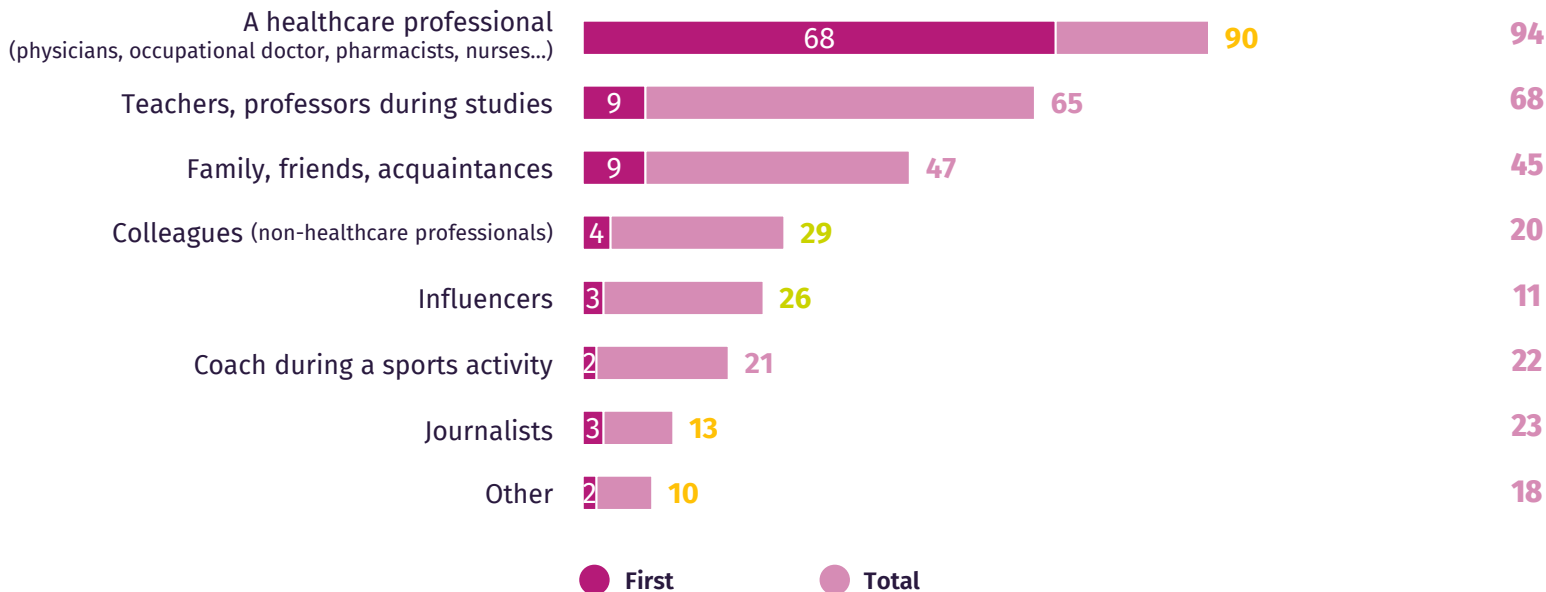
Question 2V2. For relevant and trustworthy information about microbiome, who would you trust the most?

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

Base: All respondents



% Total





Although HCPs remain the most trusted source of information, those aged under 25 yo are more likely to also trust teachers or journalists.

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=72	25-34 yo n=127	35-44 yo n=114	45-54 yo n=104	55 yo and more n=83	Men n=274	Women n=226	Parents of children under 3 n=65	At least one health problem n=339
A healthcare professional (physicians, occupational doctor, pharmacists, nurses...)	90	89	89	86	92	95	86	94	91	89
Teachers, professors during studies	65	81	63	59	58	67	62	67	71	66
Family, friends, acquaintances	47	41	46	43	54	51	45	50	53	47
Colleagues (non-healthcare professionals)	29	19	24	36	27	34	30	27	27	30
Influencers	26	25	35	32	32	9	28	25	28	26
Coach during a sports activity	21	16	22	23	18	22	22	19	14	19
Journalists	13	24	11	12	14	7	15	11	9	12
Other	10	6	11	9	6	15	12	8	8	10



Vietnamese have received much more information about the microbiome from their HCPs than average: more than half have had all these information.

