Barometer of Global Eye Health

Key Findings & Methodology

- The public may be overconfident about level of eye health awareness. The public may have a false sense of security around their level of eye health knowledge.
  - 7 in 10 say that they are somewhat or very knowledgeable about eye health and proper eye health care (highest in Spain, 88% followed by India with 81%).
  - In the KOL survey, 97% of doctors say that the public is not sufficiently knowledgeable about proper eye health care.

- The barometer revealed that many mistakenly believe may common eye health myths – a further reflection of their lack of proper awareness of important eye health issues and proper eye health care.
  - 44% believe that “I don’t need an eye test unless there is a problem”
  - 42% believe that “if I can see, my eyes must be healthy”
  - 4 in 10 believe that “The only reason to visit an eye doctor is for vision correction.”
  - A third believe that “If it doesn’t hurt, it’s not serious”

- Many are unaware that their eyes can provide a window into their overall health.
  - In fact, 4 in 10 admit to mistakenly believing that the only reason to visit an eye doctor is for vision correction.
  - Among those who have not been to the doctor at twice in the past 5 years (at least every other year), the most common reason given for the lack of regular eye exams is not expense (39%) or time (31%), instead, these consumers say that they do not get more regular eye exams because they “don’t have any symptoms (68%) and/or “can see just fine” (64%) – two dangerous misperceptions considering the fact that many serious eye health issues are asymptomatic.

- Lifestyle factors
  - Many are unaware of common lifestyle and environmental contributors to poor eye health.
    - 65% surprised by obesity
    - 51% surprised by smoking
    - 37% surprised by pollution
  - Could stand to improve eye-smart activities such as wearing sunglasses, eating healthfully, maintaining healthy weight, refrain from smoking, regularly spend time outside.

- Vision is important to consumers
  - Vision is important to consumers. Across all markets, consumers would rather give up their sense of taste, their hearing, a limb, or even 10 years of their life in order to preserve their eyesight.
  - Over half of those studied (59%) believes vision loss would severely impact their quality of life, more so than many other health circumstances (such as diabetes, loss of hearing, poor dental health). Respondents get physicals and dentist appointments more often.

- Marriage may be good for your eyes
  - Globally, those who are married are more likely to say they engage in activities that are good for their eyes, such as wearing sunglasses in the sun (81% vs. 76%), regularly spending time
outside (83% vs. 78%), eating a healthy diet (82% vs. 74%), maintaining a healthy weight (78% vs. 75%), refraining from smoking (79% vs. 74%), and getting regular eye exams (69% vs. 56%).

- Those who are married are also more likely to say they are knowledgeable about proper eye health care (72% vs. 62%).

- **Women take better care of their eyes than men**
  - Women claim to participate in more eye-smart activities than men. Women are more apt to say they wear sunglasses (81% vs. 77%), eat a healthy diet (82% vs. 75%), maintain a healthy weight (78% vs. 75%), refrain from smoking (79% vs. 73%), and get regular eye exams (66% vs. 61%).
  - Women also claim to be more aware of what is good for their eyes. They are more likely to know that computer use (84% vs. 78%), exposure to UV rays (77% vs. 73%), diabetes (74% vs. 67%), and dry air (61% vs. 51%) are bad for their eyes.
  - This likely comes as no surprise to eye health experts, 94% of whom said that women take better care of their eyes during the Validation phase of this research.

- **Proper eye health care comes with age**
  - Older respondents get eye exams more often than those 18-24. Half of those who are 55+ and 45% of those 45-54 have had an eye exam in the past year, while only 36% of those 18-24 reported the same.
  - This, too, likely comes as no surprise to eye health professionals, 90% of whom said that those over 45 take better care of their eyes than those younger than 45.

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**Barometer of Global Eye Health - US Findings**

- The public may be overconfident about their level of eye health awareness. The public may have a false sense of security around their level of eye health knowledge.
  - Eight in 10 Americans say that they are somewhat or very knowledgeable about eye health and proper eye health care.
  - In the KOL survey, 97% of doctors say that the public is not sufficiently knowledgeable or dangerously unknowledgeable about proper eye health care.

- The barometer revealed that many Americans mistakenly believe common eye health myths – a further reflection of their lack of proper awareness of important eye health issues and proper eye health care.
  - 35% believe that “If I can see, my eyes must be healthy.”
  - 35% believe that “The only reason to visit an eye doctor is for vision correction.”
  - 33% believe that “I don’t need an eye test unless there is a problem.”
  - 27% believe that “If it doesn’t hurt, it’s not serious.”

