



PARENT'S & CHILDREN'S VIEWS AND ATTITUDES ABOUT VISION CORRECTION

EXECUTIVE SUMMARY

INTRODUCTION

*Parent's & Children's Views & Attitudes About Vision Correction** was conducted by Mumsnet on behalf of Johnson & Johnson Vision Care, part of Johnson & Johnson Medical Ltd., and manufacturer of ACUVUE® Brand Contact Lenses.

Myopia (short-sightedness) affects approximately 1 in 6 of the world's population.¹ Little contemporary data exists regarding the distribution and prevalence of child myopia in the United Kingdom.²

Myopia typically develops around 8 years of age and worsens through the teen years. This time period is a particularly vulnerable one for young children and teenagers, as they face multiple challenges (academic, social, athletic) while trying to find a comfortable place in society and develop identities separate from their parents and families.

During these developmental years, parents, Health Care Professionals, teachers, coaches and others are interested in providing children with every possible tool to succeed – from academic skills, to social know-how to athletic prowess. A growing body of research indicates that contact lenses may be a valuable tool to help bolster the feelings of confidence and acceptance that children so desire. These findings suggest that parents and eye care practitioners look beyond the visual benefits of glasses and contact lenses when choosing the most appropriate vision correction modality for children.³

The purpose of this research project was to gauge the attitudes and perceptions of parents of vision corrected children ages 10-17, as they relate to their children's vision care options. Children also were surveyed to create a basis for comparison.

The survey was conducted online from 15 April – 12 May, 2013. Survey responses are based on a total of 1,014 responses by Mumsnet users (507 from parents and 507 from their child. Data has been weighted so that each age has the same weight total.

The survey was conducted in a number of regions throughout the UK. The regions can be broken down into London (13%), Scotland (7%), Wales (3%), Northern Ireland (2%), Yorkshire & The Humber (7%), East Midlands (7%), West Midlands (7%), East of England (7%), South West (21%), South East (12%), North West (10%) and North East (3%).

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About Mumsnet

Mumsnet is a respected network of UK parents and parenting bloggers (majority Mums). The website is a recognized and respected authority for providing parents with advice and tips regarding all aspects of everyday life and raising children.

Launched in 2000 by two new mothers, Mumsnet is the UK's largest online parenting community. Parents share advice, product recommendations and friendship. Members free to discuss any topic they like. Mumsnet receives approximately 4 million monthly unique visitors and 51 million page views per month.

For more information visit www.mumsnet.com

About Johnson & Johnson Vision Care

Johnson & Johnson Vision Care, Inc. is committed to creating life-long solutions to vision care needs. Since the ACUVUE® Brand made its debut in 1987 as the world's first disposable soft contact lens, the company has repeatedly brought innovative, quality, and scientific advancements to the industry. Headquartered in Jacksonville, Florida, the company has some 3,000 employees worldwide. For additional information about the ACUVUE® Brand, visit www.ACUVUE.co.uk.

¹Norton TT, Manny R & O'Leary DJ. Myopia-global problem, global research. *Optom Vis Sci* 2005; 82: 223–225.

²Logan NS, Shah P, Rudnicka AR, Gilmartin B & Owen CG. Childhood ethnic differences in ametropia and ocular biometry: the Aston Eye Study. *Ophthalmic Physiol Opt* 2011, 31, 550–558. doi: 10.1111/j.1475-1313.2011.00862.x

³ Walline JJ, Jones LA, Sinnott L, et al. for the ACHIEVE Study Group. A randomized trial of the effect of soft contact lenses on myopia progression in children. *Invest Ophthalmol Vis Sci*. 2008 Nov;49(11):4702-6.

***Reference**

Parent's & Children's Views & Attitudes About Vision Correction, online survey conducted 15 April – 12 May, 2013 by Mumsnet on behalf of Johnson & Johnson Vision Care (n= 1,014)

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SUMMARY OF MAJOR FINDINGS

Goals & Priorities

Parents

Overall eight in ten parents (82%) surveyed say their child's positive self-esteem is critical to them as a parent. Ensuring their child is comfortable/confident among peers (58%), getting good grades/doing well in school (51%) and being comfortable with how they look (51%) are also seen as important to parents.

Having their child feel comfortable/confident among peers and how they look is viewed as being "absolutely critical" by 61 percent of parents of girls compared to 55 percent of parents of boys. Over half of parents with girls (54%) feel that their daughter being comfortable with how she looks is "absolutely critical," compared to 47 percent of parents with boys.

Children

Three-fifths of children surveyed (60%) say their critical priority is getting good grades in school, but almost as many (58%) say being comfortable/confident among their friends is "absolutely critical." Girls say that that being comfortable/confident amongst their friends is more important (67%) than getting good grades in school (62%), while boys feel that getting good grades/doing well in school (57%) is more important than being comfortable/confident among their friends (46%).

Around one-third of children surveyed (36%) say the views of their friends on their appearance (eyes, skin, hair) are a major concern, with 42 percent of girls citing it as a "major concern" compared to 28 percent of boys. This is most important for the age group of 14-15 year olds, with 41 percent of this group saying the views of their friends on their appearance is a "major concern."