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

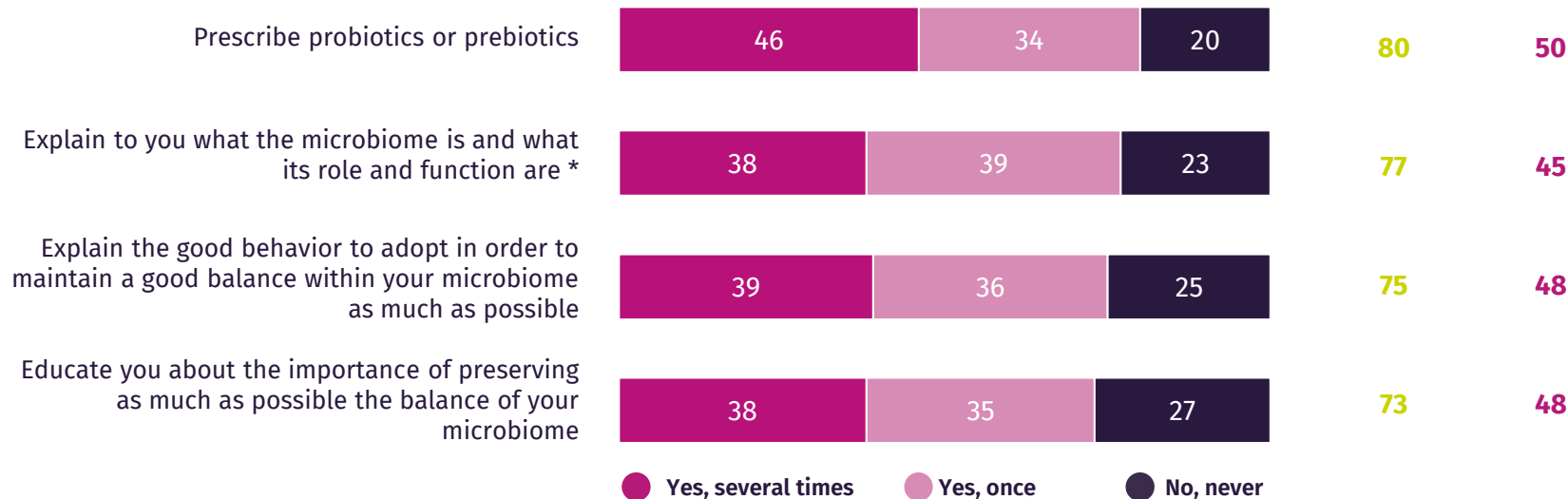
Base: All respondents

Only **56%** received **ALL THESE INFORMATION**, at least one time
17% received all these information several times



30%
9%

% Yes





Information given by healthcare professionals seems to be fairly similar across all age groups. Only youngsters received less explanation about the behaviors they should adopt to maintain their microbiome.



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	45-54 yo	55 yo and more	Men	Women	Parents of children under 3	At least one health problem
	base n=500	n=72	n=127	n=114	n=104	n=83	n=274	n=226	n=65	n=339
Prescribe probiotics or prebiotics	80	71	82	86	76	80	76	83	87	81
Explain to you what the microbiome is and what its role and function are	77	73	82	73	71	82	75	79	88	78
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	75	59	80	80	70	77	75	74	81	75
Educate you about the importance of preserving as much as possible the balance of your microbiome	73	66	76	75	71	76	74	73	75	73



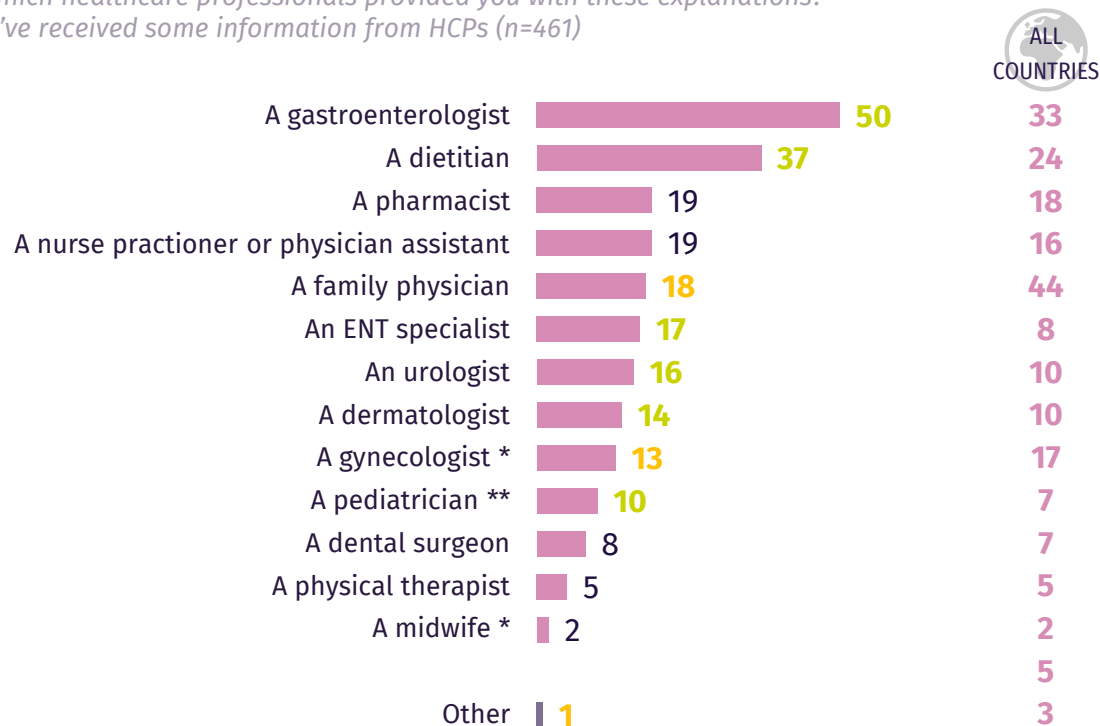


In Vietnam, gastroenterologists and dietitians stand out as the two main professional sources of information about microbiome, more so than in other countries.

