

YouGov Survey Results

Sample Size: 2042
Fieldwork: 11th - 13th May 2011

Total	Gender		Age					Social Grade		Region						
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Assuming each of the following health treatments cost the same... Which ONE, if any, of the following would you prefer?

	2042	934	1108	191	336	307	350	858	1174	868	472	307	195	241	473	95	259
Unweighted Base	2042	934	1108	191	336	307	350	858	1174	868	472	307	195	241	473	95	259
All GB Adults	2042	980	1062	245	362	353	367	715	1123	919	502	335	196	261	468	102	178
Sight test	25%	27%	23%	16%	15%	20%	29%	33%	25%	25%	23%	29%	33%	20%	25%	26%	18%
Spa treatment	25%	15%	34%	24%	40%	28%	26%	16%	28%	22%	27%	24%	20%	23%	26%	27%	28%
Diet pills	7%	5%	9%	6%	9%	9%	10%	5%	7%	8%	9%	7%	6%	8%	7%	8%	6%
Vitamins	11%	13%	8%	14%	11%	11%	7%	11%	10%	12%	10%	11%	11%	12%	12%	4%	13%
Fitness books	2%	3%	1%	3%	4%	2%	1%	1%	2%	1%	1%	2%	1%	2%	3%	1%	3%
Celebrity fitness DVD	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	3%	1%
Home teeth whitening kit	11%	11%	11%	25%	9%	14%	8%	7%	10%	12%	11%	11%	8%	12%	10%	12%	11%
None of these	18%	24%	13%	13%	10%	14%	18%	27%	18%	19%	18%	17%	19%	20%	18%	20%	19%

Which of the following BEST describes how often, if at all, you go for a sight test?

	2042	934	1108	191	336	307	350	858	1174	868	472	307	195	241	473	95	259
Unweighted Base	2042	934	1108	191	336	307	350	858	1174	868	472	307	195	241	473	95	259
All GB Adults	2042	980	1062	245	362	353	367	715	1123	919	502	335	196	261	468	102	178
Once a year or more	21%	19%	22%	14%	13%	14%	20%	31%	22%	19%	21%	19%	24%	16%	22%	18%	23%
Less often than once a year but at least once every 2 years	36%	33%	40%	37%	26%	35%	38%	42%	35%	38%	41%	39%	29%	34%	36%	37%	32%
Less often than once every 2 years but at least once every 4 years	19%	19%	19%	14%	23%	19%	22%	16%	21%	16%	18%	21%	22%	18%	18%	14%	18%
Less often than once every 4 years but at least once every 6 years	6%	7%	5%	6%	9%	7%	7%	4%	6%	7%	5%	7%	9%	7%	5%	8%	9%
Less often than once every 6 years but at least once every 8 years	2%	2%	2%	4%	5%	1%	1%	1%	2%	2%	2%	2%	1%	3%	2%	5%	2%
Less often than once every 8 years but at least once every 10 years	1%	1%	1%	2%	1%	3%	1%	1%	1%	2%	1%	1%	0%	3%	1%	2%	1%
Less often than once every 10 years	4%	5%	4%	6%	8%	5%	5%	2%	4%	5%	4%	3%	7%	5%	6%	2%	3%
Not applicable – I never go for sight tests	10%	13%	7%	17%	15%	17%	7%	3%	9%	11%	9%	8%	8%	15%	10%	15%	11%

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Which, if any, of the following have you ever put off because you thought you could not afford them? (Please tick all that apply)

Unweighted Base	2042	934	1108	191	336	307	350	858	1174	868	472	307	195	241	473	95	259
All GB Adults	2042	980	1062	245	362	353	367	715	1123	919	502	335	196	261	468	102	178
Sight test for myself	19%	16%	22%	24%	21%	24%	22%	12%	18%	21%	18%	21%	20%	22%	19%	18%	10%
Sight test for my child(ren)	1%	2%	1%	2%	3%	1%	2%	0%	1%	2%	1%	1%	1%	3%	0%	5%	-
Glasses/ contact lenses for myself	30%	26%	34%	26%	28%	27%	38%	30%	30%	31%	30%	30%	39%	26%	30%	26%	29%
Glasses/ contact lenses for my children	1%	1%	0%	-	2%	1%	1%	0%	0%	1%	1%	1%	-	1%	0%	2%	-
None of these	61%	64%	57%	57%	60%	60%	54%	66%	63%	58%	63%	58%	50%	62%	61%	59%	67%

