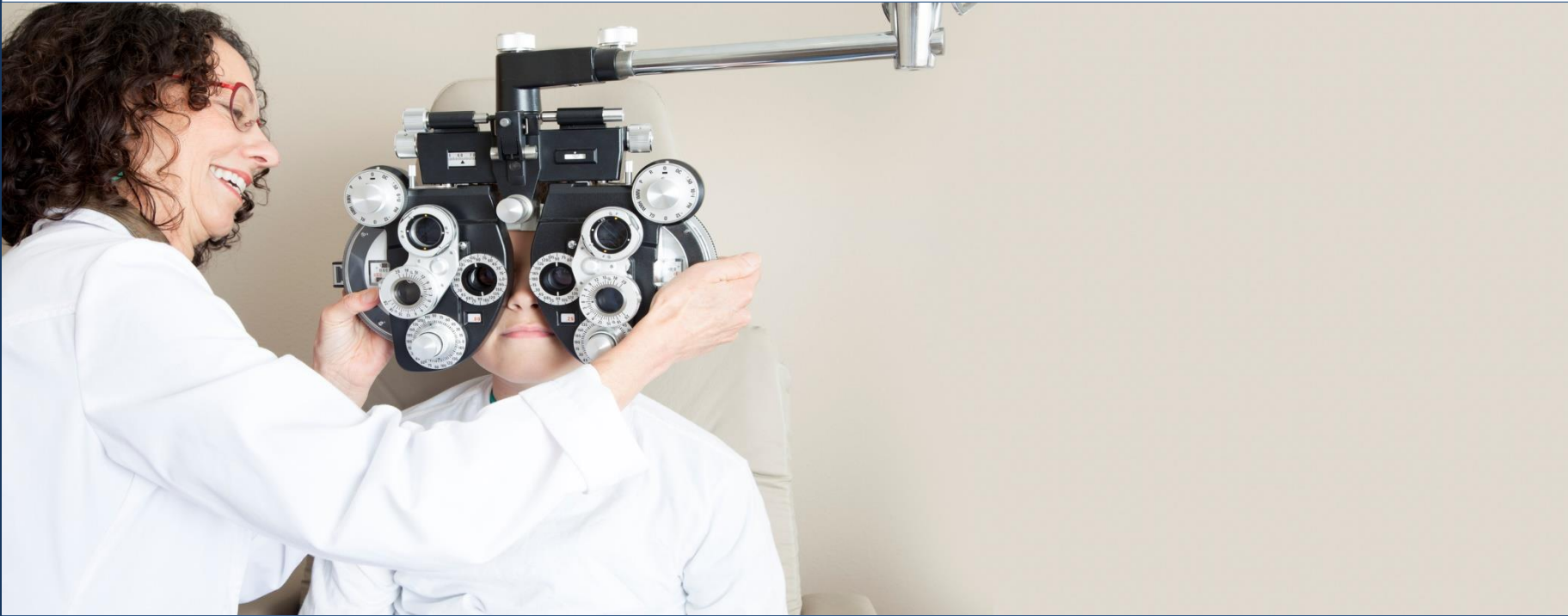


# Impressions of eye care in Canada

## Canadian Association of Optometrists Survey Summary

submitted by Nanos to the Canadian Association of Optometrists, April 2017  
(Submission 2017-981)



CANADIAN ASSOCIATION OF OPTOMETRISTS  
ASSOCIATION CANADIENNE DES OPTOMÉTRISTES



## Majority of Canadians believe the federal government should have a major role in funding new research on eye health

Canadians placed the highest level of priority on the eye care of Canadians when compared to dental and hearing care, and a majority believe that both the federal and provincial governments should have a role in eye health. More than half of Canadians feel the federal government should play a major role in creating a national eye health strategy and funding new research on eye health, while one in three say the same of funding a public education campaign to encourage Canadians to take care of their eyes.

- **A majority of Canadians place a high level of priority on the dental care of Canadians** – When asked to rate the level of priority they associate with dental care in terms of the health of Canadians, they give it an average priority rating of 8.0.
- **Canadians place a high level of priority on the hearing care of Canadians** – When asked to rate the level of priority they associate with hearing care in terms of the health of Canadians, they give it an average priority rating of 7.7.
- **Canadians placed the highest average level of priority on the eye care of Canadians** – When asked to rate the level of priority they associate with eye care in terms of the health of Canadians, they give it an average priority rating of 8.3.
- **Close to seven in ten Canadians say that both federal and provincial governments should have a role in eye health** – When asked whether only provincial government, only the federal government, both, or neither should have a role in eye health, more than two in three Canadians say that both should have a role (68%), followed by those who say only the provincial governments should have a role (23%), only the federal government (three per cent), and neither should have a role (three per cent). Four per cent are unsure.