NEW
QUESTION

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

Base: People who've received some information from HCPs (n=461)



* Item displayed to women

** Item displayed to parents



The gynecologist is one of the main source of information for women.

NEW

QUESTION

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

Base: People who've received some information from HCPs (n=461)

	Total	Less than 25 yo	25-34 yo	35-44 yo	45-54 yo	55 yo and more	Men	Women	Parents of children under 3	At least one health problem
base	n=461	n=65	n=117	n=107	n=92	n=80	n=249	n=212	n=62	n=317
A gastroenterologist	50	42	42	51	51	59	51	49	60	53
A dietitian	37	35	29	38	42	42	38	36	36	36
A pharmacist	19	23	27	21	14	11	22	17	25	20
A nurse practitioner or physician assistant	19	18	17	18	23	21	24	15	18	22
A family physician	18	13	18	17	16	23	20	16	20	18
An ENT specialist	17	11	17	22	19	14	20	14	18	20
An urologist	16	8	16	14	20	17	17	14	11	17
A dermatologist	14	14	12	12	13	19	18	11	13	16
A gynecologist	13	15	13	12	11	15	0	25	10	13
A pediatrician	10	5	12	15	12	6	12	9	17	11
A dental surgeon	8	11	7	9	7	9	13	4	9	10
A physical therapist	5	4	5	8	3	3	8	2	5	5
A midwife	2	1	3	1	1	4	0	4	0	1
A naturopath *	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	1	2	2	1	1	0	2

Significant differences vs total - superior

Significant differences vs total - inferior

First source by profile

* not displayed in Vietnam

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After being prescribed antibiotics, half of Vietnamese have received all these information about microbiome. There is of course of room for improvement, but it's higher than what we have observed in other countries.



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

Base: All respondents

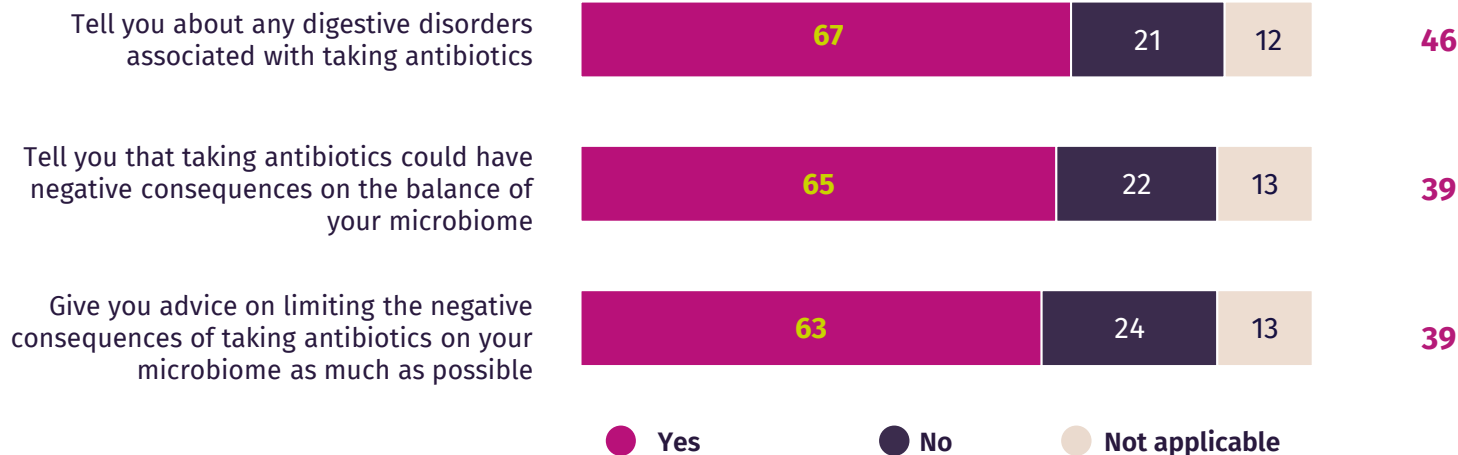
Only 49% received ALL THESE INFORMATION from their HCPs



27%



% Yes





Young people under 25 yo have received less information and advice when prescribed antibiotics.



