

“opinionway for



Survey among contact lens wearer in the European Union

November 2023



ESOMAR²³
Corporate





Sample profile





Sample profile

Contact lens wearers in the EU

Source : OpinionWay



Country	%
Western Europe	28%
France	15%
Netherlands	8%
Belgium	3%
Ireland	2%
Luxemburg	<1%
Northern Europe	10%
Sweden	5%
Denmark	3%
Finland	2%
Central Europe	29%
Germany	16%
Poland	6%
Czech Republic	2%
Hungary	2%
Austria	2%
Slovakia	1%



Country	%
Southern Europe	28%
Italy	14%
Spain	9%
Portugal	2%
Greece	2%
Croatia	1%
Slovenia	<1%
Cyprus	<1%
Malta	<1%
Eastern Europe	5%
Romania	3%
Bulgaria	1%
Lituania	1%
Latvia	<1%
Estonia	<1%



Sample profile

Contact lens wearers in the EU

Source : OpinionWay



	Gender	%
	Men	49%
	Women	51%



	Use of contact lenses	%
	Contact lenses only	20%
	Both contact lenses and glasses	80%



	Age	%
	18 to 24 years old	9%
	25 to 34 years old	26%
	35 to 49 years old	41%
	50 to 64 years old	19%
	65 years old or more	4%



