2016 Target Report on the Market for Toric Contact Lenses

Description: Use of toric contact lenses held fairly steady over the past seven years and the astigmats who are wearing toric lenses exhibit above average loyalty to continued use. Learn more about the size of the population with astigmatism and their interest in toric contact lenses in this recently released report.

Specific topics included are:

- Size of the current & potential market for toric contact lenses
- Demographic and vision correction profiles of astigmats
- Former use of contact lenses among astigmats and extent to which astigmatism contributes to the decision to return to eyeglasses
- Profile of prospective contact lens wearers and differences between those with and without astigmatism
- Extent to which eyeglass wearers perceive astigmatism as prohibiting contact lens trial
- Details of toric contact lens wear and comparative analysis of the needs and habits of toric vs. SVS lens wearers
- Vision correction needs and preferences of prospective wearers diagnosed with astigmatism and implications for toric lens marketers
- Vision correction information sources and shopping behaviors among contact lens wearers and prospects with astigmatism

Methodology

This report presents data specific to astigmatism and toric contact lens wear sourced from the 2013, 2014 & 2015 Studies of the U.S. Consumer Contact Lens Market. Measures pertaining to market size are based on 2015 data only. For many measures data from the past 3 years have been combined, providing more robust samples:

- 2,457- current contact lens wearers
- 1,118 - current contact lens wearers with astigmatism
- 373 - toric contact lens wearers
- 1,757 - prospective contact lens wearers with astigmatism

Electronic Deliverables:

SUMMARY REPORT (in PowerPoint) includes KEY FINDINGS section, followed by an in-depth SUMMARY, including graphs and charts depicting survey findings.

Ordering:

Order Online - http://www.researchandmarkets.com/reports/3977839/

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit

http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct.

<table>
<thead>
<tr>
<th>Product Name:</th>
<th>2016 Target Report on the Market for Toric Contact Lenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Address:</td>
<td><a href="http://www.researchandmarkets.com/reports/3977839/">http://www.researchandmarkets.com/reports/3977839/</a></td>
</tr>
<tr>
<td>Office Code:</td>
<td>SC</td>
</tr>
</tbody>
</table>

Product Format
Please select the product format and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF)</td>
<td>Enterprisewide:</td>
<td>USD 9500</td>
</tr>
</tbody>
</table>

* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

Contact Information
Please enter all the information below in **BLOCK CAPITALS**

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr ☐ Mrs ☐ Dr ☐ Miss ☐ Ms ☐ Prof ☐</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td>__________________________________</td>
</tr>
<tr>
<td>Last Name:</td>
<td>__________________________________</td>
</tr>
<tr>
<td>Email Address:</td>
<td>*</td>
</tr>
<tr>
<td>Job Title:</td>
<td>__________________________________</td>
</tr>
<tr>
<td>Organisation:</td>
<td>__________________________________</td>
</tr>
<tr>
<td>Address:</td>
<td>__________________________________</td>
</tr>
<tr>
<td>City:</td>
<td>__________________________________</td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td>____________________________</td>
</tr>
<tr>
<td>Country:</td>
<td>__________________________________</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>__________________________________</td>
</tr>
<tr>
<td>Fax Number:</td>
<td>__________________________________</td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
 Account number 833 130 83
 Sort code 98-53-30
 Swift code ULSBIE2D
 IBAN number IE78ULSB9853308331083
 Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: 

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World