

A woman in a black blazer is kneeling on stone steps, adjusting the collar of a young girl's school uniform. The girl is wearing a white shirt with blue stripes on the sleeves and a dark blue skirt with white stripes. She has a blue backpack. They are standing in front of a large, dark red wooden door. A black bag sits on the steps to the left. A large, semi-transparent circular graphic is overlaid on the right side of the image.

Johnson & Johnson VISION

# Prioritize Your Eyes Global Eye Health Survey

*Global Report  
October 2020*

*Prepared by:*



Connected by Sight.™



This survey is part of Johnson & Johnson Vision's *Prioritize Your Eyes* campaign, a worldwide effort to raise awareness about the importance of eye health and encourage everyone to get an annual eye exam.

In this research, we sought to understand:

- Assess awareness of the importance of eye health overall
- Uncover insights into patient experience and perceptions
- Assess awareness of the impact of cataracts, potential barriers for treatment, and modern treatment options
- Uncover the priority of vision in terms of overall health
- Identify eye health disparities



# Methodology

## **TRUE Global Intelligence,**

the in-house research practice of FleishmanHillard, fielded an online survey from August 11 – 26, 2020.

- 10-minute online survey
- Respondents must be 18 years of age or older
- Quotas were set for age, gender, and region within each country to ensure national representation
- Surveys were translated into the native language of each country
- Additional analysis can be found in the country specific reports

	Gen Pop Sample Size	Margin of error
<b>Total Global GenPop</b>	<b>n=6,057</b>	<b>±3%</b>
<i>US</i>	<b>n=1,003</b>	±3%
<i>UK</i>	<b>n=1,002</b>	±3%
<i>China</i>	<b>n=1,006</b>	±3%
<i>Japan</i>	<b>n=1,000</b>	±3%
<i>Germany</i>	<b>n=1,045</b>	±3%
<i>Russia*</i>	<b>n=1,001</b>	±3%

*\*Data was weighted to match national representation on gender, age and region*

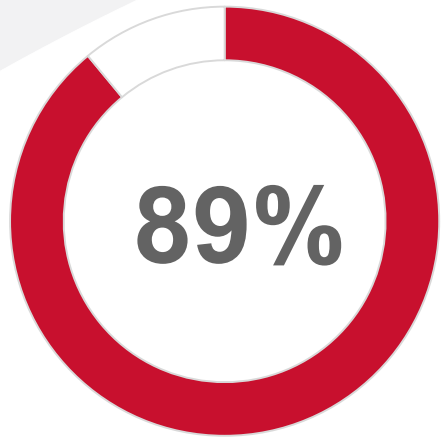
**Globally, adults know it is important to have healthy eyes, but many are not taking proactive measures to keep their eyes healthy**

- Most adults (80%) said they view an eye exam as **important for their overall health** and recognized that healthy vision improves overall quality of life (68%), keeps them safe (61%) and is critical to overall happiness and well being (55%).
- Despite this reported awareness, **less than half (46%) of all respondents said they get an eye exam each year.**
- **No change in their vision, not prioritizing their eyes or it being too expensive**, are barriers to care.
  - 24% of Gen Z and Millennials globally said they can no longer afford to see an eye doctor.
  - 26% of Americans said an annual eye exam was cost-prohibitive.
  - There is an opportunity to educate patients about how an annual eye exam can preserve and protect vision, in addition to playing an important role in overall health.
- COVID-19 has elevated the importance of health. Less than one in five (16%) were **reluctant or unable to schedule an eye exam due to the pandemic.**

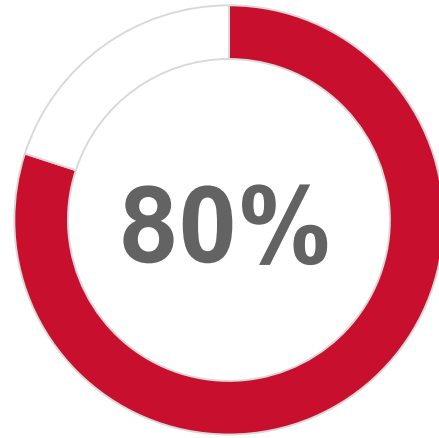
## For adults globally, the path to preventative eye care and health is not clear

- Globally, adults **may not understand what steps are needed to take care of their vision** as less than half of adults believed they could prevent their eyesight from deteriorating (47%) or said that vision loss is a part of aging and they have no control over it (46%).
- Adults also did not recognize the **potential benefits and impact of having healthy vision**, including that it can impact learning and comprehension (39%), or is critical for healthy development in children (25%).
- Despite reporting that they knew **an eye exam could help diagnose early signs of chronic diseases (69%)**, they weren't aware it could help detect diabetes (only 25% knew), cardiovascular disease (10%), or cancer (9%).
- **ECP's and PCP's can play an integral role in patient education** as half believe ECP's and PCP's (53% and 49% respectively) are responsible for ensuring that patients are informed about the importance of eye exams in detecting early signs of illnesses.

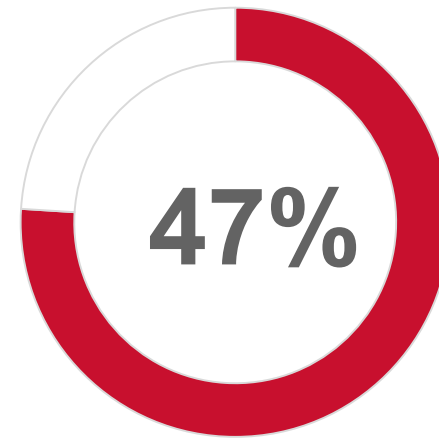
# Adults know the importance of being healthy, yet not many are taking measures to keep their eyes healthy



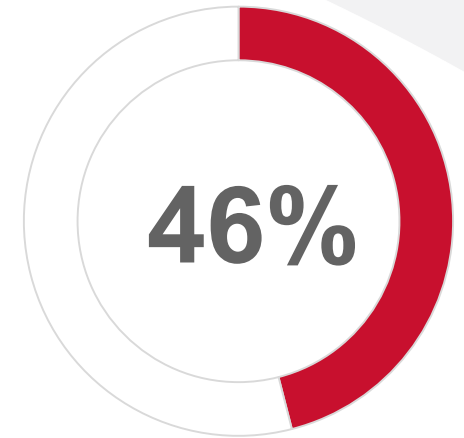
*It is important to be as healthy as possible to enjoy your life*



*Believe getting an eye exam is important to your overall health*



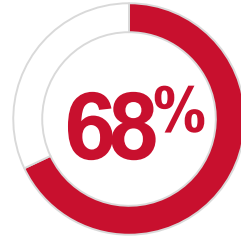
*I can prevent my eyesight from deteriorating*



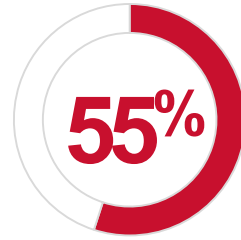
*Say vision loss/eye problems is a part of aging and I have no control over it*

## Why An Eye Exam Is Important

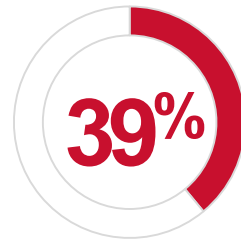
**Most agree healthy vision is important for their overall health and say it improves overall quality of life and keeps them safe**



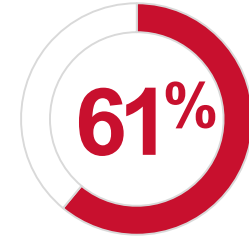
*To improve your overall quality of life*



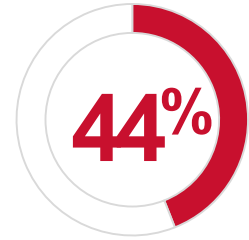
*Critical to overall happiness and well being*