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

Base: All respondents

% Yes	Total	Less than 25 yo	25-34 yo	35-44 yo	45-54 yo	55 yo and more	Parents of children under 3	At least one health problem
	base n=500	n=72	n=127	n=114	n=104	n=83	n=65	n=339
% HAVE RECEIVED ALL THESE INFORMATION FROM THEIR HCPS	49	35	53	53	39	55	54	49
Tell you about any digestive disorders associated with taking antibiotics	67	54	67	69	72	70	74	68
Tell you that taking antibiotics could have negative consequences on the balance of your microbiome	65	55	70	68	51	73	72	67
Give you advice on limiting the negative consequences of taking antibiotics on your microbiome as much as possible	63	60	67	67	54	65	68	63

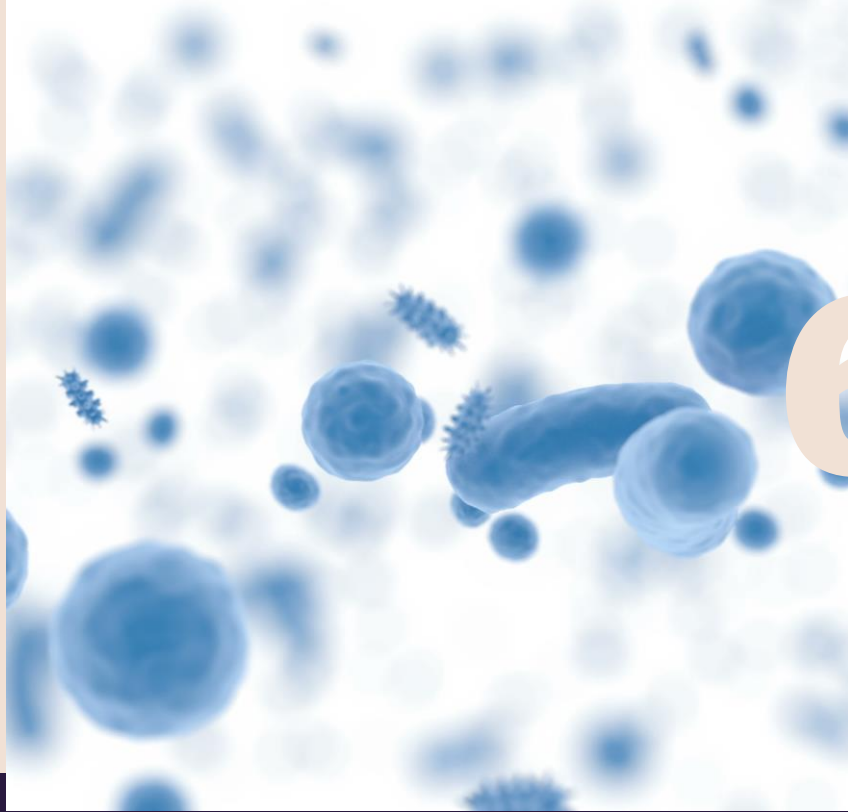


Significant differences vs total - superior



Significant differences vs total - inferior

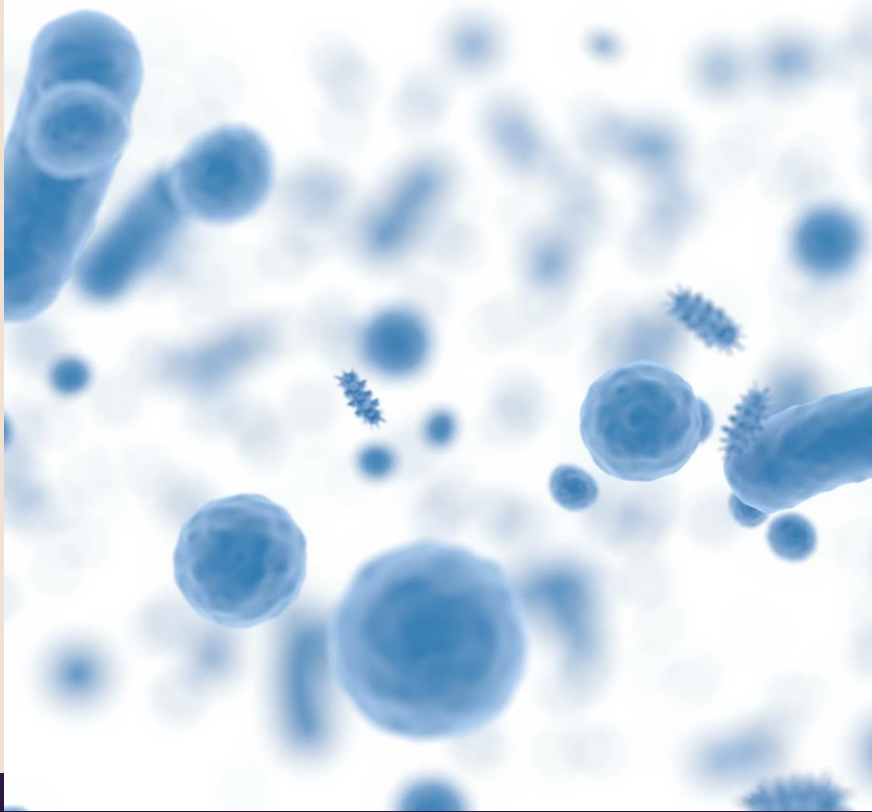




6

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.

