



Exploring public perceptions of optical services in the UK

The annual 2024 representative survey findings aim to inform the policy work conducted at both the General Optical Council and stakeholder bodies across the optical sector. The full report can be found [here](#).

Last visit...



79%

have been for a sight test/eye examination in the last two years

An increase from 77% in 2023 and 74% in 2022



92%

are satisfied with the optometrist who carried out the sight test/eye examination

75%

are satisfied with the overall value for money

Satisfaction is lowest amongst younger respondents (aged 16-24), ethnic minorities and those with a disability

Confidence in the professions



92%

are confident in receiving a high standard of care from an opticians/optometrist practice



Compared to:



79%

GP practices/surgeries



79%

Dental practices/surgeries



89%

Pharmacies

Where to go in an emergency?



33%

Opticians/Optommetrist practice



30%

GP practice



12%

Pharmacist



This is down from 36% and 33% respectively and up for a pharmacist from 10%

44%

Scotland

41%

Northern Ireland

43%

Wales

England are the least likely nation to say they would go to an opticians/optometrist practice first if they had an eye problem

31%

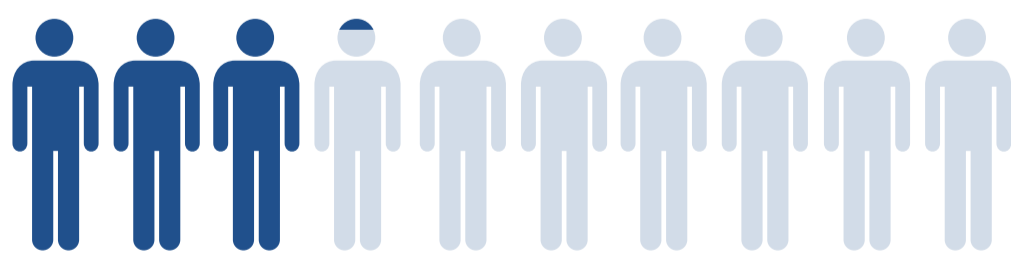
England



Young people (aged 16-24) and ethnic minorities are more likely to go to an eye hospital

Shopping habits...

31%



shopped around before selecting which opticians/optometrist practice to go to, **significantly higher** than the equivalent figure in 2023 at 21%

78%



of those who purchased glasses as a result of their sight test/eye examination, did so from the opticians/optometrist practice where this was conducted

This is down from 85% in 2023



14% are purchasing their glasses from supermarkets, high street stores, or the internet – more than in previous years