*Impacts learning and comprehension*



*Keeps you safe*

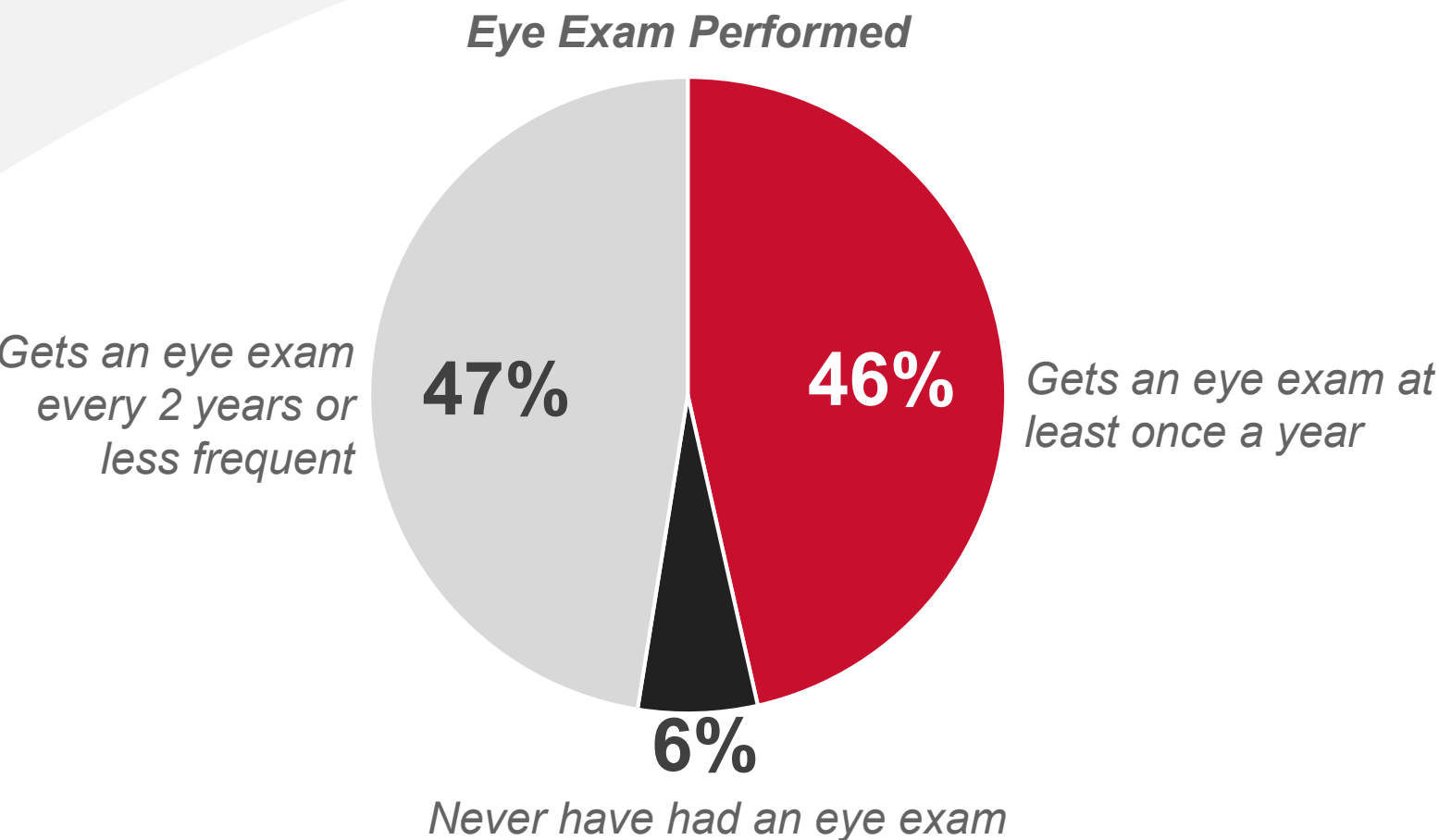


*Healthy vision leads to improved brain health*



*It is critical for healthy development in children*

# Despite high awareness of the importance of eye health, less than half of adults get an eye exam each year



**20%**  
*Are not planning to schedule an eye exam*

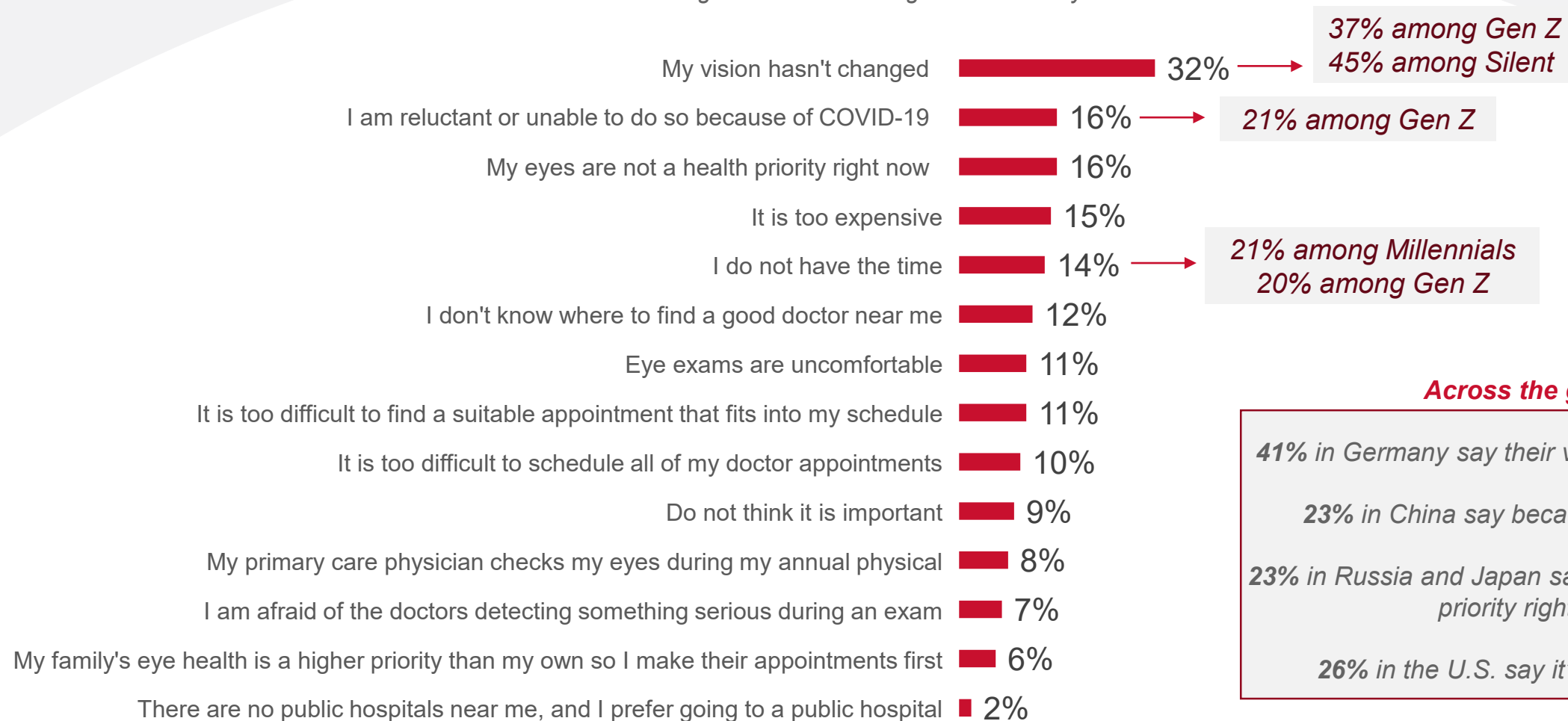
*27% among Gen Z*



# Adults are mainly skipping eye exams because their vision has not changed, it is not a priority for them, or it is too expensive

## Avoidance of an Annual Eye Exam

Among those who do not get an annual eye exam



### Across the globe:

41% in Germany say their vision hasn't changed

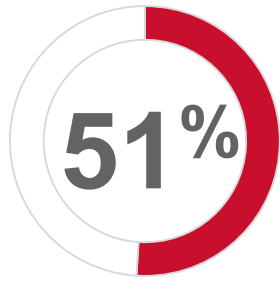
23% in China say because of COVID-19

23% in Russia and Japan say their eyes are not a priority right now

26% in the U.S. say it's too expensive

# COVID-19 has elevated the importance of health, especially among Millennials

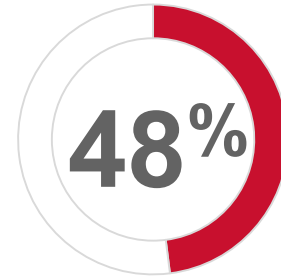
## Health Concerns



*Since the pandemic began, I am more aware of touching my eyes*

58% among Millennials

69% in China



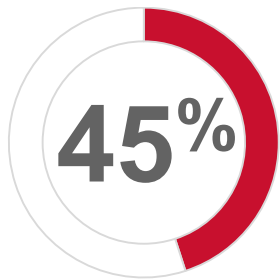
*There is a relationship between my eye health and other illnesses*

54% among Millennials

55% in U.K.

56% in U.S.

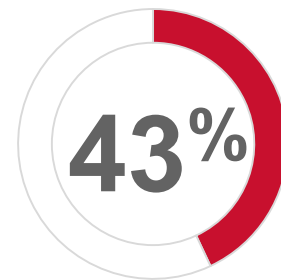
61% in China



*I am doing more now to protect my eyes*

57% among Millennials

71% in China



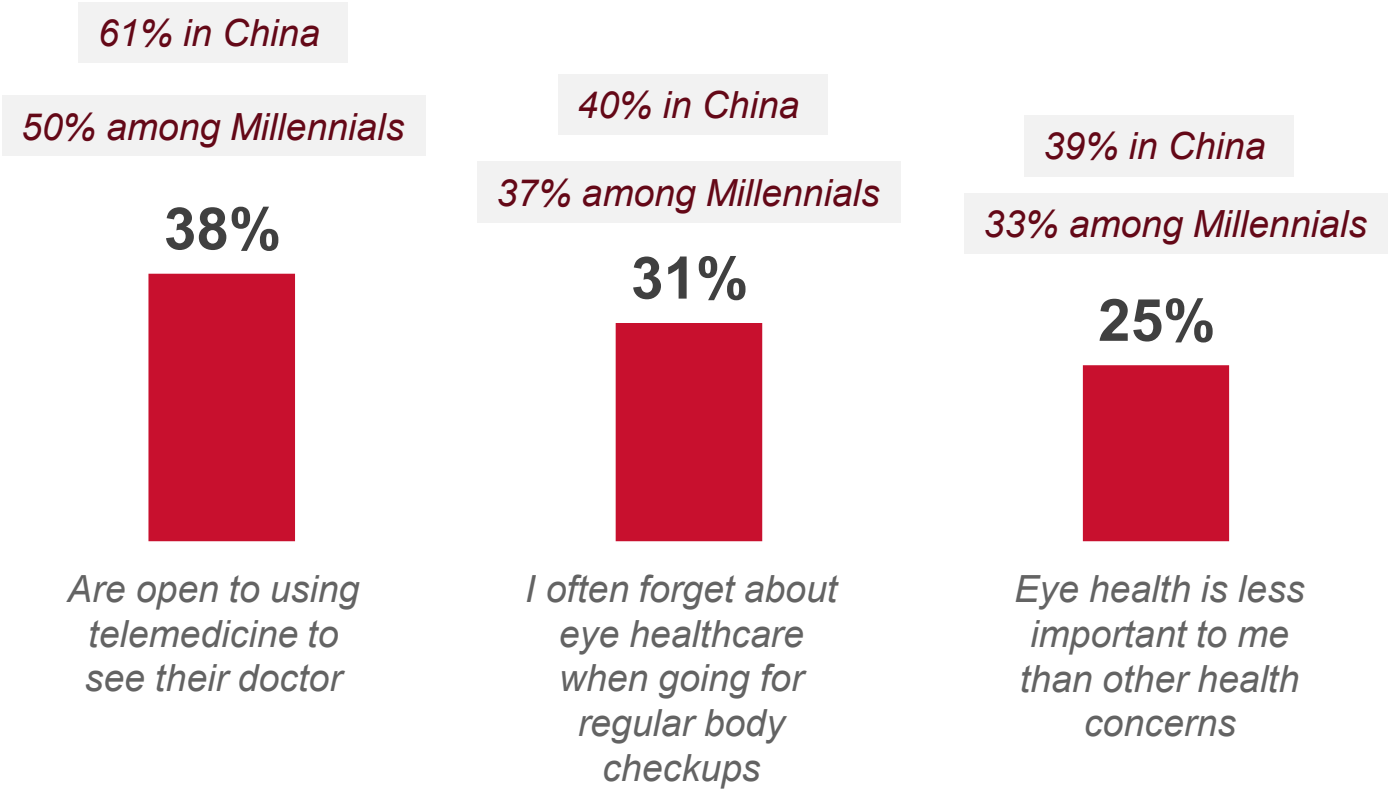
*Worry they can become infected with COVID-19 by touching their eyes*

49% among Millennials

49% in U.S.

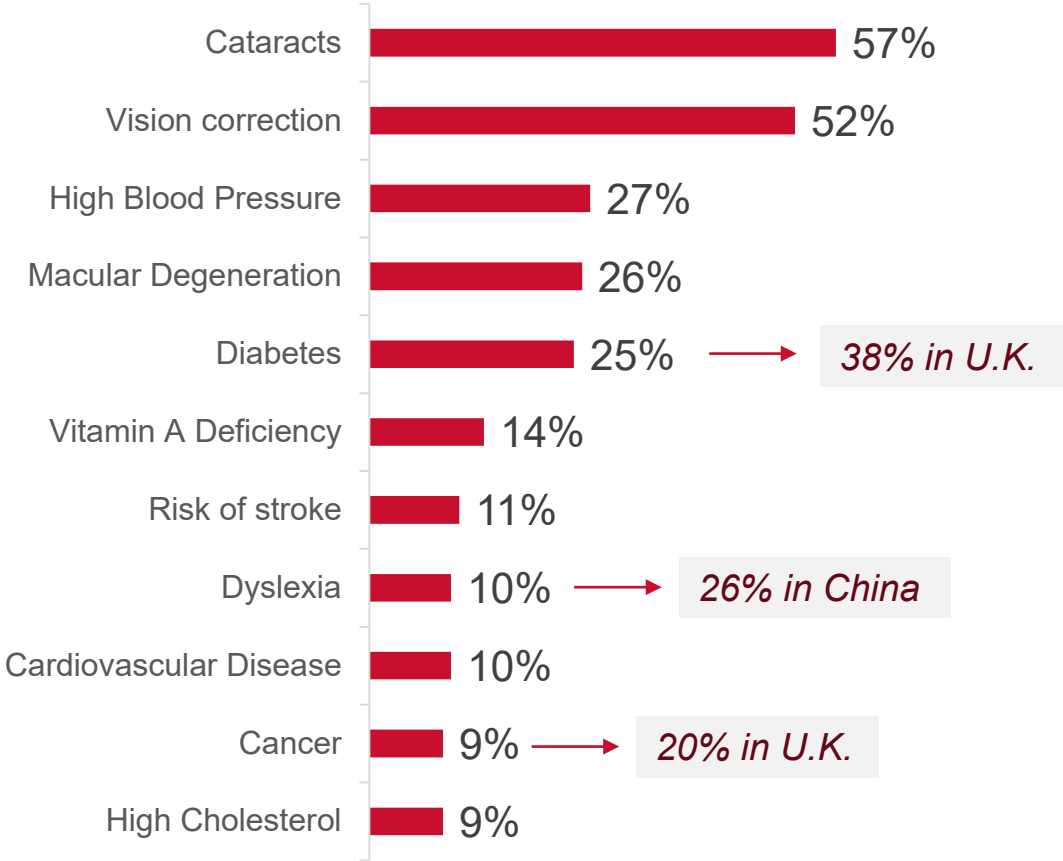
# Eye health is not top of mind – adults forget about it during their regular checkups and a quarter say it is less important than other health concerns

## Care Considerations



# Most are unaware of different health issues eye exams can help detect

Awareness of Health Issues Eye Exams Can Help Detect



35%

Interested in knowing how much the eye is connected to other parts of the body

# There is a need for more communication between PCP's / ECP's and patients about the importance of eye health



27%

Say their PCP has ever spoken to them about the relationship between their eyes and other illnesses

40% among Millennials

18% in U.K.