Results

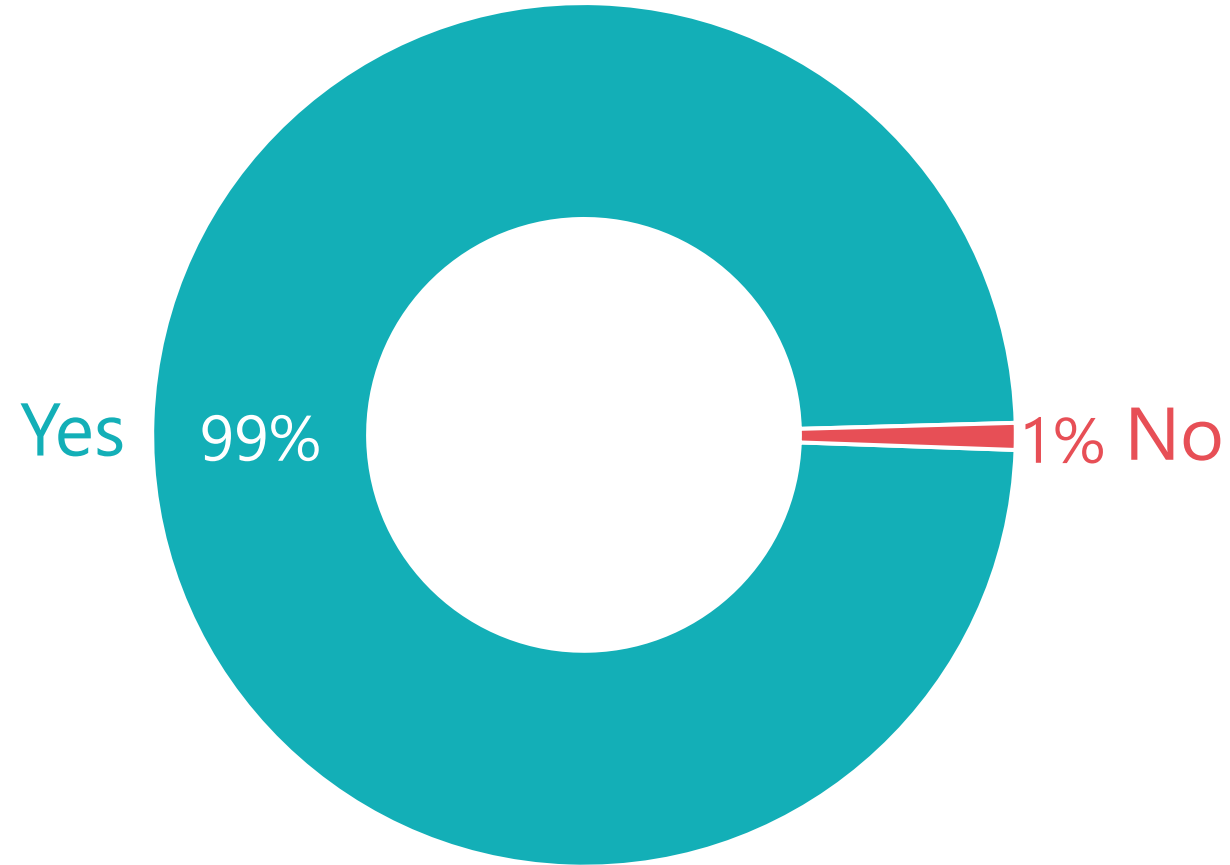




Access to the Internet in case of need



Q. Can you have access to the Internet when you need it (at home, smart devices, through friends or family)?





Access to the Internet in case of need



Q. Can you have access to the Internet when you need it (at home, smart devices, through friends or family)?

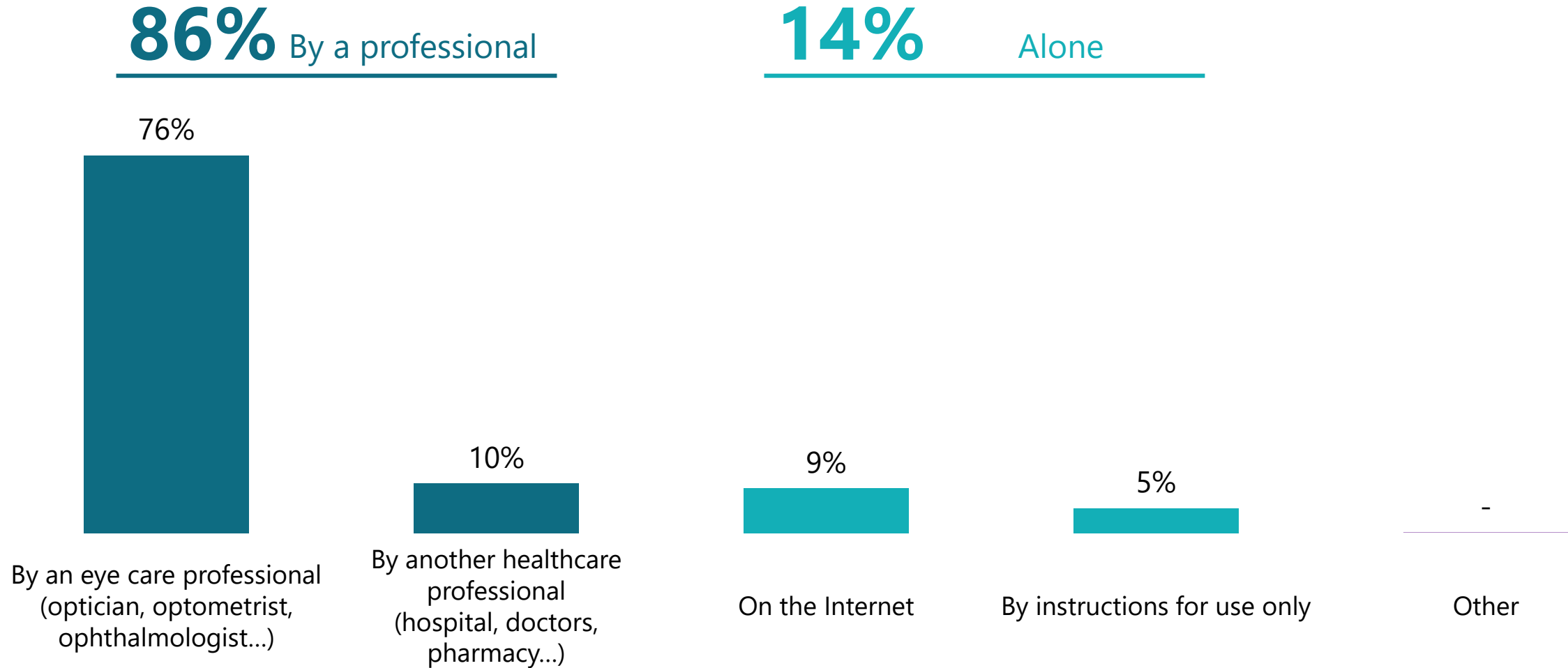
	% Total	Gender		Age					Country					Lens use	
		Man	Woman	18-24 y.o.	25-34 y.o.	35-49 y.o.	50-64 y.o.	65 y.o. or more	Western Europe	Northern Europe	Central Europe	Southern Europe	Eastern Europe	Only lenses	Also glasses
Yes	99%	100%	98%	99%	100%	99%	98%	95%	99%	99%	100%	99%	94%	98%	99%
No	1%	-	2%	1%	-	1%	2%	5%	1%	1%	-	1%	6%	2%	1%