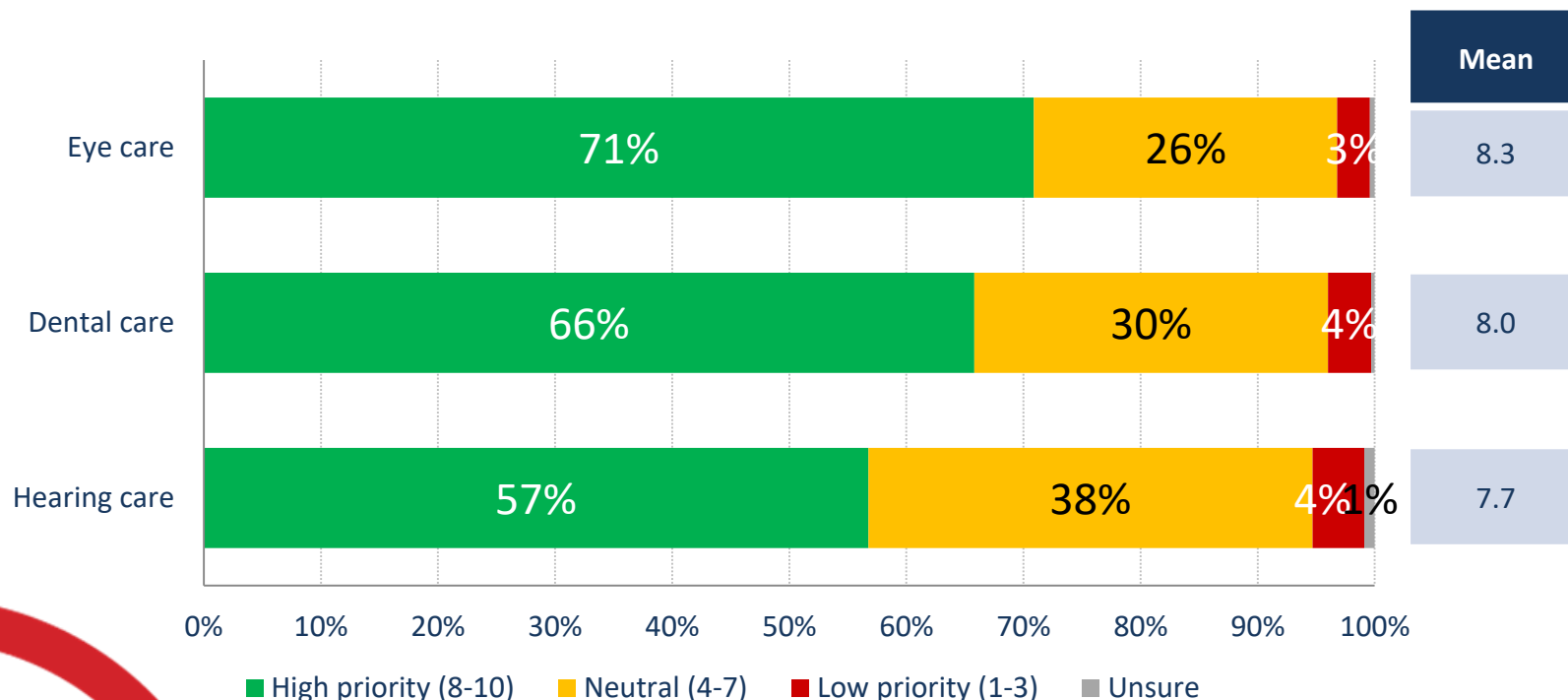
- **Over half of Canadians say the federal government should have a major role in creating a national eye health strategy** – Fifty-two per cent of Canadians say the federal government should have a major role in creating a national eye health strategy inclusive of all Canadians. Slightly more than one in four say the federal government should have a minor role (26%), and 12 per cent of Canadians say the federal government should have no role. Ten per cent are unsure.
- **Canadians are split with regards to the role of the federal government in funding a public education campaign** – When asked what role the federal government should have in funding a public education campaign to encourage Canadians to take care of their eyes, Canadians were split with just over one in three saying each that the federal government should have a major role (36%) and a minor role (36%), followed by those who say no role (20%). Eight per cent of Canadians are unsure.
- **Three in five Canadians believe the federal government should have a major role in funding new research on eye health** – Canadians are most likely to say the federal government should play a major role in funding new research on eye health (60%), followed by those who say a minor role (26%). Six per cent of Canadians feel the federal government should play no role, and eight per cent are unsure.

These observations are based on an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between April 1<sup>st</sup> and 4<sup>th</sup>, 2017 as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

This study was commissioned by the Canadian Association of Optometrists.

# Priorities for health of Canadians

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 1<sup>st</sup> to 4<sup>th</sup>, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



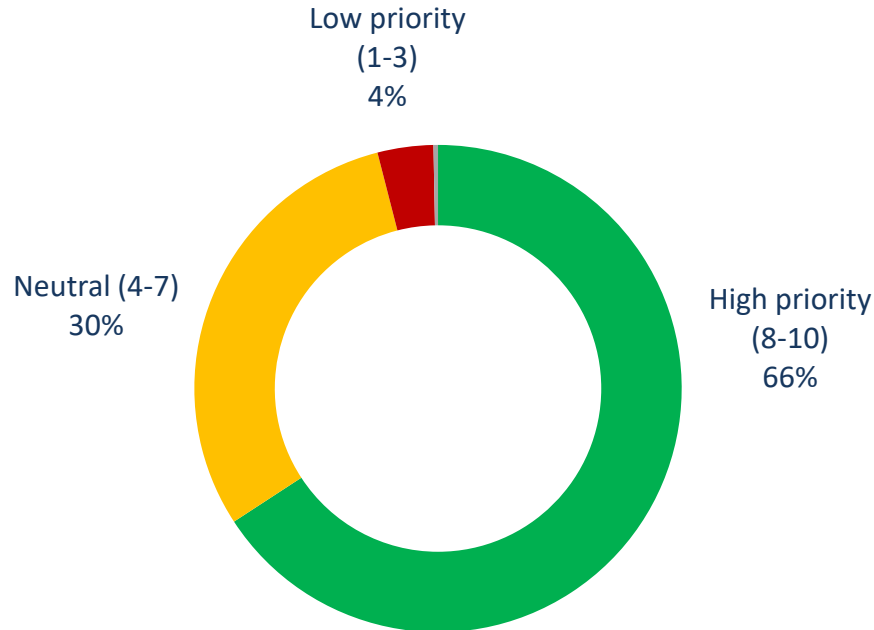
**\*Note:** Charts may not add up to 100 due to rounding