33%

Say their ECP has ever spoken to them about the relationship between their eyes and other illnesses

43% among Millennials

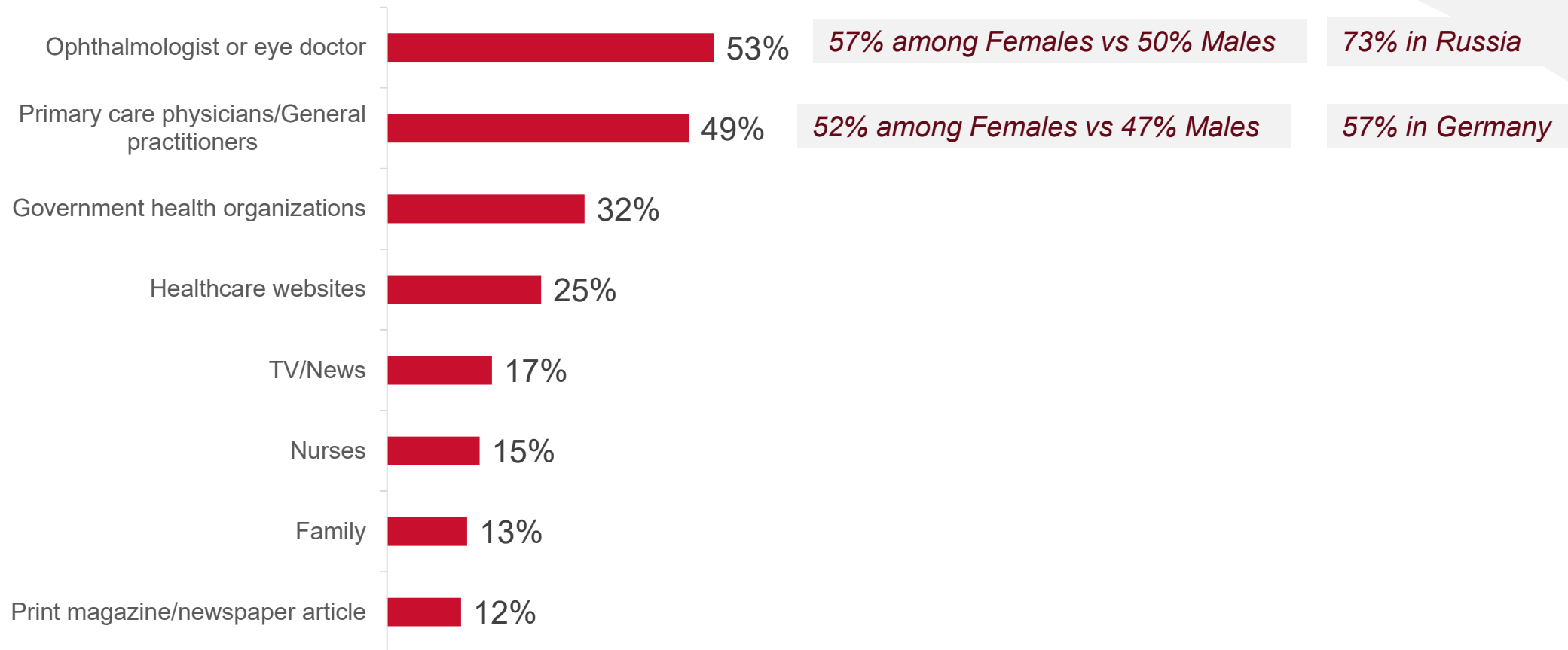
23% in Japan

24% in Germany



# Half of adults are looking to their eye doctors or PCP's to inform them about the importance of eye health

*Source Responsible for Informing Patients  
About the Importance of Eye Exams*



# Appendix: Global Topline Data By Country

# Overall Health

Q1. How would you rate your current overall health?

	Global Total	US	UK	China	Japan	Germany	Russia
Excellent	5%	14%	7%	4%	3%	4%	1%
Great	18%	25%	19%	32%	7%	16%	5%
Good	38%	45%	45%	36%	18%	50%	34%
Fair	34%	13%	24%	27%	64%	24%	55%
Poor	5%	3%	5%	1%	9%	6%	6%

# Primary, Preventative Healthcare Team

Q2. Which of the following doctors do you consider to be on your primary, preventative healthcare team?							
	Global Total	US	UK	China	Japan	Germany	Russia
Primary care provider/Family doctor/General practitioner	64%	67%	72%	41%	55%	83%	65%
Dentist	40%	36%	46%	33%	22%	52%	54%
Ophthalmologist	25%	11%	5%	48%	14%	35%	40%
Optometrist	17%	17%	36%	28%	2%	18%	3%
Dermatologist	13%	13%	5%	23%	7%	13%	13%
OB/GYN	12%	16%	3%	12%	3%	10%	26%
Psychologist	9%	3%	4%	23%	2%	9%	10%
Mental Health Therapist	9%	6%	9%	20%	4%	7%	6%
Urologist	8%	5%	3%	10%	3%	10%	18%
Physical Therapist	8%	4%	8%	17%	2%	10%	9%
Nutritionist	8%	3%	4%	29%	2%	3%	9%
Pediatrician	6%	3%	3%	11%	0%	5%	14%
<b>[ASKED IN CHINA ONLY]</b> Traditional Chinese Medicine (TCM) practitioners				18%			
Other	4%	7%	4%	0%	3%	8%	5%
None	15%	15%	12%	20%	30%	7%	4%

# Agreement Statements about Overall Health

Q3. How much do you agree or disagree with the following statements? Scale: Strongly disagree, Disagree, Neither disagree nor agree, Agree, Strongly agree							
SHOWING % TOTAL "AGREE" & "DISAGREE"	Global Total	US	UK	China	Japan	Germany	Russia
It is important to be as healthy as possible to enjoy your life	89% 4%	89% 4%	88% 2%	83% 6%	91% 5%	86% 4%	95% 5%
Getting an eye exam is important to your overall health	80% 6%	85% 5%	86% 4%	78% 7%	66% 8%	75% 8%	89% 6%
I have to take care of my health first so I can be healthy for my family	76% 9%	79% 8%	69% 7%	81% 7%	78% 8%	62% 12%	86% 9%
I need to start taking proactive measures to keep my eyes healthy	63% 13%	59% 14%	53% 13%	79% 5%	56% 13%	51% 20%	76% 12%
I am concerned that one day I will suddenly become seriously ill and not be able to care for myself	53% 28%	46% 35%	52% 23%	52% 34%	49% 25%	48% 34%	69% 21%
I am concerned that one day I will suddenly become seriously ill and not be able to care for my family	50% 31%	41% 38%	46% 31%	59% 27%	47% 28%	39% 42%	70% 19%
I can prevent my eyesight from deteriorating	47% 27%	54% 17%	46% 25%	60% 18%	19% 47%	42% 30%	58% 22%
Vision loss/eye problems is a part of aging and I have no control over it	46% 34%	40% 43%	48% 30%	44% 41%	51% 19%	46% 29%	45% 48%
I do not do enough to protect my eyes	40% 44%	29% 55%	29% 55%	52% 37%	43% 27%	27% 53%	59% 31%
It is hard to make my healthcare a priority and take more responsibility for it	33% 54%	28% 62%	33% 50%	44% 51%	18% 64%	30% 48%	44% 48%



# Importance of Eye Health

Q4. Why is it important to have healthy eyes/healthy vision?							
	Global Total	US	UK	China	Japan	Germany	Russia
To improve your overall quality of life	68%	66%	70%	60%	59%	71%	83%
It keeps you safe	61%	58%	62%	52%	61%	69%	65%
Needed to drive safely	59%	64%	65%	47%	57%	68%	49%
Prevents vision problems	56%	59%	67%	49%	48%	57%	55%
Critical to overall happiness and well being	55%	51%	54%	49%	60%	63%	52%
To avoid trips/falls especially when you are older	50%	53%	57%	38%	44%	60%	48%
Healthy vision leads to improved brain health	44%	39%	38%	54%	41%	50%	41%
Impacts learning and comprehension	39%	41%	40%	40%	32%	43%	37%
Increases senses (taste, touch, etc.)	30%	28%	28%	37%	30%	36%	19%
It is critical for healthy development in children	25%	26%	31%	27%	15%	31%	18%
Other	1%	1%	1%	0%	1%	0%	0%

# Eye Exam

Q5. How often do you have an eye exam performed by an eye doctor (optometrist, ophthalmologist, optician)?							
	Global Total	US	UK	China	Japan	Germany	Russia
I have never had an eye exam	6%	5%	4%	9%	15%	5%	2%
Less frequent than every two years	25%	19%	19%	13%	35%	29%	32%
Every two years	22%	22%	43%	16%	7%	28%	18%
Once a year	35%	45%	28%	46%	26%	27%	38%
More than once a year	11%	8%	6%	17%	17%	10%	11%

# Reasons for Eye Exams At Least Once A Year

**[IF HAVE AN EYE EXAM ONCE A YEAR OR MORE]**

**Q6a. For which of the following reasons do you schedule eye exams for yourself at least once a year?**

	Global Total	US	UK	China	Japan	Germany	Russia
Eye exams are part of my yearly to-do routine	51%	67%	58%	50%	28%	62%	39%
I feel it is a standard part of preventative healthcare	41%	49%	40%	42%	17%	45%	49%
I am concerned my eyesight is worsening	35%	26%	26%	44%	34%	38%	42%
To get glasses or contacts prescription renewed	33%	44%	40%	34%	23%	18%	37%
It makes me feel good knowing that I am doing everything I can to keep myself healthy	30%	33%	29%	43%	17%	35%	20%
I am concerned about developing eye diseases	28%	23%	26%	29%	25%	24%	41%
To check for cataracts	22%	27%	24%	12%	23%	29%	26%
My company arranges an annual health check for employees	16%	5%	7%	25%	26%	5%	22%
Other	3%	2%	7%	0%	5%	6%	1%