“ Sources to find instructions for the use of contact lenses



1008 wearers

Q. How have you been instructed to use and care for your contact lenses, including what to do if there is a problem?



“ Sources to find instructions for the use of contact lenses



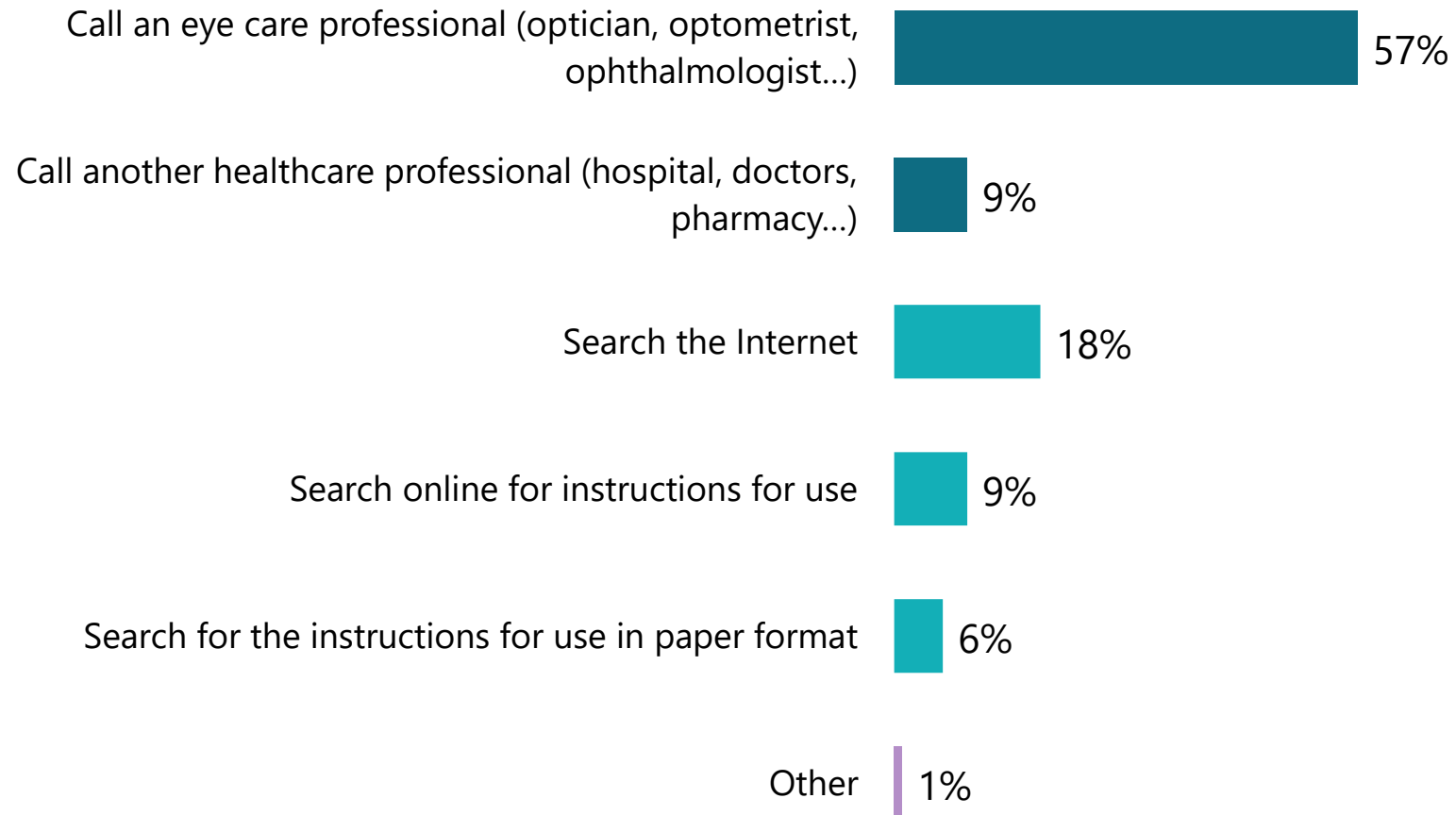
Q. How have you been instructed to use and care for your contact lenses, including what to do if there is a problem?