**QUESTION** – On a scale of 1 to 10 where 1 is should not be a priority and 10 is should be a very high priority. What level of priority would you place on each of the following in terms of the health of Canadians? [RANDOMIZE]

# Priority of dental care

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 1<sup>st</sup> to 4<sup>th</sup>, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Mean Score
8.0



\*Note: Charts may not add up to 100 due to rounding

Subgroups	Mean Score
Atlantic (n=100)	7.7
Quebec (n=250)	8.1
Ontario (n=300)	8.2
Prairies (n=200)	7.9
British Columbia (n=150)	8.0
Male (n=479)	7.7
Female (n=521)	8.3
18 to 29 (n=168)	8.0
30 to 39 (n=158)	8.0
40 to 49 (n=201)	8.1
50 to 59 (n=224)	8.0
60 plus (n=249)	8.0

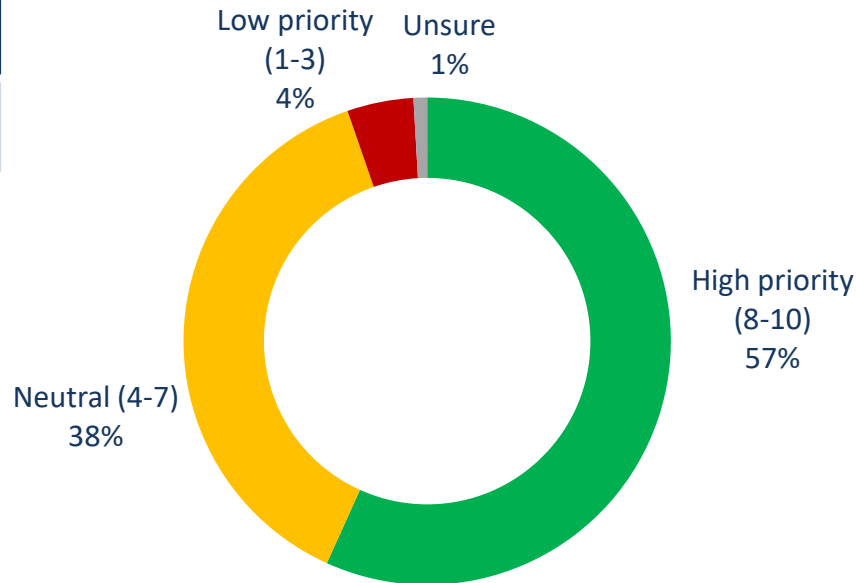
**QUESTION** – On a scale of 1 to 10 where 1 is should not be a priority and 10 is should be a very high priority. What level of priority would you place on each of the following in terms of the health of Canadians? [RANDOMIZE]

**Dental care**

# Priority of hearing care

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 1<sup>st</sup> to 4<sup>th</sup>, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Mean Score
7.7



\*Note: Charts may not add up to 100 due to rounding

Subgroups	Mean Score
Atlantic (n=100)	7.3
Quebec (n=250)	7.8
Ontario (n=300)	7.8
Prairies (n=200)	7.3
British Columbia (n=150)	7.8
Male (n=479)	7.4
Female (n=521)	7.9
18 to 29 (n=168)	7.5
30 to 39 (n=158)	7.5
40 to 49 (n=201)	7.6
50 to 59 (n=224)	7.6
60 plus (n=249)	8.0

**QUESTION** – On a scale of 1 to 10 where 1 is should not be a priority and 10 is should be a very high priority. What level of priority would you place on each of the following in terms of the health of Canadians? [RANDOMIZE]

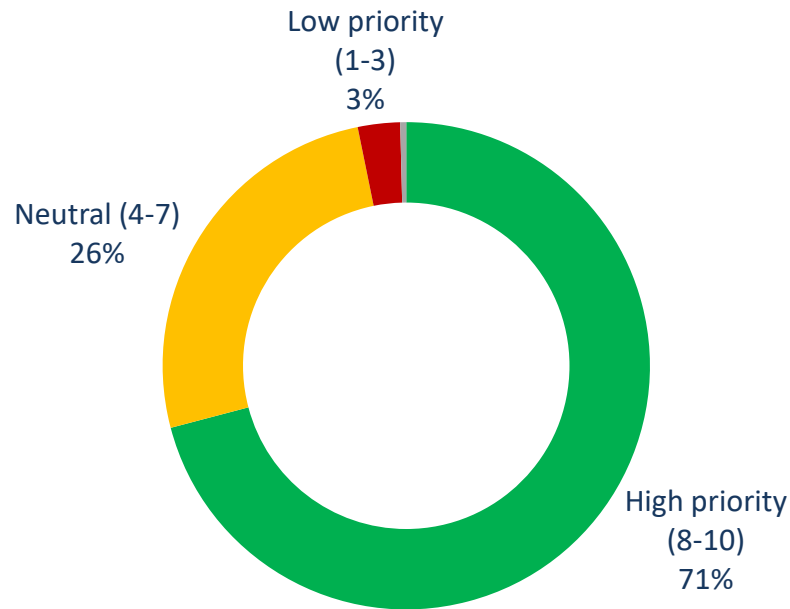
Hearing care

Confidential

# Priority of eye care

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 1<sup>st</sup> to 4<sup>th</sup>, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Mean Score
8.3



