

TOPLINE & METHODOLOGY

Americans (82%) View Clear Vision As Vital for Youthfulness & Confidence

Yet One Third Need Vision Correction But Haven't Visited An Eye Care Professional In The Past Year

Executive Summary:

Most Americans (82%) agree that clear vision is key to feeling confident and youthful, according to a Johnson & Johnson survey conducted by Ipsos. However, one third (36%) of Americans have not visited an eye care profession in the last year despite needing vision correction.

Seven in ten (69%) global respondents are aware that a comprehensive eye exam can detect over 270 medical conditions related to aging, such as diabetes, heart disease and stroke risk. However, more than half (54%) are not fully aware of modern vision correction options beyond glasses, such as multifocal contact lenses and options for cataract surgery (40% aware but not sure of details/14 unaware).

When considering the importance of appearance versus vision, more than half (56%) of global respondents prioritize having clear vision over focusing on their physical appearance. Despite this preference for optimal vision, a notable proportion of global respondents aged 40 and 70 continue to express their concerns over the issue of wrinkles appearing around their eyes, with 51% indicating that this remains a significant concern for them. By prioritizing eye care, individuals not only ensure the preservation of their vision but also contribute to the detection of systemic health issues, thereby supporting overall well-being and a holistic approach to overall well-being.



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Vision Made Possible Survey

These are the findings of an Ipsos survey conducted on behalf of Johnson and Johnson that was fielded between August 23 to September 10, 2024. A total of n=9,895 adults (7000 of whom are aged 40-70) in global markets (Brazil, China, Germany, Great Britain, Japan, South Korea, United States) participated in the survey, which was fielded via the Ipsos' panel. Quotas and weighting were used to ensure the sample's composition reflects that of the population according to census parameters. This survey has a credibility interval of +/- 1.2 per cent 19 times out of 20, of what the results would have been had all adults 18+ been surveyed.

Annotated Questionnaire

To what extent do you agree or disagree with following statements: As I age, clear vision is important to feeling youthful and confident

	Total (N=9,895)	United States (N=1,422)
Strongly agree	27%	30%
Somewhat agree	55%	53%
Somewhat disagree	15%	13%
Strongly disagree	4%	4%

To what extent do you agree or disagree with following statements: I think I need vision correction, but haven't visited an eye-care professional in the last year

	Total (N=9,895)	40-70 (N=5818)	United States (N=1,422)
Strongly agree	15%	15%	12%
Somewhat agree	34%	32%	24%
Somewhat disagree	25%	24%	25%
Strongly disagree	26%	28%	39%



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To what extent do are you aware of the following: An eye exam can help detect more than 270 different medical conditions that can be related to aging, such as diabetes, heart disease and stroke risk

	Total (N=9,895)
Yes, I'm aware	31%
Yes, but I'm not sure of the details	39%
No, I was unaware	31%

To what extent do are you aware of the following: There are other options besides glasses for your aging eyes such as multifocal contact lenses and cataract surgery

	Total (N=9,895)
Yes, I'm aware	47%
Yes, but I'm not sure of the details	40%
No, I was unaware	14%

To what extent do are you aware of the following: I care more about looking young to others than being able to see myself in the mirror clearly

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	Total (N=9,895)
Strongly agree	10%
Somewhat agree	34%
Somewhat disagree	32%
Strongly disagree	24%

How concerned are you about the appearance of wrinkles around your eyes? (e.g. frown lines, crows feet)?

	Total (N=9,895)	40-70 (N=5,818)
Very concerned	16%	15%
Somewhat concerned	39%	36%
Not very concerned	29%	31%
Not concerned at all	16%	18%