	% Total	Gender		Age					Country					Lens use	
		Man	Woman	18-24 y.o.	25-34 y.o.	35-49 y.o.	50-64 y.o.	65 y.o. or more	Western Europe	Northern Europe	Central Europe	Southern Europe	Eastern Europe	Only lenses	Also glasses
Total By a professional	86%	86%	86%	89%	86%	84%	86%	93%	89%	83%	80%	90%	74%	73%	89%
<i>By an eye care professional (optician, optometrist, ophthalmologist...)</i>	76%	75%	78%	72%	75%	76%	78%	89%	80%	71%	68%	85%	62%	59%	81%
<i>By another healthcare professional (hospital, doctors, pharmacy...)</i>	10%	11%	8%	17%	11%	8%	8%	4%	9%	12%	12%	5%	12%	14%	8%
Total Alone	14%	14%	14%	11%	14%	16%	14%	4%	11%	17%	20%	10%	26%	26%	11%
<i>On the Internet</i>	9%	10%	8%	6%	9%	10%	9%	4%	8%	11%	14%	6%	9%	17%	7%
<i>By instructions for use only</i>	5%	4%	6%	5%	5%	6%	5%	-	3%	6%	6%	4%	17%	9%	4%
Other	-	-	-	-	-	-	-	2%	-	-	-	-	-	1%	-