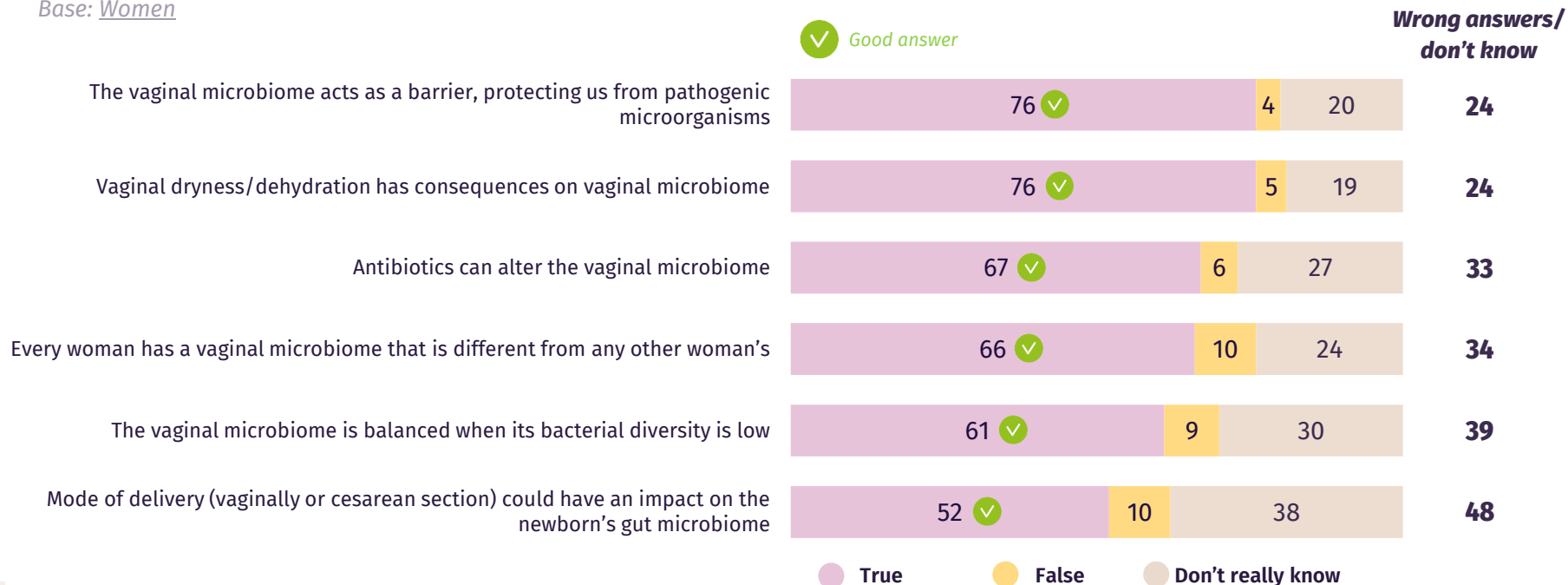


Vietnamese women have a pretty good knowledge of the vaginal microbiome.



