Q.1 How often do you buy new spectacles?	Gender			Age		
	Base	Female	Male	18-35 years	36-55 years	56-74 years
Base	508	281	227	142	191	175
Every year	3%	3%	2%	2%	3%	4%
Every 2 years	17%	16%	18%	16%	18%	16%
Every 3 years	27%	31%	23%	29%	27%	26%
Every 4 years	18%	16%	20%	17%	16%	21%
Every 5 years	11%	12%	10%	8%	10%	14%
More than 5 years in between	17%	15%	19%	21%	18%	13%
Don't remember	7%	8%	7%	7%	10%	5%
Totalsum	100%	100%	100%	100%	100%	100%

Q.2 What was the price (total price including glasses and frame) of the most recent spectacles you bought?	Gender			Age		
	Base	Female	Male	18-35 years	36-55 years	56-74 years
Base	508	281	227	142	191	175
Less than 100 EUR	7%	7%	6%	14%	5%	2%
100-199 EUR	12%	12%	12%	13%	16%	6%
200-299 EUR	16%	15%	18%	20%	20%	8%
300-399 EUR	14%	14%	14%	16%	13%	14%
400-499 EUR	15%	16%	14%	18%	12%	16%
500-599 EUR	12%	11%	14%	10%	10%	17%
600-699 EUR	7%	8%	6%	2%	7%	12%
700-799 EUR	6%	6%	6%	-	6%	10%
800-899 EUR	3%	4%	2%	-	4%	5%
900-999 EUR	2%	3%	1%	1%	1%	4%
1.000 EUR or more	1%	1%	1%	-	1%	3%
Don't remember	4%	4%	4%	6%	4%	3%
Totalsum	100%	100%	100%	100%	100%	100%

Q.3 Which chain of opticians-stores do you generally consider to be the least expensive and the most expensive?

	Base	Specsavers	Synoptik	Synsam	Aktuell Optik	Din Optiker
Least expensive	508	179	25	19	15	5
		35%	5%	4%	3%	1%
Most expensive	508	1	12	175	4	22
		0	2%	34%	1%	4%

Q.4 How much do you think you can save by using the least expensive store rather than the most expensive?

	Gender			Age		
	Base	Female	Male	18-35 years	36-55 years	56-74 years
Base	508	281	227	142	191	175
1-9 percent	1%	1%	1%	1%	0	0
10-19 percent	10%	10%	10%	11%	9%	10%
20-29 percent	16%	15%	18%	16%	16%	16%
30-39 percent	16%	15%	16%	22%	9%	18%
40-49 percent	10%	10%	11%	6%	12%	12%
50-59 percent	19%	19%	18%	16%	24%	15%
60-69 percent	6%	5%	6%	6%	7%	4%
70-79 percent	5%	6%	4%	5%	4%	5%
80-89 percent	2%	1%	2%	1%	3%	2%
90-99 percent	1%	1%	2%	2%	1%	1%
Don't know	15%	18%	12%	15%	14%	17%
Totalsum	100%	100%	100%	100%	100%	100%

Q.5 Where did you buy your spectacles most recently?	Gender			Age		
	Base	Female	Male	18-35 years	36-55 years	56-74 years
Base	508	281	227	142	191	175
Synsam	26%	26%	27%	26%	26%	27%
Specsavers	17%	19%	14%	21%	16%	15%
Privately owned/Local optician	17%	17%	16%	12%	14%	24%
Synoptik	9%	8%	10%	9%	12%	6%
Aktuell Optik	3%	3%	3%	2%	2%	5%
Din Optiker	2%	2%	2%	2%	2%	2%
Lensway	1%	2%	1%	1%	3%	0
Other	19%	17%	21%	18%	18%	20%
Don't know	6%	5%	8%	9%	7%	2%
Total	100%	100%	100%	100%	100%	100%