“ Emergency contact for contact lens problems



Q. In case of a problem with your contact lenses, would you...?



66% Call a professional

33% Search on one's own

Emergency contact for contact lens problems



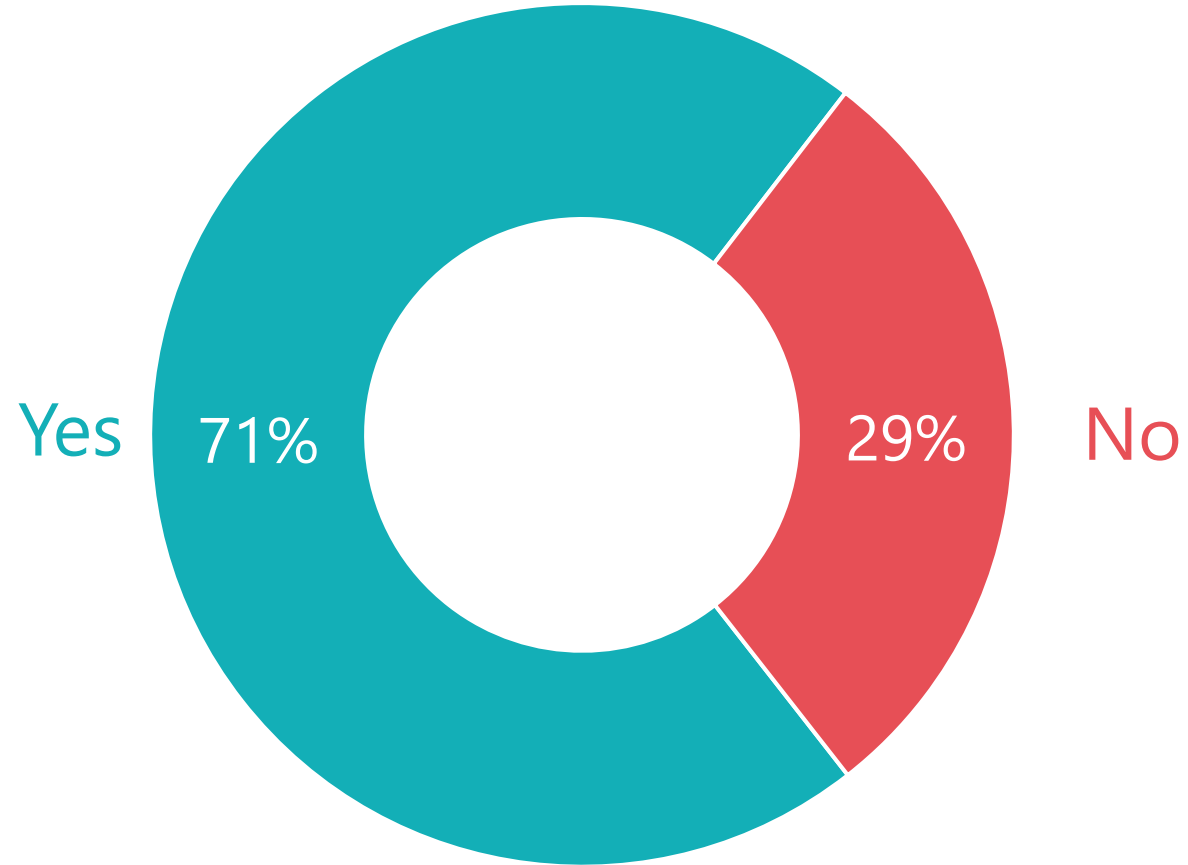
Q. In case of a problem with your contact lenses, would you...?

	% Total	Gender		Age					Country					Lens use	
		Man	Woman	18-24 y.o.	25-34 y.o.	35-49 y.o.	50-64 y.o.	65 y.o. or more	Western Europe	Northern Europe	Central Europe	Southern Europe	Eastern Europe	Only lenses	Also glasses
Total Call a professional	66%	66%	67%	68%	65%	65%	70%	82%	72%	69%	61%	70%	49%	60%	68%
<i>Call an eye care professional (optician, optometrist, ophthalmologist...)</i>	57%	55%	60%	57%	54%	55%	66%	73%	64%	59%	50%	63%	33%	47%	60%
<i>Call another healthcare professional (hospital, doctors, pharmacy...)</i>	9%	11%	7%	11%	11%	10%	4%	9%	8%	10%	11%	7%	16%	13%	8%
Total Search on one's own	33%	33%	33%	31%	35%	35%	30%	11%	27%	30%	39%	30%	51%	39%	31%
<i>Search the Internet</i>	18%	17%	20%	18%	21%	20%	14%	5%	18%	13%	26%	12%	18%	22%	17%
<i>Search online for instructions for use</i>	9%	10%	8%	6%	9%	9%	10%	4%	6%	14%	9%	9%	16%	9%	9%
<i>Search for the instructions for use in paper format</i>	6%	6%	5%	7%	5%	6%	6%	2%	3%	3%	4%	9%	17%	8%	5%
Other	1%	1%	-	1%	-	-	-	7%	1%	1%	-	-	-	1%	1%

“ Awareness about the availability of the instructions online



Q. Are you aware that instructions for use may be available in digital format on the website of the contact lens manufacturer (brand)?



“Awareness about the availability of the instructions online



Q. Are you aware that instructions for use may be available in digital format on the website of the contact lens manufacturer (brand)?