You said that you go for sight tests less often than once every 2 years... Which, if any, of the following are reasons for this? (Please tick all that apply)

Unweighted Base	825	409	416	90	191	158	147	239	469	356	177	118	84	109	187	39	111
All GB Adults less often than once every 2 years	874	471	403	120	221	182	155	196	478	396	192	139	93	131	195	46	79
I don't think having 20/20 vision is important	3%	4%	1%	4%	2%	1%	4%	3%	2%	4%	3%	4%	3%	5%	1%	2%	0%
I believe my vision is fine	37%	40%	34%	36%	47%	51%	23%	25%	39%	35%	37%	29%	25%	40%	40%	41%	52%
I can't afford it	31%	25%	38%	30%	28%	28%	41%	30%	28%	35%	31%	40%	35%	30%	31%	19%	17%
Sight tests are only about checking your vision, not your general health	7%	8%	6%	8%	5%	7%	8%	8%	7%	6%	6%	7%	6%	6%	7%	16%	4%
If I had a vision/ eye condition or other health condition, I would know about it	8%	9%	6%	10%	10%	7%	7%	6%	9%	7%	10%	2%	6%	13%	8%	9%	5%
I don't think optical professionals are as important for my health as doctors or dentists	5%	6%	5%	8%	7%	3%	5%	5%	4%	7%	7%	6%	5%	5%	5%	4%	4%
I don't have the time	12%	11%	13%	16%	14%	12%	11%	8%	14%	10%	7%	12%	13%	13%	16%	15%	11%
I'm worried about what the eye examination will involve	3%	2%	3%	6%	1%	1%	4%	2%	3%	3%	2%	2%	2%	4%	2%	4%	3%
I don't want to have to wear glasses or contact lenses	6%	7%	5%	10%	10%	2%	5%	3%	5%	7%	5%	5%	9%	6%	7%	7%	4%
Other	13%	11%	15%	10%	9%	10%	17%	19%	14%	12%	13%	12%	16%	7%	16%	12%	13%
Don't know	7%	7%	5%	9%	7%	4%	4%	8%	5%	8%	7%	6%	9%	7%	3%	9%	9%

Which, if any, of the following do you think can be diagnosed through a simple sight test? (Please tick all that apply)

Unweighted Base	2042	934	1108	191	336	307	350	858	1174	868	472	307	195	241	473	95	259
All GB Adults	2042	980	1062	245	362	353	367	715	1123	919	502	335	196	261	468	102	178
Diabetes	51%	45%	57%	35%	44%	51%	58%	57%	53%	49%	52%	52%	48%	51%	49%	52%	57%
High blood pressure	44%	39%	49%	25%	31%	44%	49%	54%	48%	40%	44%	48%	39%	37%	45%	43%	51%
High cholesterol	24%	19%	28%	14%	21%	25%	28%	26%	25%	22%	21%	27%	19%	25%	22%	28%	31%
Brain tumours	39%	30%	47%	26%	39%	40%	39%	43%	39%	39%	40%	41%	33%	39%	36%	44%	44%
Eye cancer	68%	61%	74%	56%	61%	67%	71%	74%	71%	64%	71%	67%	64%	65%	67%	68%	70%
Depression	1%	2%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	2%	2%	2%	-	1%
Pregnancy	3%	3%	3%	6%	4%	4%	2%	1%	3%	3%	3%	3%	3%	3%	3%	8%	2%
None of these	7%	9%	6%	18%	11%	6%	4%	4%	7%	8%	6%	7%	7%	8%	9%	4%	6%
Don't know	14%	18%	10%	16%	16%	16%	13%	12%	13%	16%	13%	14%	19%	17%	13%	12%	13%
Not applicable - I experience no problems at work due to my vision	32%	36%	29%	32%	41%	41%	35%	22%	33%	32%	32%	32%	26%	31%	32%	35%	41%
Not applicable - I don't work	29%	23%	34%	25%	9%	13%	19%	54%	27%	31%	29%	29%	35%	23%	31%	32%	25%