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



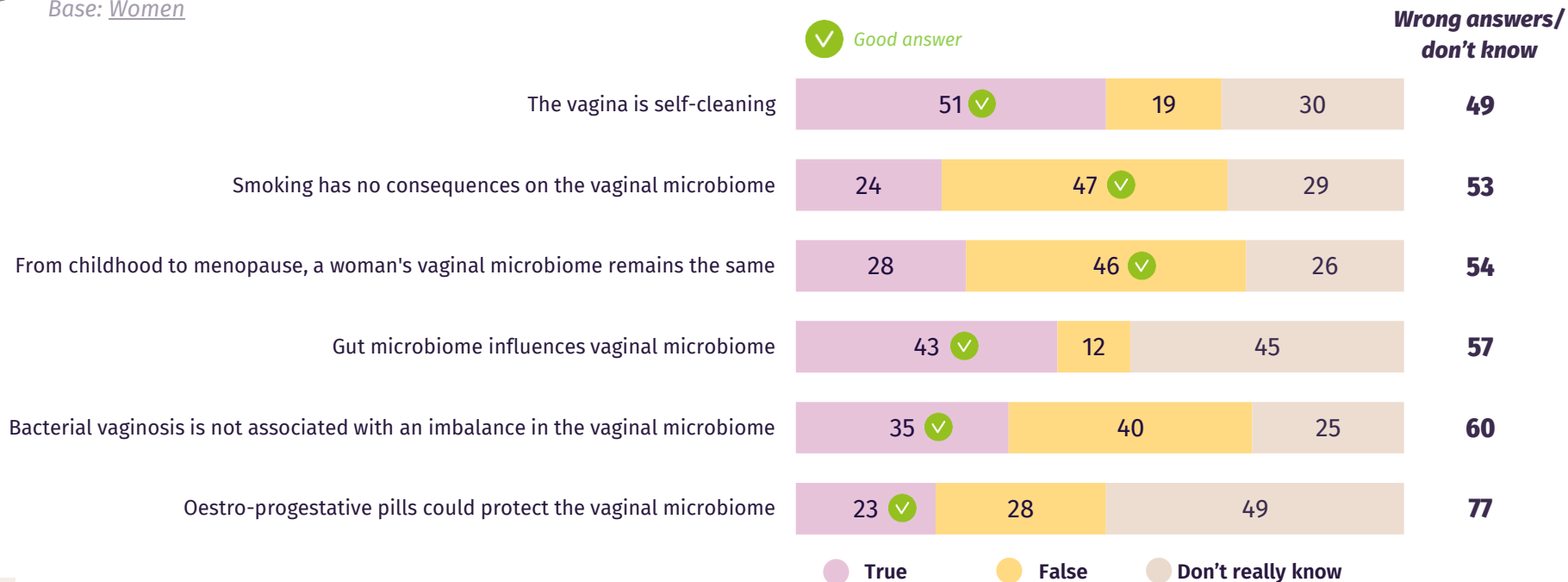


However, they remain unaware of some aspects of the vaginal microbiome, such as the link between bacterial vaginosis and the microbiome or the beneficial effects of oestro-progestative pills.



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





The level of knowledge among Vietnamese women is better than the global average, except for the effects of smoking on the vaginal microbiome, or its variability over time.

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 vaginal microbiome acts as a barrier, protecting us from pathogenic microorganisms	76	68
Vaginal dryness/dehydration has consequences on vaginal microbiome	76	69
Antibiotics can alter the vaginal microbiome	67	69
Every woman has a vaginal microbiome that is different from any other woman's	66	64
The vaginal microbiome is balanced when its bacterial diversity is low	61	30
Mode of delivery (vaginally or cesarean section) could have an impact on the newborn's gut microbiome	52	40
The vagina is self-cleaning	51	56
Smoking has no consequences on the vaginal microbiome	47	55
From childhood to menopause, a woman's vaginal microbiome remains the same	46	55
Gut microbiome influences vaginal microbiome	43	43
Bacterial vaginosis is not associated with an imbalance in the vaginal microbiome	40	44
Oestro-progestative pills could protect the vaginal microbiome	23	22



Significant differences vs total - superior



Significant differences vs total - inferior





Women under 25 yo tend to have lower levels of knowledge about 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.

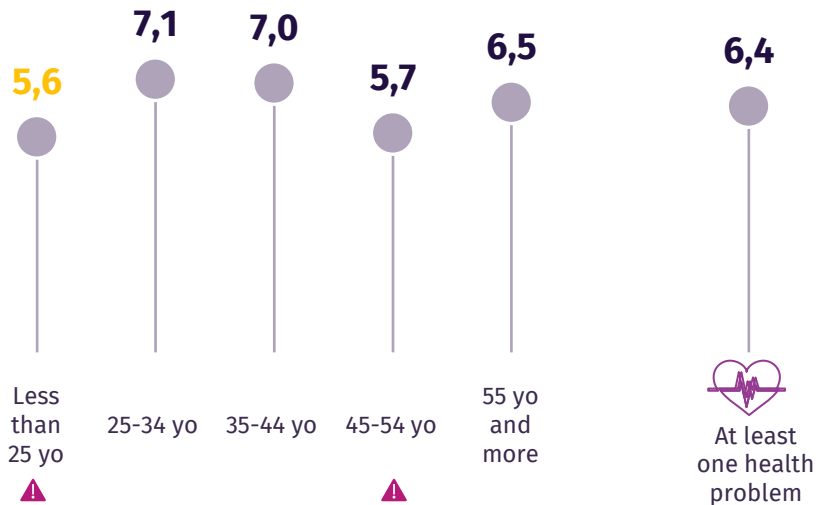
Base: Women



6,2

6,5/12

Number of good responses on average



● Significant differences vs total - superior

● Significant differences vs total - inferior

▲ Low basis, results must be interpreted with caution

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Vietnamese women have received more information about vaginal microbiome from their HCPs than average. In fact, 6 out of 10 have received all these information.

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

Base: Women

62% received **ALL THESE INFORMATION**, at least one time
24% received all these information several times



37%
14%

% Yes



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



73

43

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



71

48

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



70

48



Yes, several times



Yes, once



No, never

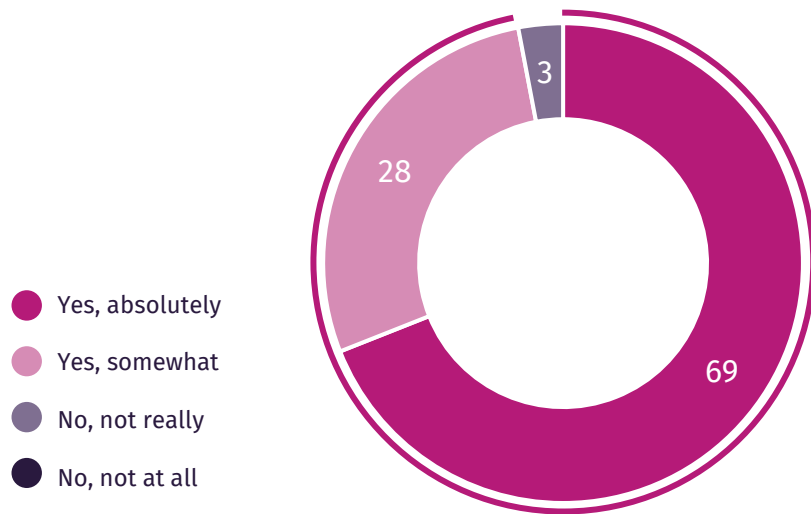


Vietnamese women expressed a very strong desire for more information about the importance of the vaginal microbiome and its impact on health.



