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# 2010 INTERNATIONAL Study of EYE HEALTH & VISION CARE General Population Survey

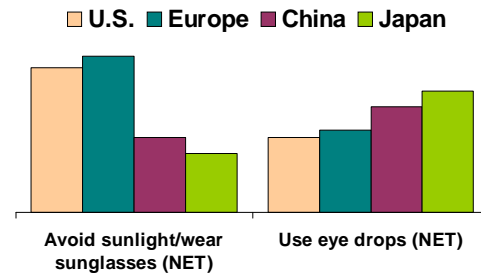
This report provides international marketers with an overview of common eye conditions, sufferer demographics and use of popular treatments, detailing...

Prevalence of and concern for various eye conditions and diseases, including awareness of risk factors for eye disease  
Perceptions of current status of eye health and preventive practices used to maintain eye health  
Knowledge of eye health products and conditions  
Vision correction needs and incidence of eyeglass and/or contact lens wear

Offered in it's entirety or separately for **WESTERN EUROPE** (*France, Germany, Italy and the United Kingdom*) or **ASIA** (*China and Japan*), reports incorporate selected comparative data from a similar study in the United States, also conducted in 2010.

## REPORT EXCERPT –

*“Recommendations to avoid sunlight and wear sunglasses are more often made by Western doctors while doctors in Asia are more likely to make recommendations for use of eye drops.”*



**Europe – \$13,500. Asia – \$19,300. Europe & Asia – \$29,500.**  
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IN ADDITION TO THE GENERAL POPULATION LANDSCAPE SURVEY DESCRIBED HERE, RELATED REPORTS ARE AVAILABLE FOR THE SAME COUNTRIES/WORLD REGIONS FOCUSED ON SPECIFIC EYE HEALTH AND VISION CARE CATEGORIES INCLUDING:

**OTC Eye Drops Dry Eye Sufferers Eye Health Supplements**

FOR ADDITIONAL INFORMATION, INCLUDING FULL TABLE OF CONTENTS, PLEASE CONTACT:  
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*To help clients meet specific market research needs, Multi-sponsor Surveys offers customized services (custom tabulations, multi-variate analyses, video conferencing/presentations, etc.). Contact us for timing, cost and availability.*

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