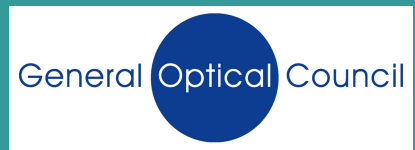
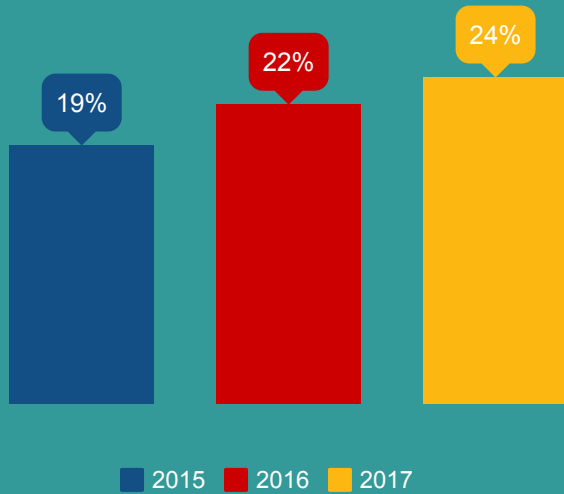


General Optical Council Public Perceptions Research 2017



Key Findings

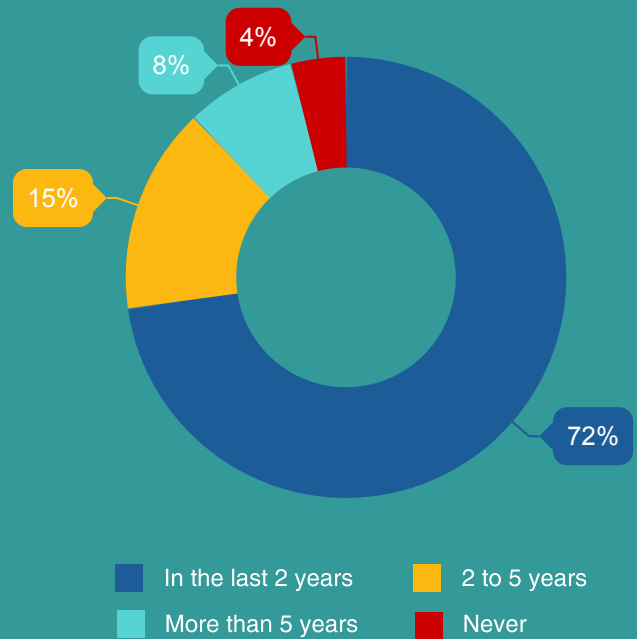
Increase in % of those who would go to an optician first if they woke up with an eye problem



Steady increase from 19% in 2015 to 24% in 2017.

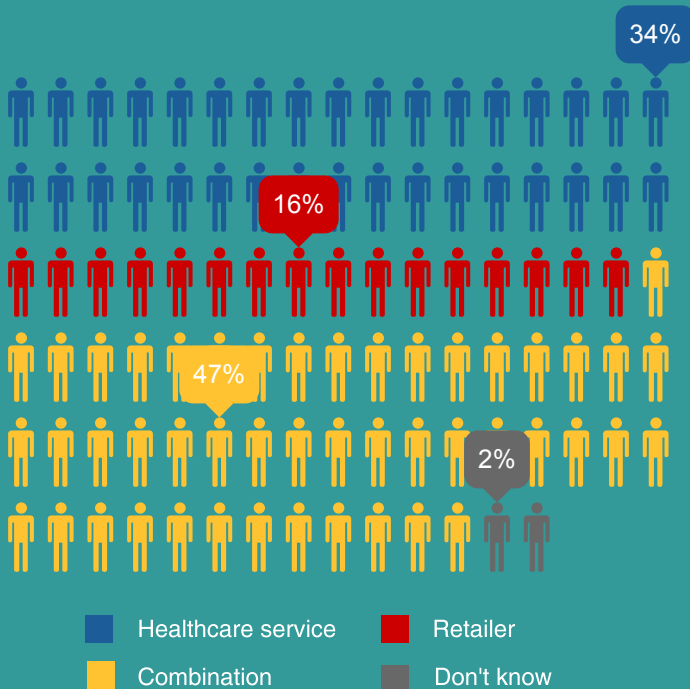
Respondents from Scotland (33%), Wales (32%) and Northern Ireland (27%) more likely to go an optician first compared to respondents from England (20%).

