

Vision Survey from AARP Media Sales and Alcon

SURVEY OVERVIEW

- **Alcon**, the global leader in eye care, and **AARP Media Sales** joined forces to conduct a survey that would gauge awareness and understanding of cataracts and cataract treatment options among baby boomers.
- The national **Vision Survey from AARP Media Sales and Alcon** explored American adults' knowledge, attitudes and behaviors around vision health and cataracts. Alcon and AARP Media Sales engaged five distinguished ophthalmologists to collaborate on the development of the survey.



Dr. Robert Cionni



Dr. Bonnie Henderson



Dr. Edward Holland



Dr. Samuel Masket



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SURVEY DETAILS

- **AARP Media Sales and Alcon Vision Survey objectives:**
 - Explore attitudes around vision health and consequences of lack of good vision
 - Measure awareness and understanding of cataracts and treatment options
 - Understand how poor vision from cataracts affects quality of life and well-being
- **Survey methodology:**
 - The 112 question survey was fielded to 1,000 adults, age 50 and older, via phone over a twelve-day period in February 2013.

| Survey Audience | Sample Size | Margin of Error |
|---|---------------|-----------------|
| Had cataract surgery - Had surgery in <u>both</u> eyes; had surgery less than 5 years ago | n=250 | +/- 6.2% |
| Have cataracts but have not had surgery - Diagnosed with cataracts; have never had cataract surgery | n=250 | +/- 6.2% |
| Do not have cataracts - Never diagnosed with cataracts; have never had cataract surgery | n=500 | +/- 4.4% |
| TOTAL | n=1000 | +/- 3.1% |

SURVEY RESULTS

- Survey results showed that many US **adults are misinformed** about eye health and cataracts, and confirmed the need for more patient education around this age-related condition, which is the leading cause of preventable blindness in adults age 55 and older.
 - Adults are generally aware of cataracts, but most underestimate their impact – **more than two in three** survey respondents who were diagnosed with cataracts believe that their cataracts do not affect their ability to perform daily activities.
 - Though most adults believed that cataracts did not affect their daily activities, **85 percent** reported that cataract surgery helped address the reasons why they chose surgery including improving driving, reading and seeing at night.
 - Of those already diagnosed with cataracts, **only 38 percent** plan to have surgery in the next two years, but **more than two thirds** of respondents who had cataract surgery were surprised at how much their vision improved after the procedure.
 - While **fear** is the most common emotion associated with cataract surgery, **four in five adults** found the surgery was much easier than expected.
- Learn more about the campaign and the Vision Survey from AARP Media Sales and Alcon at www.FreedomFromCataracts.com.