\*Note: Charts may not add up to 100 due to rounding

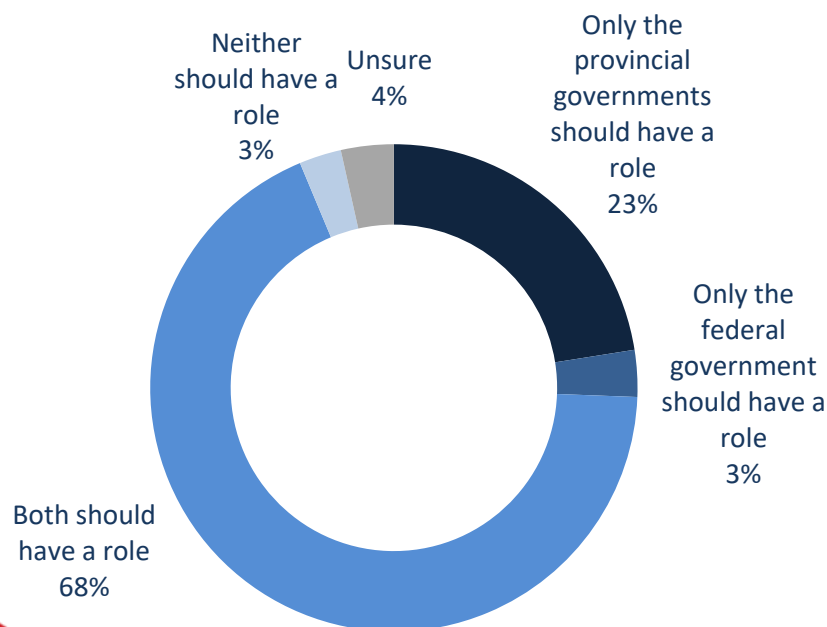
Subgroups	Mean Score
Atlantic (n=100)	8.1
Quebec (n=250)	8.2
Ontario (n=300)	8.5
Prairies (n=200)	8.0
British Columbia (n=150)	8.4
Male (n=479)	8.1
Female (n=521)	8.5
18 to 29 (n=168)	8.1
30 to 39 (n=158)	8.1
40 to 49 (n=201)	8.4
50 to 59 (n=224)	8.4
60 plus (n=249)	8.5

**QUESTION** – On a scale of 1 to 10 where 1 is should not be a priority and 10 is should be a very high priority. What level of priority would you place on each of the following in terms of the health of Canadians? [RANDOMIZE]

**Eye care**

# Government role in eye health

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 1<sup>st</sup> to 4<sup>th</sup>, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



**\*Note: Charts may not add up to 100 due to rounding**

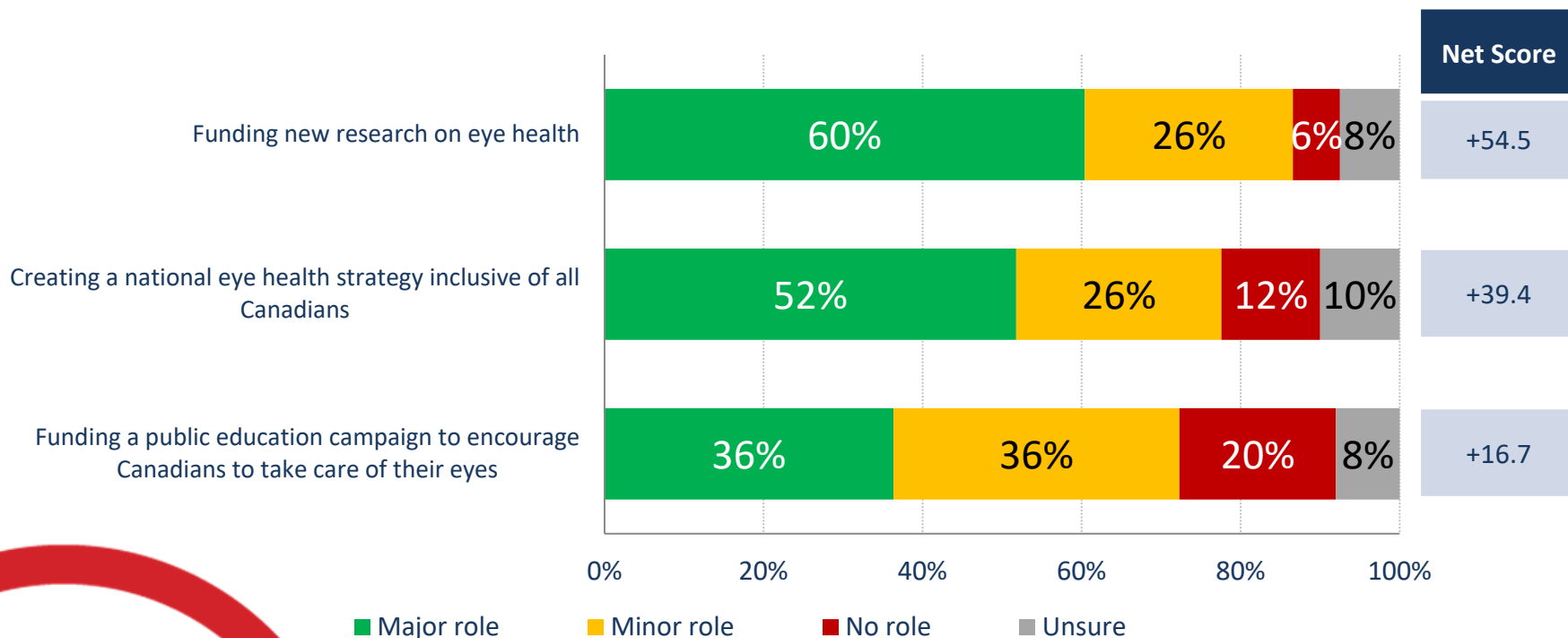
Subgroups	Both should have a role
Atlantic (n=100)	80.3%
Quebec (n=250)	55.8%
Ontario (n=300)	70.3%
Prairies (n=200)	69.7%
British Columbia (n=150)	74.0%
Male (n=479)	63.4%
Female (n=521)	72.6%
18 to 29 (n=168)	70.0%
30 to 39 (n=158)	69.2%
40 to 49 (n=201)	69.6%
50 to 59 (n=224)	66.5%
60 plus (n=249)	66.1%

**QUESTION** – Thinking about better eye health for Canadians, do you think [ROTATE] only provincial governments should have a role in eye health, only the federal government should have a role in eye health or both the provinces and the federal government should have roles to play in eye health?