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Which, if any, of the following situations apply to you at work? (Please tick all that apply. If you do not work, please tick the "not applicable" option)

	1404	680	724	143	308	267	287	399	829	575	325	212	119	179	317	64	188
Unweighted Base	1404	680	724	143	308	267	287	399	829	575	325	212	119	179	317	64	188
All GB Adults who work	1450	752	698	184	330	308	297	330	820	630	355	239	128	201	323	70	133
I get regular headaches due to eye strain	10%	10%	10%	16%	13%	13%	6%	5%	10%	10%	12%	9%	14%	11%	10%	5%	7%
I often cannot see colleagues clearly to greet them	2%	2%	2%	3%	2%	2%	2%	2%	2%	3%	1%	4%	3%	2%	2%	1%	1%
I worry that I miss information in presentations due to my poor vision	4%	4%	3%	5%	5%	3%	4%	3%	4%	4%	3%	2%	5%	7%	2%	11%	2%
I've had embarrassing situations at work because of my poor vision	3%	3%	2%	1%	4%	1%	3%	3%	2%	4%	1%	4%	6%	2%	3%	4%	1%
I am less productive because of my vision problems	3%	3%	3%	3%	3%	1%	4%	4%	3%	3%	3%	3%	5%	2%	3%	1%	2%
I believe my promotion prospects have been hampered due to vision problems	1%	1%	0%	2%	2%	1%	-	0%	1%	1%	1%	0%	1%	1%	1%	4%	-
Computers make my eyes dry, itchy or achy	21%	18%	25%	19%	27%	19%	21%	18%	23%	19%	20%	22%	24%	22%	25%	9%	16%
None of these	24%	24%	25%	21%	18%	25%	29%	28%	24%	25%	26%	24%	25%	26%	21%	25%	25%
Not applicable - I experience no problems at work due to my vision	46%	47%	43%	43%	45%	47%	43%	48%	45%	46%	46%	45%	40%	41%	46%	51%	54%

If your eyesight was improved...What do you think the impact would be on your life? (Please tick all that apply)

	1503	661	842	99	181	177	281	765	908	595	362	230	143	163	353	63	189
Unweighted Base	1503	661	842	99	181	177	281	765	908	595	362	230	143	163	353	63	189
All GB Adults without 20/20 vision	1439	643	796	125	185	194	299	634	834	605	374	240	135	168	332	64	125
I would play more sports	4%	6%	2%	8%	11%	5%	2%	2%	4%	4%	3%	3%	8%	8%	3%	-	3%
I would have more independence	6%	6%	5%	7%	6%	5%	4%	6%	6%	5%	8%	4%	8%	5%	4%	4%	5%
I would feel safer driving	10%	11%	10%	12%	16%	9%	10%	9%	11%	9%	9%	11%	12%	10%	10%	12%	9%
I would read more	11%	14%	10%	8%	8%	6%	14%	14%	11%	12%	12%	12%	18%	10%	10%	7%	10%
I would go to the cinema more	2%	3%	2%	7%	5%	1%	-	2%	2%	2%	3%	3%	1%	-	3%	-	1%
I would go out more socially	4%	6%	2%	9%	9%	3%	4%	2%	3%	5%	2%	7%	8%	6%	2%	6%	2%
Other	5%	5%	5%	7%	5%	5%	5%	5%	6%	4%	4%	3%	7%	5%	7%	7%	3%
Don't know	9%	9%	9%	8%	8%	9%	12%	8%	8%	10%	8%	10%	5%	11%	9%	9%	11%
Not applicable – If my eyesight was improved, it would not impact my life	63%	59%	66%	59%	61%	66%	60%	65%	64%	62%	65%	61%	59%	60%	65%	63%	65%