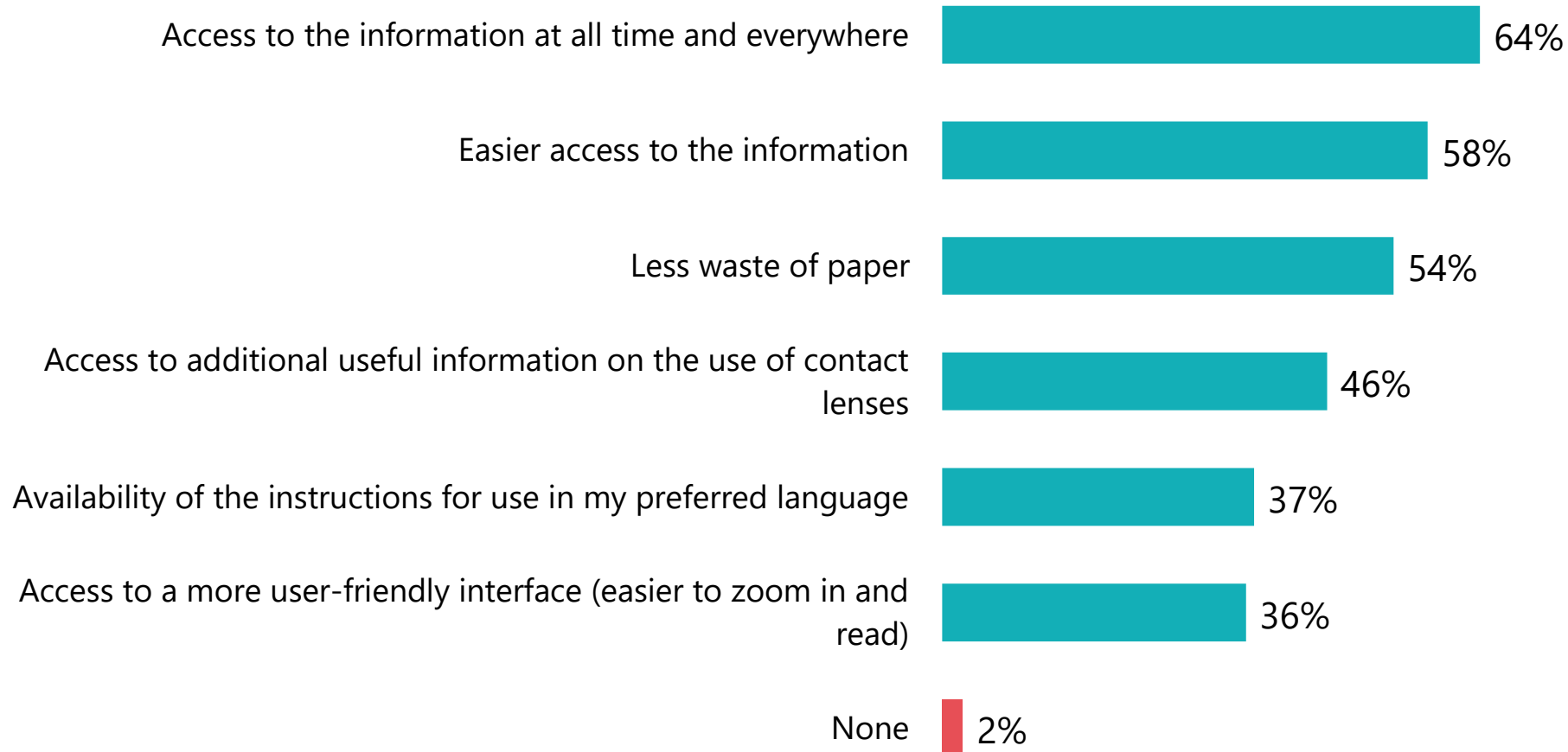
	% Total	Gender		Age					Country					Lens use	
		Man	Woman	18-24 y.o.	25-34 y.o.	35-49 y.o.	50-64 y.o.	65 y.o. or more	Western Europe	Northern Europe	Central Europe	Southern Europe	Eastern Europe	Only lenses	Also glasses
Yes	71%	76%	65%	68%	77%	72%	64%	60%	53%	77%	79%	76%	76%	72%	70%
No	29%	24%	35%	32%	23%	28%	36%	40%	47%	23%	21%	24%	24%	28%	30%

“ Perceived benefits of instructions in a digital format



Q. What are the benefits that you see in instructions for use in digital format (link to a website) for contact lenses and lens care products?