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?

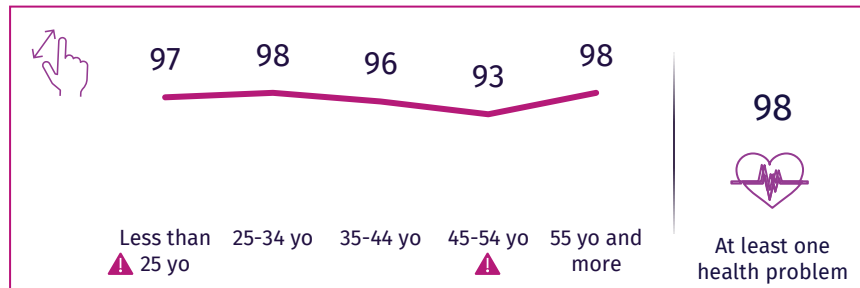
Base: Women



97% 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

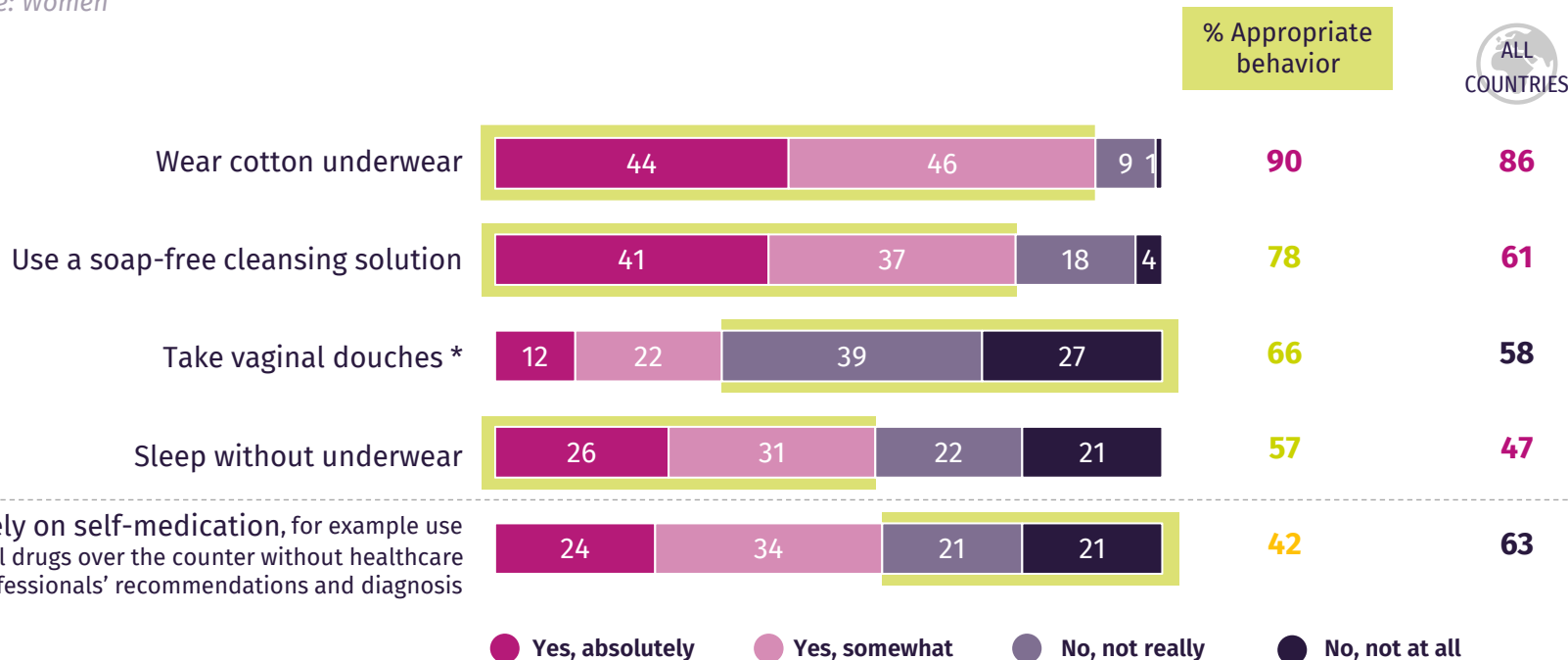


Vietnamese women are more likely to adopt appropriate behaviors for their vaginal microbiome. However, they are also more likely to rely on self-medication.



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 adoption of appropriate behaviors for the vaginal microbiome doesn't seem to vary with women's age.



