

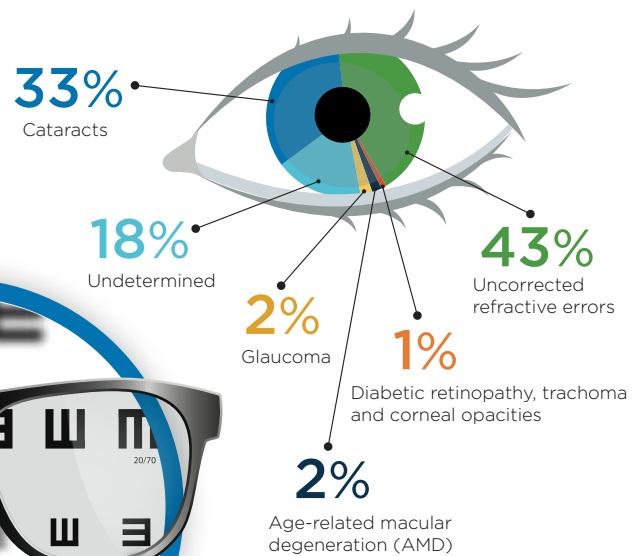
Blindness and vision impairment – Eye Care Panel

The eye is one of the most complex organs in the human body and requires careful attention to maintain a lifetime of good vision. Millions of people have problems with their eyes every year. Some of these problems can cause permanent vision loss and even blindness, while others are common problems that can be easily corrected with glasses or contact lenses.

Around the world

Over **285 million** people in the world are visually impaired: **39 million** are blind and **246** have low vision

Leading causes of vision impairment



Ask the expert

Research Now can reach a full spectrum of eye care professionals.



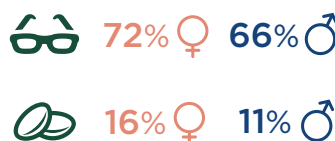
**OPHTHALMOLOGISTS - OPTOMETRISTS
OPTICIANS - GPs**



80% of all visual impairment can be prevented or cured.

Did you know?

More women than men wear both glasses and contact lenses.



The human eye can distinguish about

10 million different colours.

Risk factors for eye diseases



Ultra violet rays



Genetic predisposition



Smoking



Age



82% of people living with blindness are aged 50 and above.



In the **UK**, 1 in 20 GP consultations concerns an eye infection.



About **90%** of the world's visually impaired live in low-income settings.

Research Now® Eye Care Panel

a global resource for creating
in-depth insights into eye care

Research Now provides access to over 8 million deeply-profiled consumers, including those suffering from the most common eye diseases as well as those wearing glasses or contact lenses. Our healthcare panels also include hard-to-reach eye care professionals such as GPs, ophthalmologists and opticians. We deliver on all facets of data collection, including “sample only”, programming, translations and coding.



© 2016 Research Now Group, Inc.
All rights reserved.

**For more information
contact us at:**

HealthcareUK@researchnow.com
+44 (0) 207 084 3000

researchnow.com

Connect with us:

/researchnowUK

@researchnowUK

company/research-now

	Targeted Audience	Max Deliverables at 70% Incidence in 10-15 Business Days
UNITED KINGDOM	GPs	1,115
	Ophthalmologists	80
	Optometrists/Opticians	190
	Eyeglasses Wearers	35,530
	Contact Lenses Wearers	13,325
	Dry Eyes Sufferers	6,215
	Glaucoma Patients	885
	Cataracts Patients	8,880
GERMANY	GPs	2,035
	Ophthalmologists	185
	Optometrists/Opticians	235
	Eyeglasses Wearers	14,750
	Contact Lenses Wearers	5,530
	Dry Eyes Sufferers	2,580
	Glaucoma Patients	365
	Cataracts Patients	3,685
FRANCE	GPs	1,775
	Ophthalmologists	130
	Optometrists/Opticians	215
	Eyeglasses Wearers	11,080
	Contact Lenses Wearers	4,150
	Dry Eyes Sufferers	1,940
	Glaucoma Patients	275
	Cataracts Patients	2,770
ITALY	GPs	500
	Ophthalmologists	130
	Optometrists/Opticians	215
	Eyeglasses Wearers	7,650
	Contact Lenses Wearers	2,865
	Dry Eyes Sufferers	1,335
	Glaucoma Patients	200
	Cataracts Patients	1,900
SPAIN	GPs	500
	Ophthalmologists	90
	Optometrists/Opticians	75
	Eyeglasses Wearers	8,820
	Contact Lenses Wearers	3,305
	Dry Eyes Sufferers	1,540
	Glaucoma Patients	220
	Cataracts Patients	2,205
UNITED STATES	GPs	5,070
	Ophthalmologists	475
	Optometrists/Opticians	1,550
	Eyeglasses Wearers	154,775
	Contact Lenses Wearers	58,040
	Dry Eyes Sufferers	27,085
	Glaucoma Patients	3,865
	Cataracts Patients	38,690
CANADA	GPs	600
	Ophthalmologists	50
	Optometrists/Opticians	250
	Eyeglasses Wearers	22,630
	Contact Lenses Wearers	8,500
	Dry Eyes Sufferers	4,000
	Glaucoma Patients	550
Cataracts Patients	5,650	

These are proprietary panel counts based on a targeted and gen pop approach. Larger N sizes are achievable with custom solutions provided by Research Now Healthcare upon request.