# Reasons for Not Getting An Eye Exam At Least Once A Year

**[IF HAVE AN EYE EXAM LESS THAN ONCE A YEAR]**

**Q6b. What prevents you from getting an annual eye exam from an eye care professional (optometrist, ophthalmologist, optician)?**

	Global Total	US	UK	China	Japan	Germany	Russia
My vision hasn't changed	32%	34%	31%	29%	26%	41%	29%
I am reluctant or unable to do so because of COVID-19	16%	20%	19%	23%	11%	12%	16%
My eyes are not a health priority right now	16%	9%	10%	15%	23%	17%	23%
It is too expensive	15%	26%	18%	13%	13%	9%	15%
I do not have the time	14%	10%	13%	20%	14%	10%	19%
I don't know where to find a good doctor near me	12%	8%	4%	15%	15%	12%	20%
It is too difficult to find a suitable appointment that fits into my schedule	11%	7%	6%	15%	7%	15%	17%
Eye exams are uncomfortable	11%	6%	5%	11%	32%	9%	5%
It is too difficult to schedule all of my doctor appointments	10%	6%	5%	11%	5%	9%	27%
Do not think it is important	9%	11%	7%	12%	10%	10%	6%
My primary care physician checks my eyes during my annual physical	8%	8%	3%	13%	10%	6%	8%
I am afraid of the doctors detecting something serious during an exam	7%	6%	6%	18%	3%	8%	8%
My family's eye health is a higher priority than my own so I make their appointments first	6%	6%	4%	12%	4%	5%	7%
There are no public hospitals near me, and I prefer going to a public hospital	2%		0%	13%	0%	0%	0%
Other	8%	8%	18%	1%	4%	7%	4%

# Preference for Eye Care Professional

**Q7. When looking for an eye care professional which of the following do you prefer?**

	Global Total	US	UK	China	Japan	Germany	Russia
I have no preference	76%	75%	81%	71%	78%	82%	71%
I prefer to see a female eye care professional	14%	13%	9%	21%	14%	8%	21%
I prefer to see a male eye care professional	6%	7%	5%	8%	7%	7%	4%
I prefer to see a Black eye care professional	3%	3%	3%			3%	7%
I prefer to see a multiracial eye care professional	2%	3%	2%		1%	3%	1%
I prefer to see a Spanish-speaking eye care professional	1%	2%	2%			3%	0%
I prefer to see a LGBTQ+ eye care professional	1%	1%	1%		1%	0%	1%



# Next Eye Exam

Q8. When are you planning to schedule your next eye exam for?

	Global Total	US	UK	China	Japan	Germany	Russia
Within the next 3 months	24%	22%	22%	28%	18%	22%	31%
Within the next 6 months	25%	23%	25%	40%	13%	24%	25%
Within the next 9 months	11%	14%	13%	13%	5%	11%	9%
Within the next 12 months	15%	20%	19%	9%	9%	17%	17%
Within the next 24 months	6%	6%	6%	3%	5%	8%	5%
I am not planning on scheduling one	20%	16%	14%	8%	51%	19%	13%

# Sources for Eye Health Related Information

Q9. Where do you typically hear or read about eye health related information?							
	Global Total	US	UK	China	Japan	Germany	Russia
Ophthalmologist or eye doctor	37%	30%	36%	51%	29%	18%	60%
Primary care physicians/General practitioners	22%	19%	17%	32%	16%	22%	26%
Healthcare websites	22%	16%	17%	40%	19%	18%	23%
TV/News	21%	14%	18%	26%	35%	16%	14%
Family	17%	16%	12%	21%	15%	20%	22%
Friends	14%	12%	9%	20%	10%	15%	17%
Print magazine/newspaper article	14%	8%	11%	14%	18%	22%	11%
Online magazine/blog article	11%	5%	6%	21%	9%	6%	21%
Government health organizations	11%	3%	11%	19%	4%	7%	18%
YouTube or online video	10%	6%	6%	15%	8%	6%	17%
Radio show or commercial	7%	2%	5%	18%	6%	6%	6%
Nurses	6%	5%	4%	12%	2%	6%	9%
Facebook	4%	7%	6%		4%	6%	4%
Instagram	4%	4%	4%		4%	4%	6%
Twitter	3%	3%	4%		7%	1%	2%
From your child or their school	3%	2%	1%	11%	2%	1%	1%

# Sources for Eye Health Related Information Cont.

Q9. Where do you typically hear or read about eye health related information?							
	Global Total	US	UK	China	Japan	Germany	Russia
Celebrities/Influencers	3%	1%	2%	12%	2%	1%	1%
Podcast	2%	2%	2%	0%	1%	2%	2%
[CHINA ONLY] Weibo				20%			
[CHINA ONLY] WeChat				25%			
[CHINA ONLY] Tieba/Douban				11%			
[CHINA ONLY] Douyin/Kuaishou and other short video platforms				21%			
Other	1%	1%	1%	0%	1%	1%	1%
N/A - I never hear about eye health	24%	29%	30%	12%	24%	34%	14%

# Agreement Statements about Eye Health

Q10. How much do you agree or disagree with the following statements? Scale: Strongly disagree, Disagree, Neither disagree nor agree, Agree, Strongly agree							
SHOWING % TOTAL "AGREE" & "DISAGREE"	Global Total	US	UK	China	Japan	Germany	Russia
You can detect early signs of chronic diseases from eye exams	69% 9%	73% 9%	78% 4%	67% 7%	63% 11%	61% 15%	75% 6%
Since the pandemic began, I am more aware of touching my eyes	51% 30%	61% 22%	58% 24%	69% 10%	41% 30%	34% 44%	40% 39%
There is a relationship between my eye health and other illnesses	48% 23%	56% 14%	55% 16%	61% 18%	32% 30%	31% 42%	50% 15%
I am doing more now to protect my eyes	45% 24%	50% 17%	39% 21%	71% 7%	25% 37%	36% 33%	47% 23%
I worry that I can become infected with COVID-19 by touching my eyes	43% 38%	49% 32%	42% 33%	52% 30%	48% 26%	24% 63%	43% 38%
My doctor has told me about how eye health impacts other parts of my healthcare	39% 40%	45% 31%	28% 47%	70% 11%	23% 49%	30% 51%	32% 43%
I am open to using telemedicine to see my eye doctor	38% 37%	36% 46%	32% 32%	61% 12%	26% 45%	33% 44%	32% 37%
I often forget about eye healthcare when going for regular body checkups	31% 49%	30% 55%	29% 43%	40% 53%	32% 33%	32% 50%	21% 62%
Eye health is less important to me than other health concerns	25% 58%	26% 59%	21% 57%	39% 57%	20% 50%	25% 56%	18% 67%
I don't feel safe going to an eye doctor	20% 70%	23% 71%	18% 71%	30% 68%	18% 51%	22% 68%	8% 88%
I can no longer afford to see an eye doctor	18% 73%	20% 74%	14% 70%	31% 65%	20% 60%	14% 81%	7% 85%

# PCP Spoken About Relationship Between Eyes and Other Illnesses

Q11. Has your primary care physician/general practitioner ever spoken to you about the relationship between your eye health and other illnesses?							
	Global Total	US	UK	China	Japan	Germany	Russia
Yes	27%	24%	18%	53%	20%	22%	26%
No	61%	61%	75%	34%	68%	70%	59%
Not sure	11%	15%	8%	13%	12%	8%	15%

# Eye Care Professional Spoken About Relationship Between Eyes and Other Illnesses

Q12. Has your eye care professional ever spoken to you about the relationship between your eye health and other illnesses?							
	Global Total	US	UK	China	Japan	Germany	Russia
Yes	33%	32%	34%	55%	23%	24%	29%
No	56%	54%	58%	33%	65%	67%	57%
Not sure	11%	15%	8%	12%	12%	8%	14%



# Eye Exams Can Detect Health Issues

Q13. Which of the following health issues do you think eye exams can help detect?							
	Global Total	US	UK	China	Japan	Germany	Russia
Cataracts	57%	52%	60%	51%	56%	46%	76%
Vision correction	52%	48%	48%	50%	46%	47%	74%
High Blood Pressure	27%	27%	33%	14%	14%	28%	45%
Macular Degeneration	26%	35%	36%	18%	21%	37%	6%
Diabetes	25%	26%	38%	14%	27%	27%	19%
Vitamin A Deficiency	14%	10%	14%	23%	10%	12%	15%
Risk of stroke	11%	12%	14%	8%	8%	9%	12%
Cardiovascular Disease	10%	10%	11%	12%	5%	7%	13%
Dyslexia	10%	8%	6%	26%	4%	12%	5%
Cancer	9%	10%	20%	4%	5%	6%	7%
High Cholesterol	9%	9%	17%	7%	7%	8%	5%
Anxiety	6%	6%	4%	9%	4%	8%	8%
Thyroid Disease	6%	6%	7%	5%	4%	9%	9%
Multiple Sclerosis	5%	3%	3%	6%	2%	4%	10%

# Eye Exams Can Detect Health Issues Continued

Q13. Which of the following health issues do you think eye exams can help detect?							
	Global Total	US	UK	China	Japan	Germany	Russia
Coronavirus/COVID-19	4%	5%	3%	6%	5%	3%	4%
Syphilis	2%	3%	3%	1%	1%	2%	2%
Lyme Disease	2%	2%	4%	2%	1%	3%	1%
Rheumatoid Arthritis	2%	2%	2%	3%	1%	3%	1%
Other	1%	1%	2%	0%	1%	1%	1%
Not sure	16%	16%	17%	16%	16%	19%	9%
None of these	8%	10%	6%	11%	9%	7%	3%

# Feelings About Eye Exams Detecting Early Signs of Chronic Illnesses

**Q14. Regular comprehensive eye exams can detect early signs of chronic illnesses.**

**How do you feel about this?**

	<b>Global Total</b>	<b>US</b>	<b>UK</b>	<b>China</b>	<b>Japan</b>	<b>Germany</b>	<b>Russia</b>
Interested in knowing how much the eye is connected to other parts of the body	35%	28%	31%	37%	38%	31%	44%
Glad there is a simple, non-evasive way to test for chronic illnesses	31%	29%	40%	35%	23%	24%	34%
Relieved that annual eye exams can help detect chronic illnesses	30%	32%	33%	35%	33%	27%	23%
Empowered that from eye exams you can learn about early signs of chronic illnesses before it becomes a problem	29%	28%	30%	39%	25%	28%	27%
Surprised to learn this	25%	22%	21%	19%	32%	31%	25%
Proud that I schedule regular eye exams for my family	15%	22%	17%	24%	8%	13%	8%
Guilty that I did not know this	15%	12%	12%	38%	9%	11%	11%
Concerned that at eye exams you can be surprised to learn about another health issue	13%	11%	12%	25%	8%	9%	12%
Upset that I have not scheduled an eye exam recently	10%	5%	7%	12%	18%	10%	13%
Other	2%	4%	3%	0%	1%	2%	1%

# Responsible for Informing Patients About Importance of Eye Exams

**Q15. Who/what do you believe is responsible for ensuring that patients are informed about the importance of eye exams in detecting early signs of chronic illnesses for themselves and their family?**

