

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

WBS_q1. Which, if any, of the following do you ever wear? (Please tick all that apply)

Unweighted base	2423	1201	1222	239	337	383	565	899	1356	1067
All UK Adults	2423	1165	1258	290	412	383	476	863	1333	1090
Glasses (prescription)	68%	63%	72%	49%	47%	55%	74%	87%	71%	64%
Glasses (non-prescription / fashion)	8%	10%	6%	6%	7%	6%	9%	11%	8%	9%
Contact lenses (prescription)	12%	9%	15%	17%	21%	14%	13%	5%	14%	9%
Contact lenses (cosmetic)	1%	1%	1%	2%	2%	1%	-	0%	1%	1%
None of these	24%	28%	21%	43%	42%	40%	18%	6%	20%	29%

WBS_q2. Which, if any, of the following opticians have you visited before? (Please tick all that apply)

Unweighted base	2423	1201	1222	239	337	383	565	899	1356	1067
All UK Adults	2423	1165	1258	290	412	383	476	863	1333	1090
ASDA Opticians	4%	4%	4%	2%	5%	3%	4%	4%	3%	5%
Black & Lizards	1%	1%	0%	3%	1%	0%	1%	0%	1%	1%
Boots Opticians	26%	24%	27%	23%	21%	26%	26%	28%	29%	22%
Optical Express	7%	7%	8%	8%	7%	8%	9%	6%	8%	7%
Specsavers	49%	46%	52%	39%	46%	46%	49%	55%	50%	48%
Tesco Opticians	8%	7%	9%	5%	8%	4%	11%	9%	8%	8%
Vision Express	17%	16%	18%	13%	18%	16%	20%	17%	20%	13%
Other	27%	24%	30%	18%	18%	20%	30%	36%	30%	24%
Can't recall	3%	3%	3%	3%	4%	6%	2%	2%	3%	4%
Not applicable - I've never visited an optician	11%	16%	8%	21%	15%	19%	11%	3%	8%	15%

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WBS_q3. And which ONE of the following opticians would you say offered the best customer service/ professionalism?

Unweighted base	2159	1031	1128	190	277	320	500	872	1246	913
All UK Adults who have visited an optician	2145	981	1163	230	348	310	421	835	1221	924
ASDA Opticians	3%	2%	3%	3%	4%	2%	2%	3%	2%	3%
Black & Lizars	1%	1%	0%	2%	1%	0%	0%	0%	0%	1%
Boots Opticians	15%	15%	14%	14%	14%	16%	13%	15%	16%	13%
Optical Express	3%	3%	3%	2%	4%	3%	3%	2%	3%	2%
Specsavers	37%	38%	37%	39%	35%	38%	35%	39%	35%	41%
Tesco Opticians	4%	3%	4%	3%	5%	2%	5%	3%	3%	4%
Vision Express	7%	7%	6%	7%	11%	9%	7%	4%	8%	5%
Other	23%	21%	24%	19%	16%	16%	23%	28%	24%	21%
Can't recall	9%	9%	9%	11%	10%	13%	10%	6%	8%	10%

WBS_q4. Which ONE of the following opticians would you trust the MOST?

Unweighted base	2423	1201	1222	239	337	383	565	899	1356	1067
All UK Adults	2423	1165	1258	290	412	383	476	863	1333	1090
ASDA Opticians	1%	1%	2%	3%	1%	0%	1%	2%	1%	2%
Black & Lizars	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Boots Opticians	14%	15%	14%	9%	14%	16%	13%	16%	15%	13%
Optical Express	2%	2%	2%	4%	3%	3%	1%	1%	2%	2%
Specsavers	28%	28%	29%	32%	31%	27%	24%	29%	28%	30%
Tesco Opticians	2%	3%	2%	1%	3%	2%	4%	2%	2%	3%
Vision Express	5%	5%	6%	7%	8%	6%	6%	3%	6%	4%
Independent/ local optician	19%	18%	20%	11%	9%	16%	23%	26%	22%	16%
Other	3%	3%	3%	1%	2%	3%	3%	5%	4%	3%
Don't know	18%	19%	17%	18%	21%	19%	21%	14%	16%	21%
Not applicable - I wouldn't trust any optician	5%	6%	5%	12%	7%	7%	4%	2%	3%	7%

Total	Gender		Age					Social Grade	
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WBS_q5. And overall, which ONE of the following opticians do you think offers the best value for money (e.g. services, products, etc.)?

