

YouGov / Beattie Communications
Specsavers

UK Sample

Fieldwork dates: 15th - 17th July 2013

Total

And which ONE of the following opticians would you say offered the best customer service/ professionalism?

All GB adults who have visited an optician	2039
Base	1994
ASDA Opticians	2%
Black & Lizards	1%
Boots Opticians	14%
Optical Express	2%
Specsavers	37%
Tesco Opticians	4%
Vision Express	8%
Other	23%
Can't recall	11%

Which ONE of the following opticians would you trust the MOST?

All GB adults	2272
Base	2272
ASDA Opticians	2%
Black & Lizards	1%
Boots Opticians	12%
Optical Express	2%
Specsavers	27%
Tesco Opticians	2%
Vision Express	5%
Independent/ local optician	19%
Other	4%
Don't know	22%
Not applicable - I wouldn't trust any optician	5%

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And overall, which ONE of the following opticians do you think offers the best value for money (e.g. services, products, etc.)?

All GB adults	2272
Base	2272
ASDA Opticians	4%
Black & Lizards	0%
Boots Opticians	7%
Optical Express	1%
Specsavers	32%
Tesco Opticians	5%
Vision Express	3%
Other	8%
Don't know	40%

And which ONE of the following opticians do you think offers the best choice of products?

All GB adults	2272
Base	2272
ASDA Opticians	2%
Black & Lizards	0%
Boots Opticians	6%
Optical Express	1%
Specsavers	29%
Tesco Opticians	2%
Vision Express	5%
Other	8%
Don't know	47%

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You mentioned that you have visited Specsavers before...Overall, which ONE, if any, of the following MOST impressed you about Specsavers?

All GB adults who have visited Specsavers before	1130
Base	1116
Customer service	10%
Value for money	28%
Staff professionalism	10%
Professionalism/ credibility of the optician	12%
Variety of frames available	10%
Quality/ choice of brands available	5%
Choice of contact lenses available	1%
Affordability of designer brands	5%
None of these	10%
Don't know/ can't recall	9%