



## PUBLIC POLL FINDINGS AND METHODOLOGY

### Screen time across several devices has increased for many Americans during the COVID-19 pandemic.

New Alcon/Ipsos Poll finds majority of those who have increased screen time on at least one device are concerned about the impact this will have on their eyes.

#### Topline Findings

**Washington, DC, July 21, 2020** -- A new Alcon/Ipsos poll finds that many Americans are spending more time on screens during the COVID-19 pandemic. Among those who report spending more time in front of a screen, nearly half (45%) say that they have experienced their eyes feeling dry as a result and 60% are concerned about the impact that increased screen time will have on their eyes.

#### Detailed Findings

1. Screen time has increased for many Americans during the COVID-19 pandemic:
  - A majority admit they have been spending more time on their smart/mobile phones (59%), watching television (59%), or in front of a computer screen (55%) since the pandemic began;
  - At least a quarter report that the time they spend on a tablet (31%) or video game device (25%) has also increased during the pandemic.
  - Younger adults, particularly those under the age of 35, are especially likely to be spending more time on screens versus those over the age of 55.
2. Most are aware that increased screen time can cause eye dryness:
  - Among those who report spending more time on at least one device, 72% say that they are aware that increased screen time may cause dryness of their eyes. In fact, nearly half among this group have experienced this during the pandemic (45%).
  - Three in five (60%) are concerned about the impact that increased screen time will have on their eyes.

*These are the findings of an Ipsos poll conducted between July 7 - 8, 2020 on behalf of Alcon. For this survey, a sample of 1,005 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.5 percentage points for all respondents.*

**For full results, please refer to the following annotated questionnaire:**

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### Full Annotated Questionnaire

1. During the COVID-19 pandemic, how has the amount of time you've spent on the following devices been impacted? Please select one response for each device.

#### Total Much more/Somewhat more time Summary

|                    | <b>Total<br/>(N=1005)</b> |
|--------------------|---------------------------|
| Smart/mobile phone | 59%                       |
| Television         | 59%                       |
| Computer screen    | 55%                       |
| Tablet             | 31%                       |
| Video game device  | 25%                       |
| Digital reader     | 17%                       |

2. How much do you agree or disagree with each of the following statements? Please select one response for each statement.

#### Total Strongly/Somewhat agree Summary

|   | <b>Spent<br/>somewhat/much<br/>more time on at<br/>least one device<br/>(N=781)</b> |
|---|---|
| I'm concerned about the impact increased screen time will have on my eyes.            | 60%   |
| I'm aware that increased screen time may cause dryness of my eyes.                    | 72%   |
| As result of increased screen time I've experienced my eyes feeling dry.              | 45%   |
| I don't know what steps I should take to care for my eyes with increased screen time. | 39%   |





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### About the Study

These are the findings of an Ipsos poll conducted between July 7 - 8, 2020 on behalf of Alcon. For this survey, a sample of 1,005 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.5 percentage points for all respondents.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,005, DEFF=1.5, adjusted Confidence Interval=+/- 5.0 percentage points).

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### About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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