2016 Study of Dry Eye Sufferers

Description: The market for dry eye relief products is poised for substantial growth given the large number of baby boomers moving into their prime years for dry eye and the prevalence of dry eye among young adults due to blue-light exposure. The recently released 2016 Study of Dry Eye Sufferers, 13th in a trended series, focuses on both self-diagnosed and physician diagnosed dry eye, detailing symptoms, severity and treatment, among other topics. The study is conducted in two phases in order to measure market size among the general population of adults and to also dive deeper into treatment practices among a sample of dry eye sufferers.

Key research objectives include:
- Dry eye symptoms and severity
- Perceived cause of dry eye
- Rx and OTC treatments used
- Brand awareness, use and satisfaction
- Factors influencing brand selection
- Physician diagnosis and recommendations
- Impact of blue light on dry eye
- Digital device usage effects
- Attitudes toward treatment
- Contact lens wearers correlation to dry eye

Methodology

Phase I: General Population - incidence of dry eye is reported from an online survey among a general population sample of 1,127 adults, conducted May-June, 2016.
Phase II: Survey of Dry Eye Sufferers - online surveys conducted among a national sample of 760 adults, age 18 or older, who report that they experience dry eyes on a regular basis. Interviewing was conducted from May to June 2016. Trends are included where available (2002-2016).

Electronic Deliverables:

Summary Volume and Excel Tabs - Written analysis in PowerPoint including Key Findings, Summary and Market Segmentation.

Top-line Trends Volume - Trended top-line tables detailing findings from all questions.

Contents:

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SUMMARY OF FINDINGS

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TECHNICAL APPENDIX
Composition of the Sample
Sampling Tolerances

THE PHASE I QUESTIONNAIRE

THE PHASE II QUESTIONNAIRE

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