	Global Total	US	UK	China	Japan	Germany	Russia
Ophthalmologist or eye doctor	53%	49%	54%	53%	49%	41%	73%
Primary care physicians/General practitioners	49%	48%	54%	41%	38%	57%	56%
Government health organizations	32%	16%	40%	31%	31%	28%	47%
Healthcare websites	25%	22%	32%	33%	16%	22%	25%
TV/News	17%	10%	14%	19%	28%	14%	16%
Nurses	15%	13%	20%	14%	8%	13%	24%
Family	13%	13%	12%	17%	14%	13%	10%
Print magazine/newspaper article	12%	8%	9%	12%	15%	15%	15%
Radio show or commercial	8%	3%	8%	13%	8%	7%	10%
Friends	7%	7%	7%	11%	4%	8%	6%
YouTube or online video	7%	5%	5%	13%	5%	4%	9%
Online magazine/blog article	7%	4%	5%	12%	5%	6%	13%

# Responsible for Informing Patients About Importance of Eye Exams Continued

Q15. Who/what do you believe is responsible for ensuring that patients are informed about the importance of eye exams in detecting early signs of chronic illnesses for themselves and their family?							
	Global Total	US	UK	China	Japan	Germany	Russia
From your child or their school	6%	4%	5%	12%	7%	2%	4%
Facebook	4%	4%	5%		3%	4%	3%
Celebrities/Influencers	4%	2%	2%	8%	5%	2%	3%
Twitter	3%	3%	2%		3%	2%	2%
Podcast	3%	2%	3%	6%	1%	2%	1%
Instagram	3%	5%	3%		3%	3%	3%
[CHINA ONLY] Weibo				12%			
[CHINA ONLY] WeChat				15%			
[CHINA ONLY] Tieba/Douban				6%			
[CHINA ONLY] Douyin/Kuaishou and other short video platforms				12%			
Other	1%	1%	0%	0%	0%	2%	0%
No one	13%	16%	13%	11%	16%	14%	6%

# Cancel Eye Appointment

Q16. Have you had to cancel or did your eye doctor cancel your eye appointment due to the coronavirus/COVID-19?							
	Global Total	US	UK	China	Japan	Germany	Russia
<b>Yes (NET)</b>	<b>19%</b>	<b>20%</b>	<b>18%</b>	<b>40%</b>	<b>7%</b>	<b>13%</b>	<b>19%</b>
Yes, I cancelled my eye appointment	11%	10%	6%	28%	6%	6%	12%
Yes, my eye doctor cancelled my appointment	8%	9%	12%	12%	1%	6%	6%
<b>No (NET)</b>	<b>81%</b>	<b>80%</b>	<b>82%</b>	<b>60%</b>	<b>93%</b>	<b>87%</b>	<b>81%</b>
No, I have not cancelled my eye appointment	22%	27%	19%	18%	23%	24%	20%
No, I didn't have any eye appointments	59%	53%	63%	42%	70%	64%	61%

# Amount Wearing Glasses / Contact Lenses

[IF CURRENTLY WEARS EYEGLASSES, CONTACT LENSES OR BOTH]							
Q17. Since the coronavirus/COVID-19 began, are you wearing your eyeglasses/contact lenses more, less, or the same amount?							
	Global Total	US	UK	China	Japan	Germany	Russia
<b>Eyeglasses</b>							
Wearing less	7%	7%	6%	15%	3%	7%	5%
Wearing more	18%	17%	19%	32%	15%	11%	11%
Wearing the same amount	75%	76%	75%	53%	82%	82%	84%
<b>Contact lenses</b>							
Wearing less	32%	27%	34%	43%	28%	20%	28%
Wearing more	14%	15%	19%	15%	11%	22%	8%
Wearing the same amount	53%	58%	47%	42%	62%	58%	65%



# Appendix

Respondent Demographics by Country

# Eyeglasses / Contact Lenses

S4. Which of the following, if any, do you currently use to correct or improve your vision?							
	Global Total	US	UK	China	Japan	Germany	Russia
Eyeglasses only	51%	54%	63%	32%	53%	61%	49%
Contact lenses only	3%	4%	2%	5%	2%	2%	3%
Both eyeglasses and contact lenses	25%	19%	18%	48%	24%	19%	21%
Nothing	21%	24%	17%	16%	21%	18%	27%

# Identity

S1. What do you identify as?							
	Global Total	US	UK	China	Japan	Germany	Russia
Female	50%	52%	50%	48%	48%	50%	54%
Male	48%	46%	49%	46%	51%	49%	46%
Transgender Female	0%	0%	0%	0%	0%	0%	0%
Transgender Male	0%	0%	0%	0%	0%	0%	0%
Genderqueer/ Gender Non-conforming	0%	0%	0%	0%	0%	0%	0%
Different Identity	0%	0%	0%	1%	0%	0%	0%
Prefer not to say	1%	1%	0%	5%	0%	0%	0%

# Age

S2. What is your age?							
	Global Total	US	UK	China	Japan	Germany	Russia
18-23 (Gen Z)	8%	10%	9%	9%	8%	7%	8%
24-39 (Millennial)	26%	23%	21%	47%	14%	20%	28%
40-55 (Gen X)	30%	31%	31%	14%	36%	31%	30%
56-73 (Boomer)	32%	30%	32%	29%	38%	37%	33%
74+ (Silent)	4%	5%	6%	1%	4%	4%	1%

# US Region

S3US. What state do you reside in?	
	US
Northeast	18%
Midwest	21%
South	37%
West	24%

# UK Region

S3UK. What region do you reside in?	
	UK
South East	14%
Greater London	13%
North West	11%
East of England	10%
West Midlands	9%
South West	8%
Yorkshire and the Humber	8%
Scotland	8%
East Midlands	7%
Wales	5%
North East	4%
Northern Ireland	2%

# China Region

S3China. Which region do you reside in?	
	China
East China (Shanghai, Jiangsu, Zhejiang, Anhui, Fujian, Jiangxi, Shandong)	29%
South Central China (Henan, Hubei, Hunan, Guangdong, Guangxi, Hainan)	29%
Southwest China (Chongqing, Sichuan, Guizhou, Yunnan, Tibet)	14%
North China (Beijing, Tianjin, Hebei, Shanxi, Inner Mongolia)	13%
Northeast China (Liaoning, Jilin, Heilongjiang)	8%
Northwest China (Shaanxi, Gansu, Qinghai, Ningxia, Xinjiang)	8%
Hong Kong, Macau and Taiwan regions	0%

# Japan Region

S3Japan. Which region do you reside in?	
	Japan
Kantō	35%
Kansai (or Kinki)	18%
Chūbu/ Koetsu	17%
Kyūshū	9%
Tōhoku	8%
Chūgoku	6%
Hokkaidō	5%
Shikoku	3%



# Germany State

S3Germany. Which state do you reside in?	
	Germany
North Rhine-Westphalia	23%
Bavaria	15%
Baden-Wurttemberg	13%
Lower Saxony	10%
Hesse	8%
Saxony	5%
Berlin	5%
Rhineland-Palatinate	5%
Schleswig-Holstein	3%
Brandenburg	3%
Saxony-Anhalt	3%
Thuringia	2%
Hamburg	2%
Mecklenburg-Vorpommern	2%
Bremen	1%
Saarland	1%

# Russia Region

S3Russia. Which region do you reside in?	
	Russia
Central	27%
Volga	21%
Siberia	12%
Southern	11%
Northwestern	9%
Ural	8%
North Caucasus Region	7%
Far Eastern	6%

# US Household Income

D1. Which of the following includes your total household income BEFORE TAXES?	
	US
Less than \$25,000	14%
\$25,000 to \$29,999	6%
\$30,000 to \$34,999	5%
\$35,000 to \$39,999	4%
\$40,000 to \$49,999	7%
\$50,000 to \$59,999	9%
\$60,000 to \$74,999	10%
\$75,000 to \$99,999	13%
\$100,000 to \$124,999	10%
\$125,000 to \$149,999	7%
\$150,000 to \$199,999	8%
\$200,000 or more	6%

# UK Household Income

D1. Which of the following includes your total household income BEFORE TAXES?	
	UK
Less than £20,000	27%
£20,000 to £23,999	10%
£24,000 to £27,999	8%
£28,000 to £33,999	12%
£34,000 to £39,999	9%
£40,000 to £47,999	8%
£48,000 to £59,999	8%
£60,000 to £79,999	9%
£80,000 to £99,999	4%
£100,000 to £119,999	2%
£120,000 to £159,999	2%
£160,000 or more	1%

# China Household Income

D1. Which of the following includes your total household income BEFORE TAXES?	
	China
50,000 元人民币以下	5%
50,000 - 59,999 元人民币	3%
60,000 - 69,999 元人民币	2%
70,000 - 79,999 元人民币	3%
80,000 - 99,999 元人民币	5%
100,000 - 119,999 元人民币	11%
120,000 - 149,999 元人民币	20%
150,000 - 199,999 元人民币	15%
200,000 - 249,999 元人民币	17%
250,000 - 299,999 元人民币	10%
300,000 - 399,999 元人民币	6%
400,000 元人民币或以上	4%

# Japan Household Income

D1. Which of the following includes your total household income BEFORE TAXES?	
	Japan
250万円未満	15%
250万円～299万円	8%
300万円～349万円	7%
350万円～399万円	7%
400万円～499万円	11%
500万円～599万円	11%
600万円～749万円	10%
750万円～999万円	16%
1,000万円～1,249万円	6%
1,250万円～1,499万円	4%
1,500万円～1,999万円	3%
2,000万円以上	2%

# Germany Household Income

D1. Which of the following includes your total household income BEFORE TAXES?	
	Germany
Weniger als 25.000 EUR	26%
25.000 bis 29.999 EUR	12%
30.000 bis 34.999 EUR	9%
35.000 bis 39.999 EUR	9%
40.000 bis 49.999 EUR	11%
50.000 bis 59.999 EUR	9%
60.000 bis 74.999 EUR	9%
75.000 bis 99.999 EUR	8%
100.000 bis 124.999 EUR	4%
125.000 bis 149.999 EUR	2%
150.000 bis 199.999 EUR	1%
200.000 EUR oder mehr	1%

# Russia Household Income

D1. Which of the following includes your total household income BEFORE TAXES?	
	Russia
Меньше 99 999 руб.	39%
100 000–199 999 руб.	14%
200 000–299 999 руб.	6%
300 000–399 999 руб.	8%
400 000–499 999 руб.	6%
500 000–599 999 руб.	4%
600 000–699 999 руб.	3%
700 000–799 999 руб.	4%
800 000–899 999 руб.	3%
900 000–999 999 руб.	3%
1 000 000–1 499 999 руб.	6%
1 500 000 руб. или больше	3%



# Setting live in

D2. Which one of the following best describes the setting of where you live?							
	Global Total	US	UK	China	Japan	Germany	Russia
Urban	51%	24%	29%	81%	32%	48%	88%
Suburban	30%	55%	47%	14%	35%	24%	6%
Rural	18%	17%	23%	4%	32%	27%	6%
I'd prefer not to say	1%	3%	1%	0%	1%	0%	1%

# Ethnicity

[ONLY ASKED IN US AND UK] D3. Which of the following best describes your ethnicity?							
	Global Total	US	UK	China	Japan	Germany	Russia
White/Caucasian	%	73%	87%				
Black/African American/African descent	%	7%	3%				
Hispanic/Latinx	%	5%	6%				
Asian	%	11%	1%				
Multiracial	%	2%	2%				
Another race	%	2%	1%				