# Role of the federal government in eye health

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 1<sup>st</sup> to 4<sup>th</sup>, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

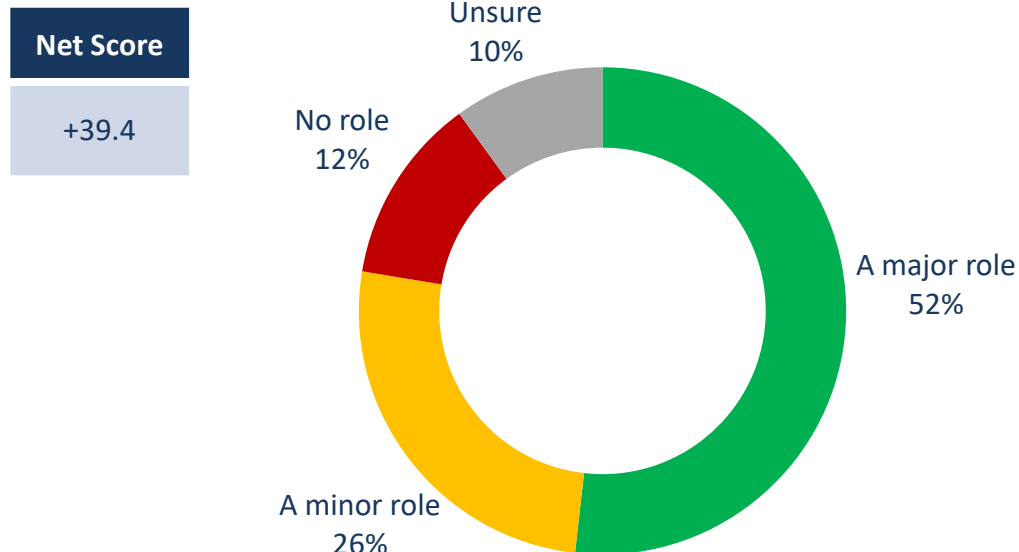


\*Note: Charts may not add up to 100 due to rounding

**QUESTION** – Would you say that the federal government has a major role, a minor role or no role in eye health in the following areas? [RANDOMIZE]

# Role of federal government in eye health strategy

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 1<sup>st</sup> to 4<sup>th</sup>, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



**\*Note: Charts may not add up to 100 due to rounding**

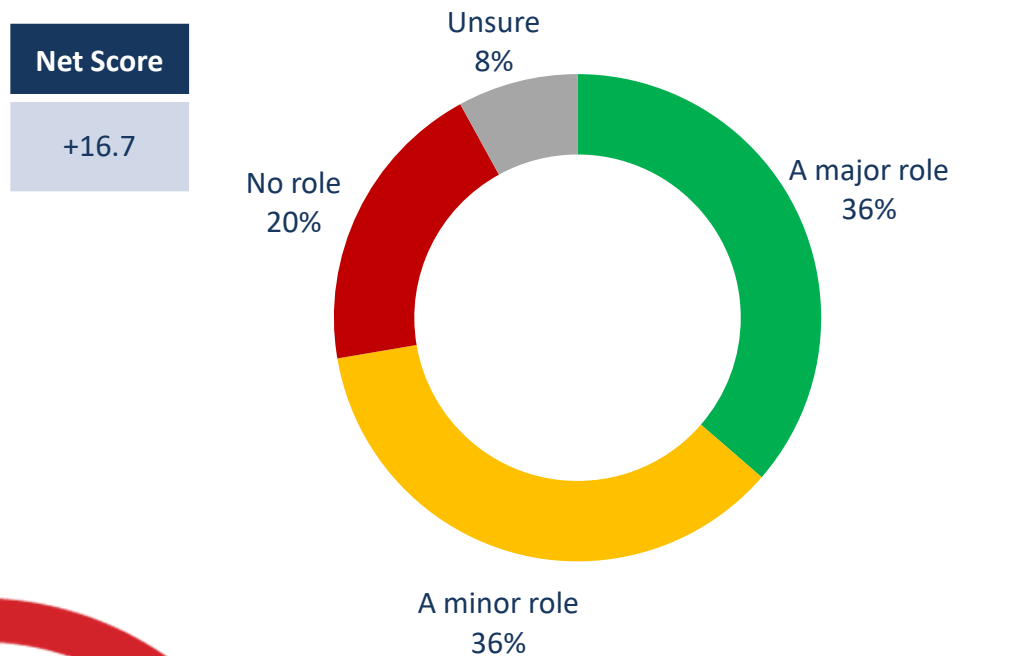
Subgroups	A major role
Atlantic (n=100)	54.9%
Quebec (n=250)	49.2%
Ontario (n=300)	54.4%
Prairies (n=200)	47.6%
British Columbia (n=150)	54.3%
Male (n=479)	52.1%
Female (n=521)	51.5%
18 to 29 (n=168)	48.9%
30 to 39 (n=158)	52.4%
40 to 49 (n=201)	50.6%
50 to 59 (n=224)	55.7%
60 plus (n=249)	51.5%