Multiple answers possible – Total over 100%



“ Perceived benefits of instructions in a digital format



Q. What are the benefits that you see in instructions for use in digital format (link to a website) for contact lenses and lens care products?

Multiple answers possible – Total over 100%

	% Total	Gender		Age					Country					Lens use	
		Man	Woman	18-24 y.o.	25-34 y.o.	35-49 y.o.	50-64 y.o.	65 y.o. or more	Western Europe	Northern Europe	Central Europe	Southern Europe	Eastern Europe	Only lenses	Also glasses
Access to the information at all time and everywhere	64%	65%	63%	67%	63%	62%	70%	53%	61%	61%	65%	68%	60%	53%	67%
Easier access to the information	58%	57%	58%	53%	59%	60%	56%	51%	58%	48%	65%	54%	58%	42%	62%
Less waste of paper	54%	55%	52%	55%	52%	54%	55%	53%	57%	46%	59%	50%	45%	46%	55%
Access to additional useful information on the use of contact lenses	46%	48%	44%	41%	45%	44%	51%	53%	41%	48%	53%	43%	43%	35%	48%
Availability of the instructions for use in my preferred language	37%	40%	34%	44%	39%	34%	36%	46%	35%	36%	44%	33%	36%	27%	39%
Access to a more user-friendly interface (<i>easier to zoom in and read</i>)	36%	39%	34%	36%	38%	37%	35%	27%	28%	35%	40%	37%	56%	30%	38%
None	2%	2%	3%	-	1%	2%	6%	7%	3%	2%	1%	2%	8%	4%	2%