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

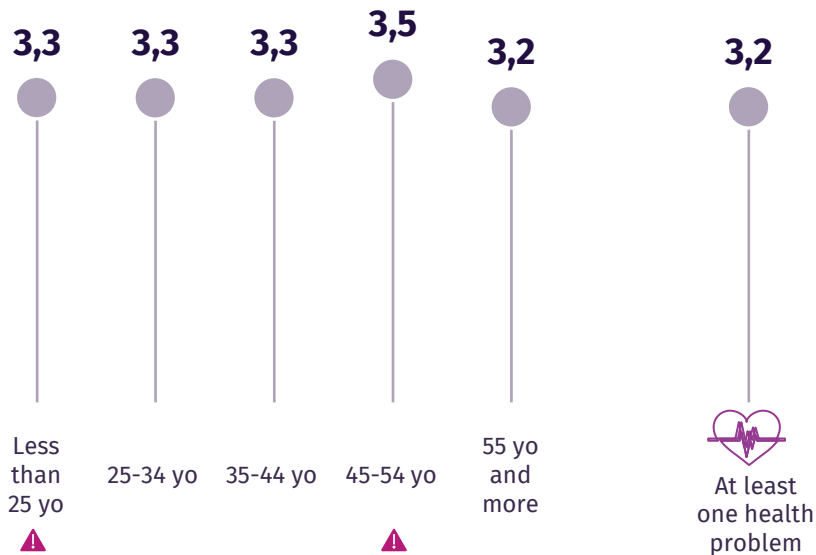
Base: Women

ALL
COUNTRIES

3,2

3,3/5

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

A large, light purple illustration of various bacterial shapes, including rods, cocci, and branching structures, set against a white background. This illustration is positioned on the left side of the slide, partially overlapping a dark purple background.

Main results per country

Learnings on Vietnamese results



Awareness of the microbiome & its diversity	
Know exactly what is « microbiome »	39%
Subtotal « Aware »	92%
Subtotal Aware of the gut microbiome	87%
Subtotal Aware of all microbiome	60%
Level of knowledge around the microbiota	
Mean of good answers	6,0/9
Level of knowledge around the solutions which can maintain the microbiota balanced	
Know exactly what are probiotics	58%
Know exactly what are prebiotics	44%
Adoption and identification of appropriate behaviors to maintain a balanced microbiota	
Have changed their behaviors	84%
Level of information provided by healthcare professionals	
Have heard about the microbiome from healthcare professional	8%
Received at least one piece of information at least once	92%

Key learnings

Vietnam was added to the scope this year. The country stands out for its knowledge of the microbiome. It's the country with the highest level of awareness. Vietnamese are also familiar with the term “flora”. Their understanding of the role and functions of the microbiome is once again better compared to other countries.

Many Vietnamese have changed their behaviors to maintain a balanced microbiome. The consumption of probiotics and prebiotics is part of their daily habits.

This can be explained by the central role of healthcare professionals. A majority of Vietnamese have received explanation about the microbiome from them, more than in other countries. This information comes mainly from gastroenterologists and dietitians.

However, there is still room for improvement, as microbiome education needs to be provided more systematically to patients. Indeed, Vietnamese have high expectations from healthcare professionals, whom they consider to be the most reliable source of information on the microbiome.



ANNEXES

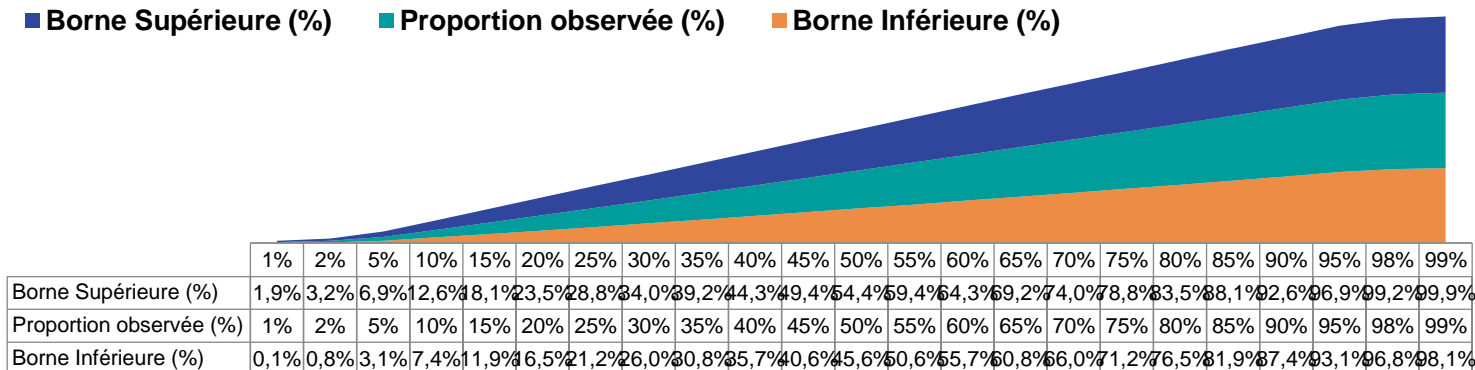
FIABILITÉ DES RÉSULTATS

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 26th – February 26th 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



Document
Microsoft Word

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.