

Specsavers
Beattie Communications
UK Sample : 22nd - 23rd July 2014

Total
Base

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

Unweighted base	2423
All UK Adults	2423
Glasses (prescription)	68%
Glasses (non-prescription / fashion)	8%
Contact lenses (prescription)	12%
Contact lenses (cosmetic)	1%
None of these	24%

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

Unweighted base	2423
All UK Adults	2423
ASDA Opticians	4%
Black & Lizards	1%
Boots Opticians	26%
Optical Express	7%
Specsavers	49%
Tesco Opticians	8%
Vision Express	17%
Other	27%
Can't recall	3%
Not applicable - I've never visited an optician	11%

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

Unweighted base	2159
All UK Adults who have visited an optician	2145
ASDA Opticians	3%
Black & Lizards	1%
Boots Opticians	15%
Optical Express	3%
Specsavers	37%
Tesco Opticians	4%
Vision Express	7%
Other	23%
Can't recall	9%

Total
Base

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

Unweighted base	2423
All UK Adults	2423
ASDA Opticians	1%
Black & Lizards	1%
Boots Opticians	14%
Optical Express	2%
Specsavers	28%
Tesco Opticians	2%
Vision Express	5%
Independent/ local optician	19%
Other	3%
Don't know	18%
Not applicable - I wouldn't trust any optician	5%

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
All UK Adults	2423
ASDA Opticians	5%
Black & Lizards	0%
Boots Opticians	9%
Optical Express	1%
Specsavers	31%
Tesco Opticians	5%
Vision Express	3%
Other	9%
Don't know	37%

Total
Base

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

Unweighted base	2423
All UK Adults	2423
ASDA Opticians	1%
Black & Lizards	1%
Boots Opticians	8%
Optical Express	2%
Specsavers	30%
Tesco Opticians	2%
Vision Express	6%
Other	7%
Don't know	44%

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

Unweighted base	1191
All UK Adults	1187
Customer service	8%
Value for money	27%
Staff professionalism	10%
Professionalism/ credibility of the optician	14%
Variety of frames available	8%
Quality/ choice of brands available	4%
Choice of contact lenses available	2%
Affordability of designer brands	5%
None of these	13%
Don't know/ can't recall	10%