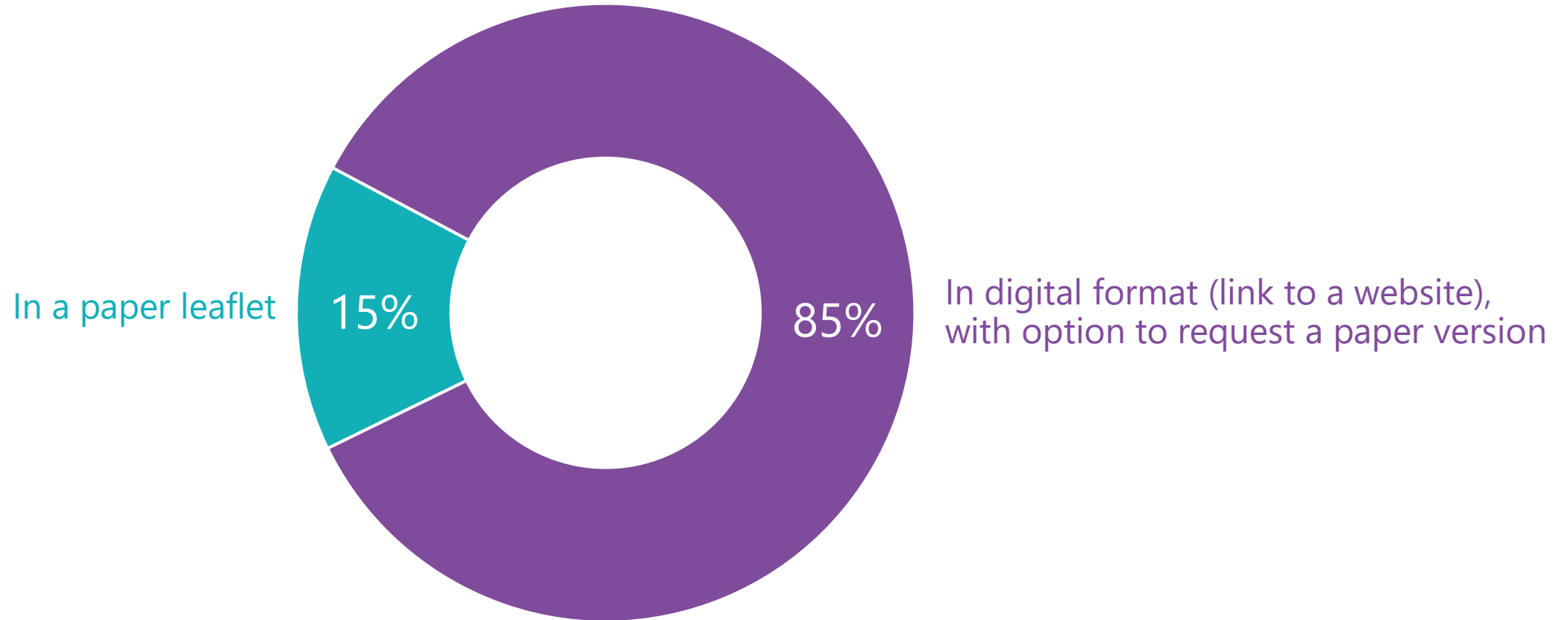


Preference between paper and digital format for instructions



1008 wearers

Q. Considering the pros and cons, how do you prefer to have instructions for use of your contact lenses and lens care products?





Preference between paper and digital format for instructions



1008 wearers

Q. Considering the pros and cons, how do you prefer to have instructions for use of your contact lenses and lens care products?

	% Total	Gender		Age					Country					Lens use	
		Man	Woman	18-24 y.o.	25-34 y.o.	35-49 y.o.	50-64 y.o.	65 y.o. or more	Western Europe	Northern Europe	Central Europe	Southern Europe	Eastern Europe	Only lenses	Glasses as well
In a paper leaflet	15%	13%	17%	19%	15%	14%	14%	18%	16%	14%	15%	15%	15%	20%	14%
In digital format (link to a website), with option to request a paper version	85%	87%	83%	81%	85%	86%	86%	82%	84%	86%	85%	85%	85%	80%	86%

WE ARE DIGITAL!

Founded in 2000 on this radically innovative idea at the time, OpinionWay was a forerunner in renewing the practices in the field of marketing and opinion research.

With continuous growth since its creation, the company has constantly opened up to new horizons to better address all marketing and societal issues, by integrating Social Media Intelligence, smart data exploitation, creative co-construction activities, online communities approaches and storytelling into its methodologies.

Today OpinionWay continues its dynamic growth by expanding geographically in high-potential regions such as Eastern Europe and Africa.



MAKE THE WORLD EASY TO UNDERSTAND SO WE CAN ACT NOW AND IMAGINE THE FUTURE.

This is the mission that drives OpinionWay's employees and the foundation of the relationship they build with their clients.

The pleasure they derive from providing answers to the questions they ask themselves, reducing uncertainty about the decisions to be made, tracking relevant insights and co-constructing solutions for the future, feeds all the projects they work on.

This enthusiasm, combined with a genuine taste for innovation and sharing, explains why our customers express a high level of satisfaction after each collaboration – 8.9/10, and a high recommendation rate - 3.88/4.

Pleasure, commitment and intellectual stimulation are the three mantras of our interventions.





**LET'S STAY
CONNECTED!**



www.opinion-way.com

Let's go further together!

Receive our latest market researches results each week in your mailbox by subscribing to our

newsletter !

“opinionway

15 place de la République
75003 Paris

PARIS
CASABLANCA
ALGIERS
WARSAW
ABIDJAN

Your contact

Théo Ponchel
Project manager

Tel. +33 1 81 81 83 00
tponchel@opinion-way.com