Keeping Goals "in sight"

In choosing the right vision correction option for their child, parents strongly believe that giving a child the best possible eyesight is a high priority (95%), followed closely by selecting the form of vision correction that is "the best for the long term health of his/her eyes" (88%). The majority of parents say that vision correction should be what the child wants to wear (84%), and should make him/her feel confident (80%), good about the way he/she looks (75%), and allow him/her to participate in sport/physical activities (69%).

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Vision Care

Among parents surveyed, the “absolutely critical” goals for their child who is vision corrected are that they have positive self-esteem (82%), are comfortable and confident among their peers (58%), that they get good grades in school (51%), and that they are comfortable with the way that they look (51%). Parents of girls are more likely (54%) than parents of boys (47%) to rate being comfortable with how they look as “absolutely critical.”

VISION CORRECTION

When first discovered the need for vision correction

About three in ten parents first discovered that their child needed vision correction during an eye examination (29%) or because their child was complaining of vision problems (28%). About one-fifth (17%) say they noticed their child squinting /struggling to see.

More than four in ten (43%) children say they first noticed that they needed vision correction due to difficulty seeing the blackboard in the classroom. One quarter (27%) first learned that they needed vision correction during an eye exam. Just under one fifth (18%) say they felt their vision was blurred or distorted, while slightly fewer (14%) report it was because their parents noticed they were squinting /struggling to see.

Parent’s Views on Impact of Vision Correction on their Child

More than nine in ten parents surveyed believe that correcting their child’s vision will result in at least some improvement in his/her academic performance (90%) and reading performance (89%). Eight in ten believe that vision correction will result in at least some improvement in a child’s confidence (83%) and self-esteem (81%).

In all the areas noted above, parents of girls are more likely than parents of boys to believe that correcting their child’s vision will result in “a great deal” of improvement in these areas.

Seeing the Benefit in Sports

The majority of parents surveyed (70%) agree that correcting their child’s vision problems can help with sports performance. Three in ten (30%) parents believe their child is restricted from playing sport or performing in sport to the best of his/her ability when wearing glasses, with parents of boys (39%) slightly more likely than parents of girls (34%) to agree. Three quarters (76%) of parents agree that contact lenses are a better choice for physical activities such as sports.

A majority (56%) of parents agree that children who wear contact lenses feel better about participating in physical activities than children who wear glasses. This compares with 86 percent of children who say that they feel better about their ability to participate in sport when wearing contact lenses vs. glasses.



VISION CORRECTION CHOICES: GLASSES AND CONTACT LENSES

What are children wearing to correct their vision?

Virtually all (97%) parents surveyed say their vision-corrected child wear glasses. About eight in 10 (79%) say their child wears glasses only, 18 percent report that their child wears glasses and contact lenses, and 3 percent say their child wears contact lenses only. There were no differences for this response between the parents of boys and girls.

Attitudes about glasses

Of those whose child wears glasses, about half (48%) of parents agree that their child likes wearing glasses, 39 percent say their child does not like wearing them, and 13 percent are unsure how their child feels about wearing glasses. Almost half of vision corrected parents (49%) agree that their child likes wearing glasses compared to 43 percent of non-vision corrected parents. Of the parents who feel that their child does not like wearing their glasses the percentage is higher for parents of boys (43%) than parents of girls (36%).

More than half (58%) of children surveyed said they like wearing glasses, while one-third (33%) say they do not like wearing them. Younger children aged 10 – 14 (60%) are more likely to say they enjoy wearing their glasses compared to just over half (53%) of older teens aged 15 – 17.

Two-fifths (42%) of children who wear glasses say they sometimes feel self-conscious when wearing them. Girls (44%) are slightly more likely than boys (39%) to say they sometimes feel self-conscious when wearing glasses.

Attitudes about contact lenses

The vast majority of parents surveyed (92%) say that their child likes wearing contact lenses, which correlates with 93 percent of children who agree that they like wearing contact lenses. Almost all (97%) parents whose child wears contact lenses say that their child wears soft lenses, with over half of parents and children surveyed reporting that the child wears a daily disposable contact lens (worn once and thrown away at the end of the day). More than half (56%) of parents report that they currently wear or previously have worn contact lenses.

An Eye for the Best Choice

Three-quarters (76%) of parents surveyed agree that whatever the Eye Care Professional recommends is the right choice for their child's vision correction. However, a majority of parents (63%) say that there isn't a clear-cut better option when it comes to vision correction and it should be what the child wants.

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Earliest Age for a Child to Wear Contact Lenses

Two in five parents (40%) say they are comfortable with the idea of contact lenses for adults but not for children, and that they do not feel their child is old enough to wear contact lenses. On average, parents believe that the 'right' age for children to start wearing contact lenses is 14 years old. One fifth (21%) think it should be at age 16, while 13 percent believe a child can start wearing contact lenses at age 12. Only one in five parents (17%) are aware that children as young as 8-years old are capable of contact lens wear.