# Employment Status

D4. What is your current employment status?							
	Global Total	US	UK	China	Japan	Germany	Russia
Employed including self (NET)	63%	53%	57%	78%	65%	59%	61%
Employed excluding self (NET)	58%	48%	50%	76%	58%	54%	57%
Unemployed (NET)	10%	16%	13%	4%	8%	9%	9%
Employed full-time	48%	39%	38%	72%	44%	43%	47%
Employed part-time	10%	8%	12%	4%	15%	11%	9%
Self-employed	5%	5%	7%	2%	7%	5%	5%
Became unemployed <i>before</i> the Coronavirus/COVID-19 and currently looking for employment	2%	3%	2%	0%	1%	2%	3%
Became unemployed <i>as a result</i> of the Coronavirus/COVID-19 and currently looking for employment	1%	4%	1%	0%	0%	1%	2%
On furlough as a result of the Coronavirus/COVID-19	1%	3%	2%	1%	0%	1%	0%
Not employed and not looking for work	5%	6%	7%	3%	6%	6%	3%
Armed Forces/Military	0%	0%	0%	0%	0%	0%	0%
Retired	20%	24%	24%	16%	11%	28%	25%
Homemaker	7%	7%	6%	2%	16%	3%	5%

# Parental Status

D5. Do you have any children?							
	Global Total	US	UK	China	Japan	Germany	Russia
Yes	63%	51%	58%	82%	58%	57%	73%
No	37%	49%	42%	18%	42%	43%	27%

# Diagnosed with Illness or Condition

D6. Have you been diagnosed with one of the following illnesses or conditions?							
	Global Total	US	UK	China	Japan	Germany	Russia
Near-sightedness (myopia)	35%	27%	22%	50%	39%	32%	38%
Far-sightedness (presbyopia)	14%	13%	12%	9%	16%	15%	19%
Gastroenterological disorders	9%	6%	4%	8%	7%	6%	25%
Cataracts	8%	13%	9%	4%	9%	10%	8%
Other eye condition	8%	9%	8%	4%	4%	11%	11%
Psychological disorders (such as anxiety, depression, or other mental health conditions)	8%	8%	9%	2%	7%	14%	7%
Cardiovascular disorders	7%	4%	4%	4%	3%	7%	24%
Diabetes	7%	8%	8%	3%	7%	10%	5%
Hearing impairment	5%	5%	6%	2%	2%	8%	7%
Cancer	4%	6%	5%	1%	5%	4%	3%
Neurological disorders	4%	3%	2%	2%	1%	6%	11%
Urological disorders	4%	3%	2%	2%	4%	4%	13%
Glaucoma	3%	3%	3%	2%	4%	3%	3%
Something else	2%	3%	3%	0%	2%	4%	2%
None of these	36%	41%	47%	34%	39%	34%	20%

# US Only - Health Insurance

D7. Do you have any kind of health insurance for eye care?	
	US
Yes	63%
No	31%
Not sure	7%

# Appendix: Global Topline Data By Gender / Age

# Overall Health

Q1. How would you rate your current overall health?								
	Total GenPop	Male	Female	Gen Z (18-23)	Millennial (24-39)	Gen X (40-55)	Boomer (56-73)	Silent (74+)
Excellent	5%	6%	5%	7%	7%	5%	4%	4%
Great	18%	16%	19%	24%	24%	15%	14%	12%
Good	38%	39%	38%	35%	39%	37%	37%	49%
Fair	34%	34%	34%	30%	27%	37%	38%	31%
Poor	5%	5%	5%	4%	2%	5%	7%	4%



# Primary, Preventative Healthcare Team

Q2. Which of the following doctors do you consider to be on your primary, preventative healthcare team?								
	Total GenPop	Male	Female	Gen Z (18-23)	Millennial (24-39)	Gen X (40-55)	Boomer (56-73)	Silent (74+)
Primary care provider/Family doctor/General practitioner	64%	64%	65%	44%	53%	66%	74%	80%
Dentist	40%	38%	43%	38%	43%	40%	39%	39%
Ophthalmologist	25%	24%	27%	18%	36%	22%	22%	26%
Optometrist	17%	16%	19%	15%	21%	15%	16%	22%
Dermatologist	13%	11%	14%	15%	19%	10%	10%	11%
OB/GYN	12%	2%	21%	14%	18%	12%	6%	4%
Psychologist	9%	8%	10%	15%	15%	8%	4%	1%
Mental Health Therapist	9%	8%	10%	15%	14%	8%	4%	1%
Nutritionist	8%	8%	9%	12%	17%	6%	4%	2%
Urologist	8%	11%	5%	4%	8%	8%	9%	16%
Physical Therapist	8%	8%	9%	9%	12%	7%	7%	6%
Pediatrician	6%	4%	8%	10%	12%	5%	2%	1%
Other	4%	5%	4%	1%	2%	4%	7%	11%
None	15%	16%	12%	19%	13%	16%	14%	10%

# Agreement Statements about Overall Health

Q3. How much do you agree or disagree with the following statements? Scale: Strongly disagree, Disagree, Neither disagree nor agree, Agree, Strongly agree								
<b>SHOWING % TOTAL "AGREE" &amp; "DISAGREE"</b>	<b>Total GenPop</b>	<b>Male</b>	<b>Female</b>	<b>Gen Z (18-23)</b>	<b>Millennial (24-39)</b>	<b>Gen X (40-55)</b>	<b>Boomer (56-73)</b>	<b>Silent (74+)</b>
It is important to be as healthy as possible to enjoy your life	89% 4%	87% 4%	91% 4%	79% 10%	86% 7%	91% 3%	91% 2%	94% 2%
Getting an eye exam is important to your overall health	80% 6%	78% 7%	83% 5%	69% 12%	81% 9%	80% 5%	81% 4%	87% 4%
I have to take care of my health first so I can be healthy for my family	76% 9%	74% 9%	78% 7%	68% 16%	79% 10%	76% 8%	75% 6%	74% 10%
I need to start taking proactive measures to keep my eyes healthy	63% 13%	59% 15%	66% 11%	58% 21%	72% 11%	61% 13%	58% 13%	51% 14%
I am concerned that one day I will suddenly become seriously ill and not be able to care for myself	53% 28%	51% 29%	54% 27%	45% 35%	55% 33%	54% 27%	52% 25%	46% 25%
I am concerned that one day I will suddenly become seriously ill and not be able to care for my family	50% 31%	50% 33%	51% 30%	43% 33%	57% 30%	54% 29%	45% 33%	38% 36%
I can prevent my eyesight from deteriorating	47% 27%	46% 26%	48% 27%	45% 31%	58% 21%	44% 33%	41% 26%	38% 28%
Vision loss/eye problems is a part of aging and I have no control over it	46% 34%	46% 33%	45% 36%	39% 35%	42% 42%	49% 33%	47% 31%	41% 29%
I do not do enough to protect my eyes	40% 44%	38% 46%	41% 42%	52% 32%	50% 39%	40% 42%	31% 50%	11% 65%
It is hard to make my healthcare a priority and take more responsibility for it	33% 54%	32% 54%	34% 54%	40% 41%	44% 48%	33% 50%	25% 63%	13% 63%

# Importance of Eye Health

Q4. Why is it important to have healthy eyes/healthy vision?								
	Total GenPop	Male	Female	Gen Z (18-23)	Millennial (24-39)	Gen X (40-55)	Boomer (56-73)	Silent (74+)
To improve your overall quality of life	68%	67%	71%	59%	64%	71%	71%	75%
It keeps you safe	61%	62%	61%	53%	58%	62%	65%	71%
Needed to drive safely	59%	61%	57%	51%	53%	59%	63%	69%
Prevents vision problems	56%	56%	57%	53%	55%	55%	57%	59%
Critical to overall happiness and well being	55%	55%	56%	42%	49%	56%	61%	66%
To avoid trips/falls especially when you are older	50%	48%	52%	43%	40%	48%	58%	68%
Healthy vision leads to improved brain health	44%	42%	46%	36%	41%	41%	49%	51%
Impacts learning and comprehension	39%	37%	42%	43%	39%	38%	39%	45%
Increases senses (taste, touch, etc.)	30%	29%	30%	27%	30%	28%	31%	30%
It is critical for healthy development in children	25%	23%	27%	24%	27%	23%	24%	36%

# Eye Exam

Q5: How often do have an eye exam performed by an eye doctor?								
	Total GenPop	Male	Female	Gen Z (18-23)	Millennial (24-39)	Gen X (40-55)	Boomer (56-73)	Silent (74+)
I have never had an eye exam	6%	8%	5%	8%	6%	7%	6%	4%
Less frequent than every two years	25%	25%	25%	28%	25%	27%	23%	13%
Every two years	22%	21%	23%	18%	21%	24%	24%	16%
Once a year	35%	35%	34%	35%	34%	34%	36%	45%
More than once a year	11%	11%	12%	11%	14%	9%	11%	22%

# Reasons for Eye Exams At Least Once A Year

**[IF HAVE AN EYE EXAM ONCE A YEAR OR MORE]**

**Q6a. For which of the following reasons do you schedule eye exams for yourself at least once a year?**

	<b>Total GenPop</b>	<b>Male</b>	<b>Female</b>	<b>Gen Z (18-23)</b>	<b>Millennial (24-39)</b>	<b>Gen X (40-55)</b>	<b>Boomer (56-73)</b>	<b>Silent (74+)</b>
Eye exams are part of my yearly to-do routine	51%	49%	54%	37%	52%	48%	54%	65%
I feel it is a standard part of preventative healthcare	41%	42%	41%	34%	44%	38%	43%	44%
I am concerned my eyesight is worsening	35%	35%	36%	38%	40%	35%	32%	28%
To get glasses or contacts prescription renewed	33%	31%	36%	36%	37%	37%	28%	25%
It makes me feel good knowing that I am doing everything I can to keep myself healthy	30%	30%	31%	21%	35%	28%	30%	32%
I am concerned about developing eye diseases	28%	27%	29%	19%	29%	26%	30%	32%
To check for cataracts	22%	23%	21%	12%	13%	16%	34%	44%
My company arranges an annual health check for employees	16%	19%	15%	11%	23%	23%	9%	4%
Other	3%	3%	3%	2%	1%	3%	5%	7%

# Reasons for Not Getting An Eye Exam At Least Once A Year

[IF HAVE AN EYE EXAM LESS THAN ONCE A YEAR]

Q6b. What prevents you from getting an annual eye exam from an eye care professional (optometrist, ophthalmologist, optician)?