**QUESTION** – Would you say that the federal government has a major role, a minor role or no role in eye health in the following areas? [RANDOMIZE]

**Creating a national eye health strategy inclusive of all Canadians**

# Role of federal government in public education campaign

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 1<sup>st</sup> to 4<sup>th</sup>, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



**\*Note: Charts may not add up to 100 due to rounding**

Subgroups	A major role
Atlantic (n=100)	39.8%
Quebec (n=250)	40.0%
Ontario (n=300)	34.3%
Prairies (n=200)	35.4%
British Columbia (n=150)	33.5%
Male (n=479)	36.6%
Female (n=521)	36.1%
18 to 29 (n=168)	25.6%
30 to 39 (n=158)	36.7%
40 to 49 (n=201)	35.5%
50 to 59 (n=224)	39.3%
60 plus (n=249)	42.6%

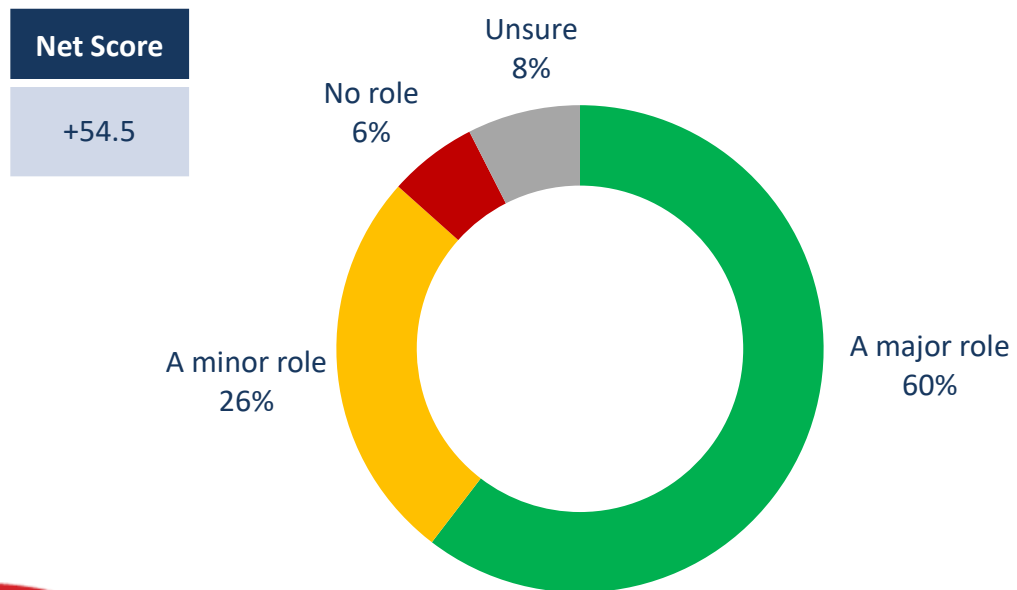
**QUESTION** – Would you say that the federal government has a major role, a minor role or no role in eye health in the following areas? [RANDOMIZE]

**Funding a public education campaign to encourage Canadians to take care of their eyes**

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# Role of federal government in funding research

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 1<sup>st</sup> to 4<sup>th</sup>, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



\*Note: Charts may not add up to 100 due to rounding

Subgroups	A major role
Atlantic (n=100)	57.2%
Quebec (n=250)	65.6%
Ontario (n=300)	61.0%
Prairies (n=200)	56.1%
British Columbia (n=150)	58.5%
Male (n=479)	61.9%
Female (n=521)	59.0%
18 to 29 (n=168)	54.8%
30 to 39 (n=158)	59.5%
40 to 49 (n=201)	55.1%
50 to 59 (n=224)	64.8%
60 plus (n=249)	65.8%

**QUESTION** – Would you say that the federal government has a major role, a minor role or no role in eye health in the following areas? [RANDOMIZE]

**Funding new research on eye health**

Confidential



## Methodology

# Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between April 1<sup>st</sup> and 4<sup>th</sup>, 2017 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

The research was commissioned by the Canadian Association of Optometrists.

Note: Charts may not add up to 100 due to rounding.



# About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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## **Nanos Research**

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[info@nanosresearch.com](mailto:info@nanosresearch.com)

# Technical Note

Element	Description
Organization who commissioned the research	The Canadian Association of Optometrists
Final Sample Size	1000 Randomly selected individuals.
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct
Number of Calls	Maximum of five call backs.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	April 1 <sup>st</sup> to 4 <sup>th</sup> , 2017.
Language of Survey	The survey was conducted in both English and French.

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Stratification	By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	Fourteen percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	This was module five of an omnibus survey. Preceding modules included question related to the top unprompted issue of national concern, environmental regulations, the federal budget, international trade agreements, and the news.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanosresearch.com">http://www.nanosresearch.com</a> Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.