Unweighted base	2423	1201	1222	239	337	383	565	899	1356	1067
All UK Adults	2423	1165	1258	290	412	383	476	863	1333	1090
ASDA Opticians	5%	4%	5%	6%	6%	2%	6%	4%	4%	6%
Black & Lizards	0%	0%	0%	0%	1%	0%	0%	-	0%	-
Boots Opticians	9%	9%	9%	8%	7%	10%	9%	10%	10%	8%
Optical Express	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%
Specsavers	31%	29%	34%	21%	29%	35%	28%	36%	32%	31%
Tesco Opticians	5%	5%	4%	3%	7%	4%	6%	3%	5%	4%
Vision Express	3%	4%	3%	3%	6%	2%	5%	2%	4%	2%
Other	9%	8%	9%	5%	4%	9%	9%	12%	10%	7%
Don't know	37%	40%	34%	52%	38%	37%	36%	32%	34%	41%

WBS_q6. And which ONE of the following opticians do you think offers the best choice of products?

Unweighted base	2423	1201	1222	239	337	383	565	899	1356	1067
All UK Adults	2423	1165	1258	290	412	383	476	863	1333	1090
ASDA Opticians	1%	1%	1%	2%	1%	0%	1%	2%	1%	1%
Black & Lizards	1%	1%	1%	0%	1%	1%	0%	0%	1%	1%
Boots Opticians	8%	8%	7%	8%	5%	10%	8%	9%	8%	7%
Optical Express	2%	2%	2%	2%	3%	1%	1%	1%	2%	1%
Specsavers	30%	28%	32%	24%	31%	29%	29%	32%	28%	32%
Tesco Opticians	2%	3%	1%	2%	2%	2%	3%	2%	2%	2%
Vision Express	6%	6%	7%	8%	9%	7%	9%	3%	8%	5%
Other	7%	6%	7%	4%	4%	6%	8%	9%	7%	7%
Don't know	44%	46%	42%	50%	43%	44%	42%	42%	44%	43%

YouGov / Specsavers
Beattie Communications

UK Sample : 22th - 23th July 2014

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WBS_q7a. You mentioned that you have visited Specsavers before...Overall, which ONE, if any, of the following MOST impressed you about Specsavers?

	Unweighted base	1191	563	628	96	152	178	271	494	667	524
All UK Adults that have visited specsavers	1187	536	651	113	188	175	235	476	660	528	
Customer service	8%	8%	8%	7%	7%	9%	10%	7%	7%	9%	
Value for money	27%	26%	28%	21%	26%	31%	30%	27%	29%	25%	
Staff professionalism	10%	12%	8%	12%	7%	9%	11%	9%	9%	10%	
Professionalism/ credibility of the optician	14%	14%	15%	17%	10%	14%	6%	20%	13%	15%	
Variety of frames available	8%	7%	9%	3%	5%	4%	10%	10%	8%	7%	
Quality/ choice of brands available	4%	4%	3%	6%	4%	4%	3%	3%	3%	4%	
Choice of contact lenses available	2%	1%	2%	3%	4%	4%	-	1%	2%	1%	
Affordability of designer brands	5%	4%	5%	4%	7%	2%	6%	4%	5%	4%	
None of these	13%	12%	13%	8%	12%	14%	14%	13%	14%	12%	
Don't know/ can't recall	10%	12%	9%	19%	18%	9%	10%	6%	10%	11%	