- Many in the U.S. are unaware that their eyes can provide a window into their overall health.
  - In fact, more than a third admit to mistakenly believing that the only reason to visit an eye doctor is for vision correction.
  - Among Americans who have not been to the doctor at least every year over the past five years, the most common reason given for the lack of regular eye exams is not expense (48%) or time (22%); instead, these consumers say that they do not get more regular eye exams because they “don’t have any symptoms” (58%) and/or “can see just fine” (57%) – two
dangerous misperceptions considering the fact that that many serious eye health issues are asymptomatic.

- **Lifestyle factors**
  - Many Americans are unaware of common lifestyle and environmental contributors to poor eye health.
    - 56% surprised by obesity
    - 46% surprised by dry air
    - 41% surprised by smoking
  - Could stand to improve eye-smart activities such as wearing sunglasses, eating healthfully, maintaining healthy weight, refrain from smoking, regularly spend time outside.

- **Vision is important to consumers**
  - Vision is important to consumers. Americans would rather give up their sense of taste, their hearing, a limb, or even 10 years of their life in order to preserve their eyesight.
  - Half of Americans studied (49%) believe vision loss would severely impact their quality of life, more so than many other health circumstances (such as diabetes, loss of hearing, poor dental health). Respondents get physicals dentist appointments more often.

- **Marriage may have you seeing more clearly**
  - Americans who are married are more likely than those who are single to say they engage in certain activities that are good for their eyes, such as getting regular eye exams (77% vs. 58%) and regularly spending time outside (77% vs. 74%).
  - Those who are married are also more likely to be aware of contributors to vision loss such as diabetes (81% vs. 59%), exposure to UV rays (74% vs. 62%), pollution (68% vs. 54%), smoking (66% vs. 47%), and dry air (59% vs. 43%).

- **Women take better care of their eyes than men**
  - American women claim to participate in more eye-smart activities than men.
  - This likely comes as no surprise to eye health experts, 94% of whom said that women take better care of their eyes during the Validation phase of this research.
  - Women are more likely to participate in eye-smart lifestyles. Women are more apt to say they refrain from smoking (79% vs. 71%), and get regular eye exams (75% vs. 63%).
  - Women also claim to be more aware of what is good for their eyes. They are more likely to know that computer use (78% vs. 64%), exposure to UV rays (77% vs. 66%), diabetes (77% vs. 69%), smoking (64% vs. 54%), and dry air (63% vs. 43%) are bad for their eyes.

- **Proper eye health care comes with age**
  - Older respondents get eye exams more often than those 18-24. Six in ten of those who are 55+ have had an eye exam in the past year, while only 42% of those 18-29, 43% of those 30-39 and 37% of those 40-54 say the same.
  - This, too, likely comes as no surprise to eye health professionals, 90% of whom said that those over 45 take better care of their eyes than those younger than 45.
Methodology

- **Eye Health Expert Ideation**
  The Ideation phase involved soliciting input from eye health practitioners from 7 international markets on the topic areas that they would like to see covered in the index. During this phase of the research, KRC solicited input from 22 practitioners (culled from a list provided by Bausch + Lomb) through an online survey. The international markets included, in no particular order, China, France, Russia, Italy, Spain, UK and the US.

- **Eye Health Expert Validation**
  During the Validation Phase of the research, KRC collected insights and feedback from 147 KOLS (culled from a list provided by Bausch + Lomb) through an online survey. The participating practitioners included 88 optometrists, 49 ophthalmologists, and 10 other eye health experts from 26 countries including Australia, Brazil, Canada, China, Colombia, Denmark, France, Germany, Greece, Hong Kong, Hungary, India, Italy, Latvia, Malaysia, Mexico, Netherlands, New Zealand, Norway, Singapore, Spain, Sweden, Switzerland, Taiwan, UK and US.

- **Barometer of Global Eye Health**
  This survey was designed and conducted by KRC Research on behalf of Bausch + Lomb. KRC conducted a total of approximately 1,000 online interviews in each of 11 different markets, including Brazil, China, France, Germany, India, Italy, Japan, Russia, Spain, the UK and the US. The interviews were conducted online between May 25th and June 13th, 2012. Where applicable, data was weighted by age, gender, and region to reflect national data of each given market.