# Tabulations



## 2017-981 – Canadian Association of Optometrists – Survey STAT SHEET

On a scale of 1 to 10 where 1 is should not be a priority and 10 is should be a very high priority. What level of priority would you place on each of the following in terms of the health of Canadians? [RANDOMIZE]

			Region					Gender				Age			
			Canada	Atlantic					British		18 to	30 to	40 to	50 to	
			2017-03	Canada	Quebec	Ontario	Prairies	Columbia	Male	Female	29	39	49	59	60 plus
Question – Dental Care	Total	Unwgt N	1000	100	250	300	200	150	479	521	168	158	201	224	249
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
		Mean	8.0	7.7	8.1	8.2	7.9	8.0	7.7	8.3	8.0	8.0	8.1	8.0	8.0
	Not a priority (1)	%	1.7	3.7	1.4	.0	3.3	1.9	2.5	.9	.6	1.4	1.8	1.8	2.4
	2	%	.7	.0	.8	1.3	.5	.0	.8	.6	.5	.0	1.0	.0	1.6
	3	%	1.3	1.1	1.3	1.1	1.8	1.4	1.8	.8	1.3	.7	1.4	.9	2.0
	4	%	2.0	1.4	1.7	2.7	1.1	2.6	2.7	1.2	1.7	3.8	.5	1.3	2.6
	5	%	7.2	7.6	5.7	6.5	7.7	10.2	7.7	6.7	6.5	6.0	6.6	8.9	7.7
	6	%	6.7	12.6	7.8	6.6	4.4	3.9	7.9	5.5	7.3	5.4	6.4	7.3	6.7
	7	%	14.3	12.3	16.1	12.3	18.0	11.7	16.5	12.2	14.2	19.1	13.7	18.1	9.2
	8	%	19.2	20.3	17.9	18.6	18.2	23.3	18.1	20.3	26.1	22.4	19.6	14.4	15.4
	9	%	13.3	15.5	10.7	15.7	12.8	12.3	12.1	14.5	11.8	9.2	16.4	11.4	16.2
	Very high priority (10)	%	33.3	25.6	35.8	34.8	32.2	32.7	29.1	37.2	30.0	31.9	32.7	35.3	35.6
	Unsure	%	.3	.0	.8	.3	.0	.0	.6	.0	.0	.0	.0	.5	.8

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between April 1<sup>st</sup> and 4<sup>th</sup>, 2017. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

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## 2017-981 – Canadian Association of Optometrists – Survey STAT SHEET

On a scale of 1 to 10 where 1 is should not be a priority and 10 is should be a very high priority. What level of priority would you place on each of the following in terms of the health of Canadians? [RANDOMIZE]

			Region					Gender				Age			
			Canada	Atlantic			British		18 to	30 to	40 to	50 to			
			2017-03	Canada	Quebec	Ontario	Prairies	Columbia	Male	Female	29	39	49	59	60 plus
Question – Hearing Care	Total	Unwgt N	1000	100	250	300	200	150	479	521	168	158	201	224	249
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
		Mean	7.7	7.3	7.8	7.8	7.3	7.8	7.4	7.9	7.5	7.5	7.6	7.6	8.0
	Not a priority (1)	%	1.9	4.7	2.5	.3	2.5	1.1	2.6	1.1	.0	1.5	2.2	1.9	3.2
	2	%	.5	.7	.7	1.0	.0	.0	.4	.7	.5	.6	.9	.5	.4
	3	%	2.0	.7	.9	2.4	3.9	1.9	2.0	2.1	2.5	1.9	2.6	2.1	1.3
	4	%	2.0	3.5	.8	1.3	2.9	3.4	2.8	1.3	2.4	1.9	.6	3.2	2.0
	5	%	9.0	11.0	6.8	8.2	12.1	9.1	10.2	8.0	11.5	9.5	8.7	9.5	6.9
	6	%	10.6	8.1	11.5	11.3	10.8	8.9	12.9	8.4	14.6	13.7	10.6	11.0	5.5
	7	%	16.3	15.2	16.6	14.7	19.5	15.5	16.3	16.3	20.3	17.2	17.2	15.1	13.0
	8	%	18.4	21.3	20.1	18.5	14.8	18.5	17.7	19.2	15.9	19.4	21.6	17.8	17.9
	9	%	11.8	16.9	10.5	12.8	7.7	14.1	9.4	14.1	6.4	11.3	10.1	12.7	16.7
	Very high priority (10)	%	26.5	17.9	28.4	28.7	24.6	26.8	24.3	28.5	24.6	22.0	25.0	25.4	32.4
	Unsure	%	.9	.0	1.2	.9	1.2	.6	1.5	.3	1.3	.8	.5	1.0	.8

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between April 1<sup>st</sup> and 4<sup>th</sup>, 2017. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

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## 2017-981 – Canadian Association of Optometrists – Survey STAT SHEET

On a scale of 1 to 10 where 1 is should not be a priority and 10 is should be a very high priority. What level of priority would you place on each of the following in terms of the health of Canadians? [RANDOMIZE]

			Region					Gender				Age			
			Canada	Atlantic			British		18 to	30 to	40 to	50 to			
			2017-03	Canada	Quebec	Ontario	Prairies	Columbia	Male	Female	29	39	49	59	60 plus
Question – Eye Care	Total	Unwgt N	1000	100	250	300	200	150	479	521	168	158	201	224	249
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
		Mean	8.3	8.1	8.2	8.5	8.0	8.4	8.1	8.5	8.1	8.1	8.4	8.4	8.5
	Not a priority (1)	%	1.0	3.7	1.4	.0	1.3	.5	1.5	.6	.0	.9	.4	1.0	2.4
	2	%	.7	1.1	1.3	.6	.5	.0	.9	.6	.0	.0	1.0	.5	1.6
	3	%	1.1	.0	.8	1.2	2.9	.0	1.1	1.2	.5	1.3	1.3	1.2	1.4
	4	%	1.1	1.1	1.6	1.2	.6	.6	1.4	.8	1.8	1.9	.6	.5	.8
	5	%	4.8	3.3	5.6	3.2	6.3	5.9	6.4	3.3	6.5	5.6	5.1	3.7	3.8
	6	%	5.4	7.2	5.6	5.3	5.5	3.7	6.3	4.5	10.1	4.1	5.2	5.4	2.7
	7	%	14.6	14.5	13.1	11.5	19.3	16.7	16.6	12.6	15.5	19.0	13.2	14.3	12.2
	8	%	18.3	14.9	15.6	21.3	18.5	18.6	17.4	19.2	24.1	23.5	16.8	21.1	9.9
	9	%	15.3	23.5	16.5	14.5	11.0	15.2	13.1	17.4	12.9	14.1	17.9	12.4	18.0
	Very high priority (10)	%	37.3	30.7	37.8	40.9	34.1	38.1	34.5	40.0	28.7	29.7	38.6	39.1	46.3
	Unsure	%	.4	.0	.8	.3	.0	.6	.8	.0	.0	.0	.0	1.0	.8