	Total GenPop	Male	Female	Gen Z (18-23)	Millennial (24-39)	Gen X (40-55)	Boomer (56-73)	Silent (74+)
My vision hasn't changed	32%	34%	31%	37%	30%	28%	35%	45%
I am reluctant or unable to do so because of COVID-19	16%	16%	17%	21%	16%	16%	16%	15%
My eyes are not a health priority right now	16%	15%	16%	20%	15%	14%	17%	17%
It is too expensive	15%	14%	16%	17%	17%	18%	11%	7%
I do not have the time	14%	15%	14%	20%	21%	15%	8%	0%
I don't know where to find a good doctor near me	12%	10%	12%	12%	14%	9%	12%	8%
Eye exams are uncomfortable	11%	11%	11%	14%	9%	11%	12%	7%
It is too difficult to find a suitable appointment that fits into my schedule	11%	11%	11%	14%	18%	10%	6%	3%
It is too difficult to schedule all of my doctor appointments	10%	10%	10%	14%	13%	10%	8%	4%
Do not think it is important	9%	11%	8%	13%	11%	9%	7%	6%
My primary care physician checks my eyes during my annual physical	8%	8%	7%	12%	9%	7%	6%	7%
I am afraid of the doctors detecting something serious during an exam	7%	7%	7%	13%	10%	6%	5%	1%
My family's eye health is a higher priority than my own so I make their appointments first	6%	5%	6%	9%	8%	5%	4%	1%
There are no public hospitals near me, and I prefer going to a public hospital	2%	1%	1%	2%	2%	1%	1%	1%
Other	8%	7%	9%	2%	4%	8%	11%	18%

# Preference for Eye Care Professional

Q7. When looking for an eye care professional which of the following do you prefer?								
	Total GenPop	Male	Female	Gen Z (18-23)	Millennial (24-39)	Gen X (40-55)	Boomer (56-73)	Silent (74+)
I have no preference	76%	76%	76%	63%	66%	79%	84%	86%
I prefer to see a female eye care professional	14%	12%	17%	20%	20%	13%	10%	8%
I prefer to see a male eye care professional	6%	9%	4%	8%	9%	6%	4%	5%
I prefer to see a Black eye care professional	3%	3%	3%	5%	4%	3%	1%	0%
I prefer to see a multiracial eye care professional	1%	1%	1%	5%	2%	1%	0%	0%
I prefer to see a Spanish-speaking eye care professional	2%	2%	1%	4%	3%	1%	1%	0%
I prefer to see a LGBTQ+ eye care professional	1%	1%	1%	3%	1%	1%	0%	0%

# Next Eye Exam

Q8. When are you planning to schedule your next eye exam for?								
	Total GenPop	Male	Female	Gen Z (18-23)	Millennial (24-39)	Gen X (40-55)	Boomer (56-73)	Silent (74+)
Within the next 3 months	24%	22%	26%	19%	25%	22%	24%	36%
Within the next 6 months	25%	26%	23%	23%	29%	22%	25%	20%
Within the next 9 months	11%	11%	10%	13%	11%	11%	11%	10%
Within the next 12 months	15%	15%	16%	12%	14%	16%	16%	16%
Within the next 24 months	6%	5%	6%	7%	6%	6%	5%	3%
I am not planning on scheduling one	20%	21%	19%	27%	16%	24%	20%	15%



# Sources for Eye Health Related Information

Q9. Where do you typically hear or read about eye health related information?								
	Total GenPop	Male	Female	Gen Z (18-23)	Millennial (24-39)	Gen X (40-55)	Boomer (56-73)	Silent (74+)
Ophthalmologist or eye doctor	37%	36%	39%	29%	42%	35%	37%	41%
Healthcare websites	22%	21%	24%	21%	30%	21%	19%	10%
Primary care physicians/General practitioners	22%	22%	22%	22%	27%	19%	20%	24%
TV/News	21%	21%	21%	17%	22%	21%	20%	19%
Family	17%	16%	19%	27%	21%	16%	13%	16%
Print magazine/newspaper article	14%	14%	15%	10%	13%	13%	16%	21%
Friends	14%	13%	15%	17%	18%	13%	11%	11%
Online magazine/blog article	11%	11%	11%	12%	18%	11%	7%	2%
Government health organizations	11%	11%	11%	15%	13%	9%	9%	8%
YouTube or online video	10%	10%	10%	16%	16%	8%	6%	1%
Radio show or commercial	7%	7%	7%	9%	11%	6%	6%	4%
Nurses	6%	6%	6%	11%	9%	5%	4%	3%
Facebook	4%	4%	4%	6%	7%	4%	2%	2%
Instagram	4%	3%	4%	10%	6%	3%	1%	1%

# Sources for Eye Health Related Information Cont.

Q9. Where do you typically hear or read about eye health related information?								
	Total GenPop	Male	Female	Gen Z (18-23)	Millennial (24-39)	Gen X (40-55)	Boomer (56-73)	Silent (74+)
Celebrities/Influencers	3%	3%	3%	6%	7%	2%	1%	0%
From your child or their school	3%	2%	4%	7%	6%	2%	1%	0%
Twitter	3%	3%	2%	6%	5%	3%	1%	1%
Podcast	2%	2%	1%	4%	3%	1%	0%	1%
Other	1%	1%	1%	1%	0%	1%	1%	3%
N/A - I never hear about eye health	24%	25%	22%	20%	17%	27%	28%	23%

# Agreement Statements about Eye Health

**Q10. How much do you agree or disagree with the following statements?** *Scale: Strongly disagree, Disagree, Neither disagree nor agree, Agree, Strongly agree*

<b><i>SHOWING % TOTAL "AGREE" &amp; "DISAGREE"</i></b>	<b>Total GenPop</b>	<b>Male</b>	<b>Female</b>	<b>Gen Z (18-23)</b>	<b>Millennial (24-39)</b>	<b>Gen X (40-55)</b>	<b>Boomer (56-73)</b>	<b>Silent (74+)</b>
You can detect early signs of chronic diseases from eye exams	69% 9%	68% 10%	72% 8%	57% 15%	69% 12%	71% 8%	71% 6%	75% 6%
Since the pandemic began, I am more aware of touching my eyes	51% 30%	50% 29%	52% 30%	46% 36%	58% 30%	48% 30%	48% 28%	52% 26%
There is a relationship between my eye health and other illnesses	48% 23%	47% 21%	49% 24%	42% 35%	54% 24%	47% 21%	47% 20%	45% 23%
I am doing more now to protect my eyes	45% 24%	46% 23%	45% 25%	47% 27%	57% 23%	41% 26%	39% 22%	41% 19%
I worry that I can become infected with COVID-19 by touching my eyes	43% 38%	43% 38%	44% 37%	42% 40%	49% 38%	42% 38%	41% 36%	35% 39%
My doctor has told me about how eye health impacts other parts of my healthcare	39% 40%	40% 37%	37% 42%	39% 42%	50% 36%	35% 40%	32% 42%	34% 39%
I am open to using telemedicine to see my eye doctor	38% 37%	39% 34%	36% 39%	38% 34%	50% 30%	37% 35%	29% 42%	22% 49%
I often forget about eye healthcare when going for regular body checkups	31% 49%	30% 48%	31% 50%	36% 41%	37% 49%	30% 48%	27% 52%	16% 60%
Eye health is less important to me than other health concerns	25% 58%	26% 56%	24% 60%	31% 49%	33% 56%	23% 59%	21% 60%	10% 63%
I don't feel safe going to an eye doctor	20% 70%	19% 70%	20% 70%	23% 62%	26% 70%	18% 70%	17% 69%	8% 81%
I can no longer afford to see an eye doctor	18% 73%	18% 74%	17% 73%	23% 58%	24% 71%	17% 72%	14% 78%	5% 86%

# PCP Spoken About Relationship Between Eyes and Other Illnesses

Q11. Has your primary care physician/general practitioner ever spoken to you about the relationship between your eye health and other illnesses?								
	Total GenPop	Male	Female	Gen Z (18-23)	Millennial (24-39)	Gen X (40-55)	Boomer (56-73)	Silent (74+)
Yes	27%	29%	26%	31%	40%	23%	20%	23%
No	61%	60%	63%	54%	50%	66%	68%	62%
Not sure	11%	12%	10%	15%	9%	11%	12%	15%

# Eye Care Professional Spoken About Relationship Between Eyes and Other Illnesses

Q12. Has your eye care professional ever spoken to you about the relationship between your eye health and other illnesses?								
	Total GenPop	Male	Female	Gen Z (18-23)	Millennial (24-39)	Gen X (40-55)	Boomer (56-73)	Silent (74+)
Yes	33%	34%	32%	34%	43%	29%	28%	36%
No	56%	54%	57%	53%	48%	60%	60%	49%
Not sure	11%	12%	11%	13%	9%	11%	13%	15%

# Eye Exams Can Detect Health Issues

Q13. Which of the following health issues do you think eye exams can help detect?								
	Total GenPop	Male	Female	Gen Z (18-23)	Millennial (24-39)	Gen X (40-55)	Boomer (56-73)	Silent (74+)
Cataracts	57%	54%	61%	38%	56%	58%	61%	69%
Vision correction	52%	49%	57%	43%	54%	52%	53%	55%
High Blood Pressure	27%	26%	28%	14%	24%	29%	30%	33%
Macular Degeneration	26%	22%	29%	11%	18%	25%	33%	48%
Diabetes	25%	24%	26%	10%	19%	26%	32%	34%
Vitamin A Deficiency	14%	12%	16%	13%	18%	13%	12%	14%
Risk of stroke	11%	9%	12%	6%	10%	10%	12%	13%
Dyslexia	10%	9%	11%	13%	15%	8%	7%	11%
Cardiovascular Disease	10%	10%	10%	4%	10%	10%	10%	10%
High Cholesterol	9%	8%	9%	4%	8%	9%	10%	9%
Cancer	9%	8%	10%	10%	9%	9%	8%	9%
Anxiety	6%	6%	7%	12%	10%	5%	3%	2%
Thyroid Disease	6%	5%	8%	6%	7%	7%	6%	5%

# Eye Exams Can Detect Health Issues Continued

Q13. Which of the following health issues do you think eye exams can help detect?								
	Total GenPop	Male	Female	Gen Z (18-23)	Millennial (24-39)	Gen X (40-55)	Boomer (56-73)	Silent (74+)
Multiple Sclerosis	5%	4%	6%	6%	7%	5%	3%	1%
Coronavirus/COVID-19	4%	4%	5%	5%	6%	4%	4%	2%
Rheumatoid Arthritis	2%	2%	3%	3%	4%	2%	1%	1%
Lyme Disease	2%	2%	3%	3%	4%	2%	1%	1%
Syphilis	2%	2%	2%	2%	2%	2%	2%	2%
Other	1%	1%	1%	1%	1%	1%	1%	2%
Not sure	16%	17%	13%	19%	11%	16%	18%	13%
None of these	8%	8%	7%	11%	9%	8%	6%	8%

# Feelings About Eye Exams Detecting Early Signs of Chronic Illnesses

**Q14. Regular comprehensive eye exams can detect early signs of chronic illnesses.**

**How do you feel about this?**

	<b>Total GenPop</b>	<b>Male</b>	<b>Female</b>	<b>Gen Z (18-23)</b>	<b>Millennial (24-39)</b>	<b>Gen X (40-55)</b>	<b>Boomer (56-73)</b>	<b>Silent (74+)</b>
Interested in knowing how much the eye is connected to other parts of the body	35%	33%	37%	35%	35%	33%	36%	34%
Glad there is a simple, non-evasive way to test for chronic illnesses	31%	29%	33%	26%	32%	30%	32%	37%
Relieved that annual eye exams can help detect chronic illnesses	30%	30%	31%	20%	30%	29%	34%	42%
Empowered that from eye exams you can learn about early signs of chronic illnesses before it becomes a problem	29%	28%	32%	25%	32%	27%	30%	38%
Surprised to learn this	25%	25%	25%	30%	25%	25%	24%	23%
Guilty that I did not know this	15%	15%	15%	18%	20%	13%	13%	10%
Proud that I schedule regular eye exams for my family	15%	15%	15%	13%	17%	14%	14%	21%
Concerned that at eye exams you can be surprised to learn about another health issue	13%	12%	13%	16%	17%	10%	11%	13%
Upset that I have not scheduled an eye exam recently	10%	10%	11%	14%	11%	10%	10%	5%
Other	2%	2%	2%	1%	1%	2%	2%	3%