Parents who themselves don't need vision correction are significantly more likely to agree that their child is not ready for contact lenses (70%) versus parents who wear some form of vision correction (50%). Attitudes are similar between parents of boys (55%) and parents of girls (51%). Slightly less than half (46%) of children ages 10-14 say their parents don't feel they are ready to wear contact lenses.

Who wants contact lenses?

Overall, one-third (33%) of parents surveyed agree with the statement, "My child really wants to wear contact lenses instead of or in addition to glasses," with parents of girls (37%) more likely to agree than parents of boys (29%). Over one-third (35%) of vision corrected parents agree that their child wants to wear contact lenses instead of or in addition to glasses compared to one-quarter (26%) of non-vision corrected parents.

Nearly four-in-ten (37%) of all children say they really want to wear contact lenses instead of or in addition to glasses, with girls (41%) more likely than boys (32%) to agree. Children of parents with vision correction (39%) are also more likely to want to wear contact lenses instead of or in addition to glasses compared to just a quarter (25%) of children with non-vision corrected parents.

About eight-in-ten (78%) of parents feel that if a child really wants to wear contact lenses they will ask their parents for them; this was highest in parents of teenagers aged 15 – 17 (81%). Parents of girls (82%) are more likely than parents of boys (74%) to believe that children who want contact lenses will ask their parents about them.

Choosing which vision correction to wear

Parents surveyed believe that contact lenses are a better choice than glasses for physical activities, such as participating in sports (76%) and improving their child's self-esteem/confidence (52%). About half of parents believe that contact lenses will improve their child's self-confidence. The findings are similar for girls (53%) and boys (51%). Parents of boys (79%) are more likely to view contact lenses as more important for doing physical activities than parents of girls (73%).

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Children rate contact lenses as being better for doing physical activities, such as participating in sport (58%), at prom/school dance/parties (55%), going out with friends (including on a date) (49%) and looking their best (47%). Nine in ten (86%) children say they feel more confident when wearing contact lenses vs. wearing glasses and 85% say they feel more attractive with contacts.

Glasses are considered the better option by parents for being easy to take care of and keep clean (81%), keeping eyes healthy (61%) and being affordable. Higher numbers of parents of boys (86%) view glasses as the better option for being easy to take care of than parents of girls (78%). Children also rate glasses as being better when it comes to being easy to take care of and keep clean (67%) and relaxing, watching TV movies etc. (53%).

Consideration of Contact Lenses

Over a third of parents (34%) surveyed whose child does not currently wear contact lenses say they have never thought about or considered contact lenses for their child, while about one-quarter (27%) say it has “crossed my mind now and then” and 11 percent say they have given it “serious consideration.” One in three parents (33%) say their child really wants to wear contact lenses instead of or in addition to glasses.

Four-in-ten children (44%) say they have asked their parents about getting contact lenses, but note that their parents tell them they don’t need contact lenses because their glasses work just fine (38%), don’t think they are old enough to wear them (35%), or don’t think they are responsible enough to care for them (33%).

Out of the children whose parents have told them their glasses “work just fine,” 42 percent are girls and 33 percent are boys. The number of children who say their parents do not feel they are responsible enough to care for contact lenses is higher amongst children with non-vision corrected parents (40%) compared to children with vision corrected parents (32%).

Half of children surveyed (50%) indicate that they are interested in contact lenses, with girls (37%) more likely than boys (28%) to have asked their optometrist about contact lenses. Interest in getting contact lenses is significantly higher for children with vision corrected parents (35%) compared to children of non-vision corrected parents (23%).

Parental Concerns about Contact Lenses

Contact lens hygiene is a major concern for over half of parents surveyed (53%), with 41 percent believing that their child is not responsible enough to care for contact lenses. Half (50%) of parents surveyed worry that their child will have problems putting their contact lenses on their eyes/taking them off - this was 10 percent higher for parents of boys (55%) and non-vision corrected parents (64%) than parents of girls (45%) and vision corrected parents (47%).

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The vast majority of parents (87%) express little or no concern that vision correction when wearing contact lenses is not as sharp as glasses. Parents also show little or no concern that contacts will dry out eyes (78%) or that contact lenses are less healthy for eyes than glasses (72%). Seven-in-ten (69%) parents believe that contact lenses are more costly than glasses, with this being more so a major concern for non-vision corrected parents (42%) than for vision corrected parents (28%).

Parents of boys (43%) are more likely than parents of girls (39%) to believe their child is not responsible enough to care for contact lenses. Parents who do not need vision correction (52%) are also more likely to believe that their child is not responsible enough for contact lenses compared to parents who need vision correction (43%).

Half (47%) of children surveyed feel that they are ready to take on the responsibility of contact lens care. Older children are more likely to agree they are ready (66% of children ages 16-17, 48% of children ages 14-15, 45% of children ages 12-13, and 30% of children ages 10-11) and girls (51%) slightly more likely than boys (44%) to agree they are ready. Half of children (50%) with vision corrected parents also feel they are ready for the responsibility compared to just 28 percent of children with non-vision corrected parents.