Majority of respondents have visited an optician in the last two years

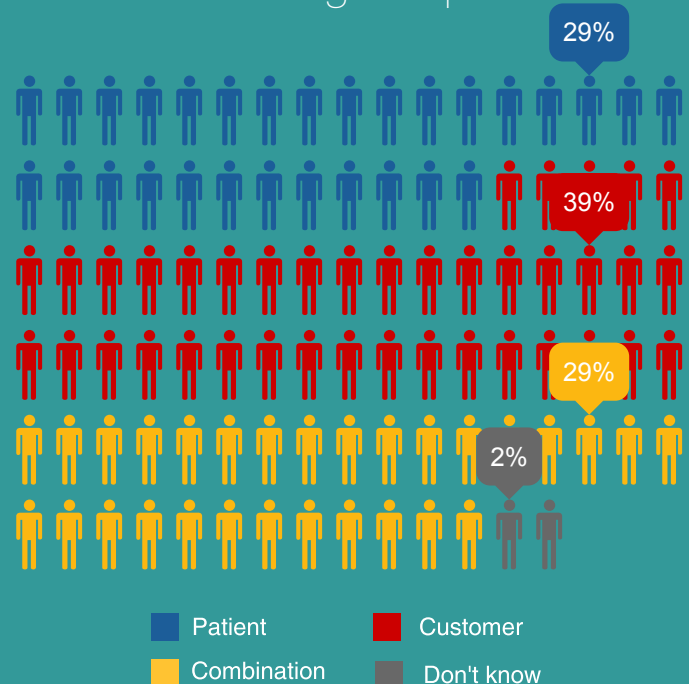


Men and those aged 16-34 more likely to have never visited an optician

34% viewed opticians as a healthcare service



29% viewed themselves as a patient when visiting an optician



95% SATISFIED with their overall experience of visiting an optician



32% felt some pressure to spend money on products or services they didn't want the last time they purchased glasses

This was higher at 39% for those who last purchased contact lenses

59% thought that opticians were under pressure to sell products/services that they know are not needed by the patient/customer

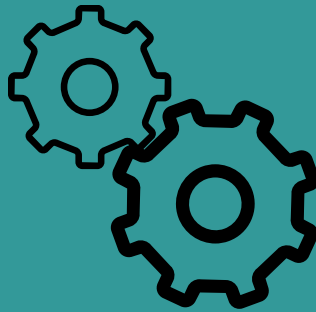


5% had complained about an experience with an optician and 5% had considered complaining. 87% had never complained

Changes in technology

43% said they would be comfortable having their vision tested by a machine without an optician present.

48% said they would feel uncomfortable.



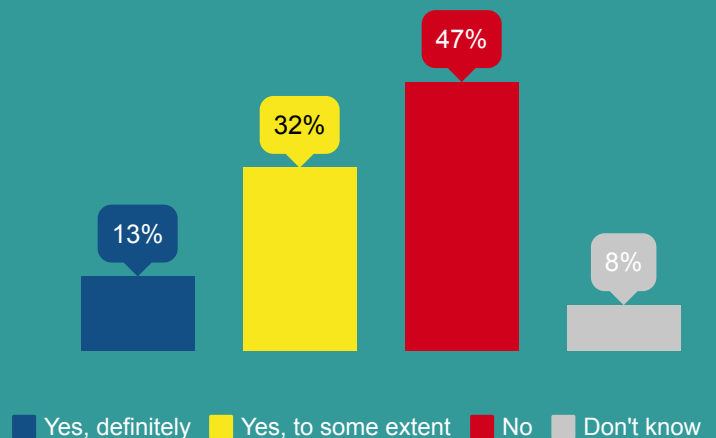
49% said they would be comfortable with a computer diagnosing an eye condition without an optician being involved.

44% said they would feel uncomfortable.



Almost half (47%) said they would not be happy with less human interaction during their consultation at an opticians in the future

"You still need the face to face element so they can look in your eyes properly."
Focus group participant



For more information...

These results have been taken from the General Optical Council Public Perceptions Research 2017, conducted by Enventure Research.

The survey was completed with an overall sample size of 3,025 members of the UK public in summer 2017.

To view the full report, please visit the News and Publications section of the GOC website at www.optical.org