# Responsible for Informing Patients About Importance of Eye Exams

**Q15. Who/what do you believe is responsible for ensuring that patients are informed about the importance of eye exams in detecting early signs of chronic illnesses for themselves and their family?**

	<b>Total GenPop</b>	<b>Male</b>	<b>Female</b>	<b>Gen Z (18-23)</b>	<b>Millennial (24-39)</b>	<b>Gen X (40-55)</b>	<b>Boomer (56-73)</b>	<b>Silent (74+)</b>
Ophthalmologist or eye doctor	53%	50%	57%	42%	53%	52%	56%	64%
Primary care physicians/General practitioners	49%	47%	52%	42%	45%	47%	55%	65%
Government health organizations	32%	33%	33%	29%	32%	33%	34%	29%
Healthcare websites	25%	23%	28%	27%	30%	24%	23%	21%
TV/News	17%	16%	18%	16%	19%	18%	15%	12%
Nurses	15%	13%	17%	23%	17%	13%	13%	14%
Family	13%	14%	13%	19%	14%	13%	12%	13%
Print magazine/newspaper article	12%	11%	13%	10%	13%	12%	13%	12%
Radio show or commercial	8%	8%	9%	9%	10%	8%	7%	6%
Online magazine/blog article	7%	7%	8%	10%	12%	7%	5%	2%
Friends	7%	8%	6%	11%	9%	6%	6%	6%
YouTube or online video	7%	6%	7%	13%	11%	5%	4%	3%
From your child or their school	6%	5%	7%	9%	10%	5%	3%	1%

# Responsible for Informing Patients About Importance of Eye Exams Continued

**Q15. Who/what do you believe is responsible for ensuring that patients are informed about the importance of eye exams in detecting early signs of chronic illnesses for themselves and their family?**

	<b>Total GenPop</b>	<b>Male</b>	<b>Female</b>	<b>Gen Z (18-23)</b>	<b>Millennial (24-39)</b>	<b>Gen X (40-55)</b>	<b>Boomer (56-73)</b>	<b>Silent (74+)</b>
Facebook	4%	4%	4%	6%	7%	4%	2%	1%
Celebrities/Influencers	4%	4%	4%	7%	7%	3%	2%	1%
Instagram	3%	3%	4%	9%	6%	2%	1%	1%
Podcast	3%	2%	3%	4%	5%	2%	1%	0%
Twitter	3%	3%	2%	7%	4%	2%	1%	1%
Other	1%	1%	1%	0%	0%	1%	1%	2%
No one	13%	14%	11%	12%	10%	14%	14%	10%

# Cancel Eye Appointment

Q16. Have you had to cancel or did your eye doctor cancel your eye appointment due to the coronavirus/COVID-19?								
	Total GenPop	Male	Female	Gen Z (18-23)	Millennial (24-39)	Gen X (40-55)	Boomer (56-73)	Silent (74+)
<b>Yes (NET)</b>	<b>19%</b>	<b>18%</b>	<b>21%</b>	<b>27%</b>	<b>30%</b>	<b>15%</b>	<b>13%</b>	<b>14%</b>
Yes, I cancelled my eye appointment	11%	11%	12%	17%	18%	9%	8%	7%
Yes, my eye doctor cancelled my appointment	8%	7%	8%	10%	13%	6%	5%	7%
<b>No (NET)</b>	<b>81%</b>	<b>82%</b>	<b>79%</b>	<b>73%</b>	<b>70%</b>	<b>85%</b>	<b>87%</b>	<b>86%</b>
No, I have not cancelled my eye appointment	22%	23%	21%	15%	23%	21%	23%	31%
No, I didn't have any eye appointments	59%	59%	58%	57%	46%	64%	64%	55%

# Amount Wearing Glasses / Contact Lenses

**[IF CURRENTLY WEARS EYEGLASSES, CONTACT LENSES OR BOTH]**

**Q17. Since the coronavirus/COVID-19 began, are you wearing your eyeglasses/contact lenses more, less, or the same amount?**

	Total GenPop	Male	Female	Gen Z (18-23)	Millennial (24-39)	Gen X (40-55)	Boomer (56-73)	Silent (74+)
<b>Eyeglasses</b>								
Wearing less	7%	6%	8%	15%	15%	5%	3%	3%
Wearing more	18%	14%	21%	32%	30%	18%	8%	5%
Wearing the same amount	75%	79%	70%	53%	56%	77%	88%	92%
<b>Contact lenses</b>								
Wearing less	32%	29%	35%	37%	36%	29%	22%	40%
Wearing more	14%	14%	15%	24%	17%	9%	7%	20%
Wearing the same amount	53%	57%	50%	39%	47%	61%	70%	40%

# Appendix

Respondent Demographics by Gender /  
Age

# Eyeglasses / Contact Lenses

S4. Which of the following, if any, do you currently use to correct or improve your vision?								
	Total GenPop	Male	Female	Gen Z (18-23)	Millennial (24-39)	Gen X (40-55)	Boomer (56-73)	Silent (74+)
Eyeglasses only	51%	56%	47%	32%	26%	49%	75%	85%
Contact lenses only	3%	2%	4%	5%	5%	3%	1%	1%
Both eyeglasses and contact lenses	25%	21%	29%	30%	44%	25%	11%	1%
Nothing	21%	20%	20%	33%	24%	23%	13%	13%

# Identity

S1. What do you identify as?								
	Total GenPop	Male	Female	Gen Z (18-23)	Millennial (24-39)	Gen X (40-55)	Boomer (56-73)	Silent (74+)
Female	50%	0%	100%	65%	59%	47%	43%	36%
Male	48%	100%	0%	32%	40%	53%	54%	64%
Transgender Female	0%	0%	0%	0%	0%	0%	0%	0%
Transgender Male	0%	0%	0%	1%	0%	0%	0%	0%
Genderqueer/ Gender Non-conforming	0%	0%	0%	1%	0%	0%	0%	0%
Different Identity	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	1%	0%	0%	1%	0%	0%	3%	0%

# Age

S2. What is your age?

	Total GenPop	Male	Female	Gen Z (18-23)	Millennial (24-39)	Gen X (40-55)	Boomer (56-73)	Silent (74+)
18-23 (Gen Z)	8%	6%	11%	100%	0%	0%	0%	0%
24-39 (Millennial)	26%	22%	31%	0%	100%	0%	0%	0%
40-55 (Gen X)	30%	32%	28%	0%	0%	100%	0%	0%
56-73 (Boomer)	32%	36%	27%	0%	0%	0%	100%	0%
74+ (Silent)	4%	5%	3%	0%	0%	0%	0%	100%



# Setting live in

D2. Which one of the following best describes the setting of where you live?

	Total GenPop	Male	Female	Gen Z (18-23)	Millennial (24-39)	Gen X (40-55)	Boomer (56-73)	Silent (74+)
Urban	51%	51%	50%	43%	62%	51%	45%	33%
Suburban	30%	31%	29%	23%	24%	31%	34%	45%
Rural	18%	17%	20%	28%	12%	18%	20%	21%
I'd prefer not to say	1%	1%	1%	6%	2%	0%	0%	0%

# Ethnicity

[ASKED FOR US AND UK ONLY]

D3. Which of the following best describes your ethnicity?

	Total GenPop	Male	Female	Gen Z (18-23)	Millennial (24-39)	Gen X (40-55)	Boomer (56-73)	Silent (74+)
White/Caucasian	85%	85%	85%	58%	80%	87%	93%	92%
Black/African American/African descent	3%	3%	4%	14%	4%	2%	1%	1%
Hispanic/Latinx	4%	3%	4%	13%	6%	2%	1%	0%
Asian	4%	5%	4%	6%	5%	5%	2%	3%
Multiracial	2%	2%	2%	5%	3%	2%	1%	1%
Another race	2%	2%	1%	4%	2%	1%	1%	3%

# Employment Status

D4. What is your current employment status?								
	Total GenPop	Male	Female	Gen Z (18-23)	Millennial (24-39)	Gen X (40-55)	Boomer (56-73)	Silent (74+)
Employed including self (NET)	63%	68%	60%	53%	84%	81%	40%	8%
Employed excluding self (NET)	58%	61%	56%	48%	81%	74%	34%	5%
Unemployed (NET)	10%	8%	12%	40%	9%	9%	4%	2%
Employed full-time	48%	56%	42%	26%	71%	65%	26%	1%
Employed part-time	10%	6%	14%	22%	10%	9%	8%	4%
Self-employed	5%	6%	4%	4%	3%	7%	6%	3%
Became unemployed <i>before</i> the Coronavirus/COVID-19 and currently looking for employment	2%	2%	2%	4%	2%	3%	1%	0%
Became unemployed <i>as a result</i> of the Coronavirus/COVID-19 and currently looking for employment	1%	1%	2%	5%	2%	1%	0%	0%
On furlough as a result of the Coronavirus/COVID-19	1%	1%	1%	2%	1%	1%	1%	0%
Not employed and not looking for work	5%	4%	7%	29%	3%	5%	2%	1%
Armed Forces/Military	0%	0%	0%	1%	0%	0%	0%	0%
Retired	20%	23%	16%	0%	1%	4%	49%	83%
Homemaker	7%	1%	12%	7%	6%	6%	7%	8%

# Parental Status

D5. Do you have any children?								
	Total GenPop	Male	Female	Gen Z (18-23)	Millennial (24-39)	Gen X (40-55)	Boomer (56-73)	Silent (74+)
Yes	63%	63%	63%	14%	61%	62%	76%	83%
No	37%	37%	37%	86%	39%	38%	24%	17%

# Diagnosed with Illness or Condition

D6. Have you been diagnosed with one of the following illnesses or conditions?								
	Total GenPop	Male	Female	Gen Z (18-23)	Millennial (24-39)	Gen X (40-55)	Boomer (56-73)	Silent (74+)
Near-sightedness (myopia)	35%	34%	37%	32%	40%	35%	33%	24%
Far-sightedness (presbyopia)	14%	13%	14%	4%	5%	14%	22%	15%
Gastroenterological disorders	9%	8%	10%	4%	9%	10%	10%	9%
Cataracts	8%	9%	8%	2%	3%	3%	15%	45%
Psychological disorders (such as anxiety, depression, or other mental health conditions)	8%	6%	10%	10%	8%	10%	7%	2%
Other eye condition	8%	7%	8%	6%	6%	7%	9%	15%
Cardiovascular disorders	7%	8%	6%	3%	4%	7%	11%	14%
Diabetes	7%	9%	4%	1%	2%	5%	12%	17%
Hearing impairment	5%	6%	4%	2%	3%	3%	8%	19%
Urological disorders	4%	6%	3%	1%	3%	5%	5%	12%
Neurological disorders	4%	4%	5%	2%	4%	5%	4%	3%
Cancer	4%	4%	4%	1%	1%	2%	7%	15%
Glaucoma	3%	3%	3%	2%	2%	2%	4%	7%
Something else	2%	2%	3%	2%	1%	2%	4%	8%
None of these	36%	36%	35%	50%	40%	39%	28%	22%