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between April 1<sup>st</sup> and 4<sup>th</sup>, 2017. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

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## 2017-981 – Canadian Association of Optometrists – Survey STAT SHEET

			Region						Gender		Age				
			Canada	Atlantic							18 to	30 to	40 to	50 to	
			2017-03	Canada	Quebec	Ontario	Prairies	Columbia	Male	Female	29	39	49	59	60 plus
Question - Thinking about better eye health for Canadians, do you think [ROTATE] only provincial governments should have a role in eye health, only the federal government should have a role in eye health or both the provinces and the federal government should have roles to play in eye health.	Total	Unwgt N	1000	100	250	300	200	150	479	521	168	158	201	224	249
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Only the provincial governments should have a role	%	22.5	12.0	36.0	21.5	16.3	17.3	26.2	19.0	20.2	21.0	21.4	20.7	27.0
	Only the federal government should have a role	%	3.1	3.5	1.7	3.2	5.0	2.3	3.9	2.3	3.8	4.5	2.0	3.4	2.1
	Both should have a role	%	68.1	80.3	55.8	70.3	69.7	74.0	63.4	72.6	70.0	69.2	69.6	66.5	66.1
	Neither should have a role	%	2.8	2.8	3.6	.6	5.5	2.2	3.8	1.9	2.2	2.5	3.1	3.1	3.0
	Unsure	%	3.5	1.3	3.0	4.3	3.4	4.3	2.8	4.2	3.8	2.8	3.8	6.2	1.7

### Would you say that the federal government has a major role, a minor role or no role in eye health in the following areas? [RANDOMIZE]

			Region						Gender		Age				
			Canada	Atlantic							18 to	30 to	40 to	50 to	
			2017-03	Canada	Quebec	Ontario	Prairies	Columbia	Male	Female	29	39	49	59	60 plus
Question - Creating a national eye health strategy inclusive of all Canadians	Total	Unwgt N	1000	100	250	300	200	150	479	521	168	158	201	224	249
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Major role	%	51.8	54.9	49.2	54.4	47.6	54.3	52.1	51.5	48.9	52.4	50.6	55.7	51.5
	Minor role	%	25.8	26.8	26.6	25.7	26.1	23.7	27.4	24.4	24.3	19.5	32.2	20.3	30.3
	No role	%	12.4	10.2	15.3	11.2	14.6	8.7	13.9	11.0	12.6	16.8	11.7	13.2	9.5
	Unsure	%	10.0	8.2	8.8	8.8	11.8	13.3	6.7	13.1	14.2	11.3	5.6	10.7	8.6

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between April 1<sup>st</sup> and 4<sup>th</sup>, 2017. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

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## 2017-981 – Canadian Association of Optometrists – Survey STAT SHEET

Would you say that the federal government has a major role, a minor role or no role in eye health in the following areas? [RANDOMIZE]

			Region						Gender		Age				
			Canada	Atlantic							18 to	30 to	40 to	50 to	
			2017-03	Canada	Quebec	Ontario	Prairies	Columbia	Male	Female	29	39	49	59	60 plus
Question - Funding a public education campaign to encourage Canadians to take care of their eyes	Total	Unwgt N	1000	100	250	300	200	150	479	521	168	158	201	224	249
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Major role	%	36.4	39.8	40.0	34.3	35.4	33.5	36.6	36.1	25.6	36.7	35.5	39.3	42.6
	Minor role	%	36.0	34.8	33.8	35.2	38.7	38.4	36.1	35.9	43.0	27.8	39.5	33.1	35.4
	No role	%	19.7	16.2	19.4	22.3	17.9	19.7	21.5	18.0	19.6	25.4	19.5	21.6	15.1
	Unsure	%	8.0	9.2	6.8	8.2	8.0	8.5	5.8	10.0	11.8	10.1	5.6	5.9	6.9

Would you say that the federal government has a major role, a minor role or no role in eye health in the following areas? [RANDOMIZE]

			Region						Gender		Age				
			Canada	Atlantic							18 to	30 to	40 to	50 to	
			2017-03	Canada	Quebec	Ontario	Prairies	Columbia	Male	Female	29	39	49	59	60 plus
Question - Funding new research on eye health	Total	Unwgt N	1000	100	250	300	200	150	479	521	168	158	201	224	249
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Major role	%	60.4	57.2	65.6	61.0	56.1	58.5	61.9	59.0	54.8	59.5	55.1	64.8	65.8
	Minor role	%	26.2	31.2	20.5	26.1	27.7	30.4	26.7	25.7	31.0	21.5	30.4	23.7	24.3
	No role	%	5.9	3.4	5.4	6.3	8.5	3.8	6.7	5.1	3.8	9.3	7.2	6.0	4.3
	Unsure	%	7.5	8.2	8.5	6.6	7.7	7.2	4.8	10.2	10.4	9.8	7.4	5.5	5.6