



Public perceptions of sight in New Zealand

Roche Initiated Market Research Report

April 2025

Purpose

Roche Products (New Zealand) Ltd ('Roche') commissioned market research to better understand how highly New Zealanders value their sight.

The research aimed to understand:

- What value does sight have to New Zealanders?
- What is the impact of vision loss on daily life?
- How are New Zealanders caring for their eye health?

Roche engaged Kantar New Zealand to undertake the research.

A survey was conducted, comprising of 1,500 members of the general public. The data is nationally representative by age, gender and region. The research was completed using a Kantar panel between Wednesday 2 April and Monday 14 April 2025.

The research findings are provided in this format to enable Roche to seek advice from members of the eye health community on potential uses of the data.

The Kantar logo, with the word "KANTAR" in a bold, white, sans-serif font. The letter "K" is stylized with a yellow vertical bar to its left.

Public Perceptions of sight in New Zealand

Report

APRIL 2025





Sample definition

Nationally representative of
New Zealanders aged 22-80
years old



Fieldwork method

Online research using
Kantar panel
Sample size **n = 1500**



Fieldwork dates

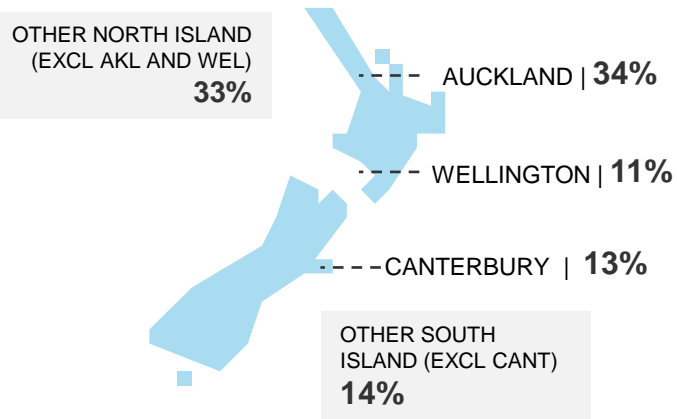
2nd – 14th April 2025



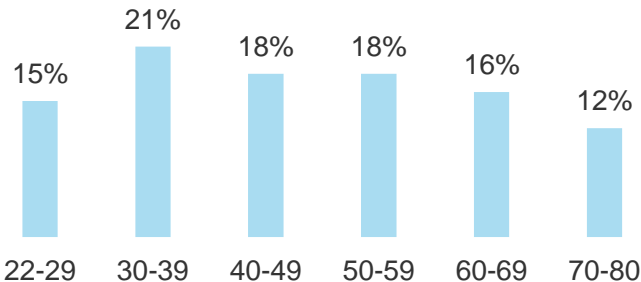
Gender



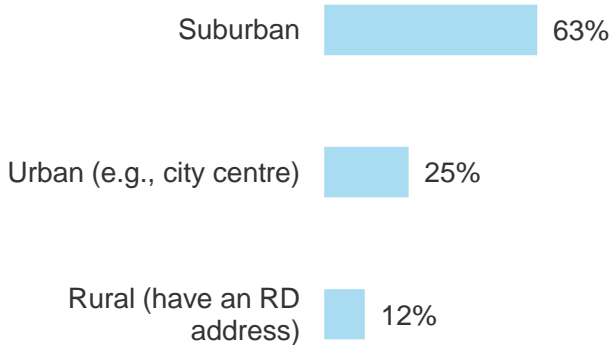
Region



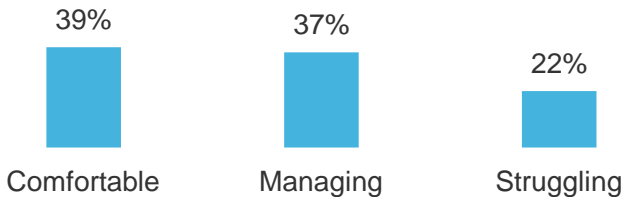
Age



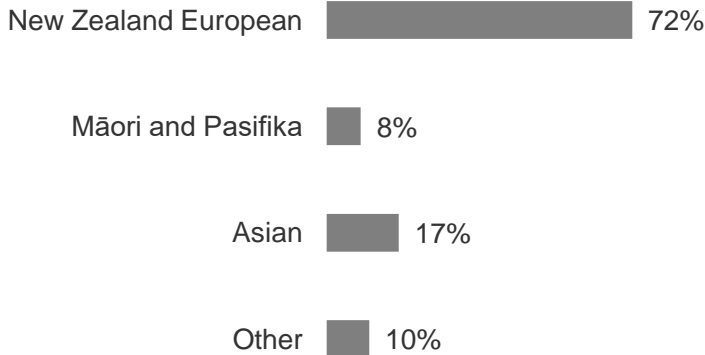
Rurality



Financial Position

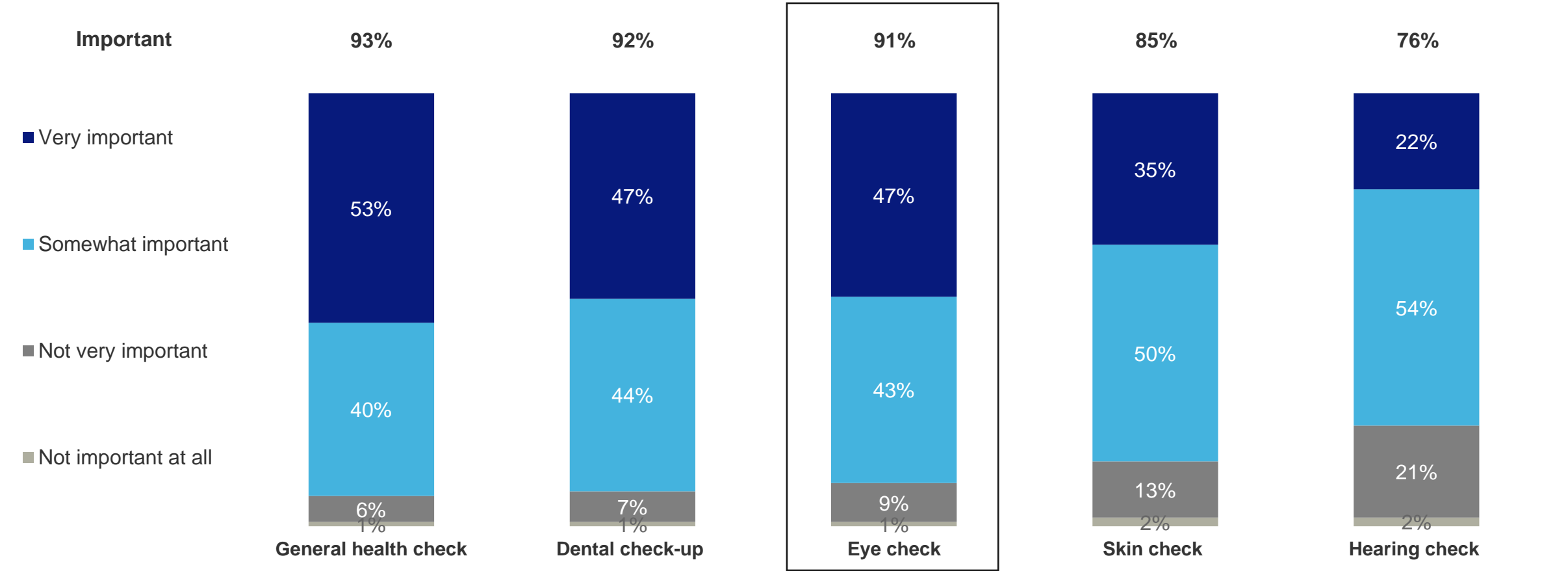


Ethnicity

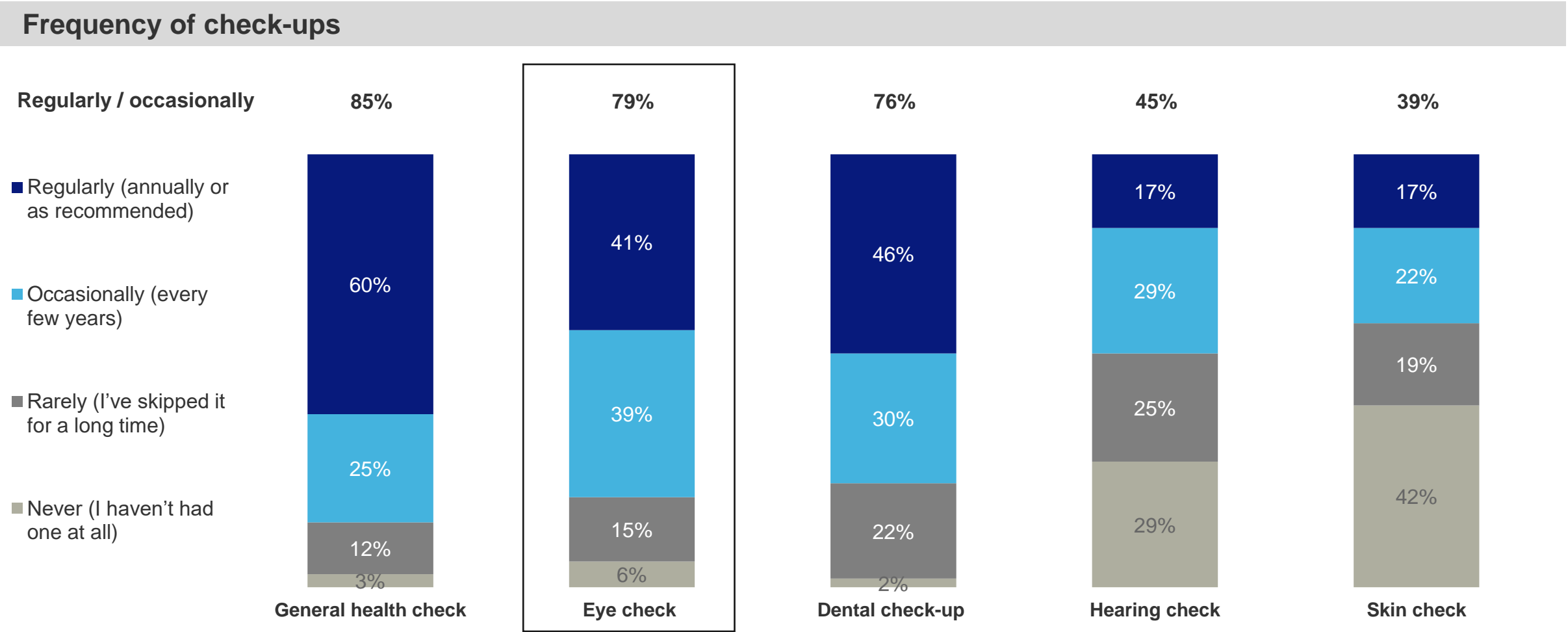


9 in 10 New Zealanders find it important to get regular eye check-ups, not far behind dental and general health check-ups

Importance of having regular check-ups

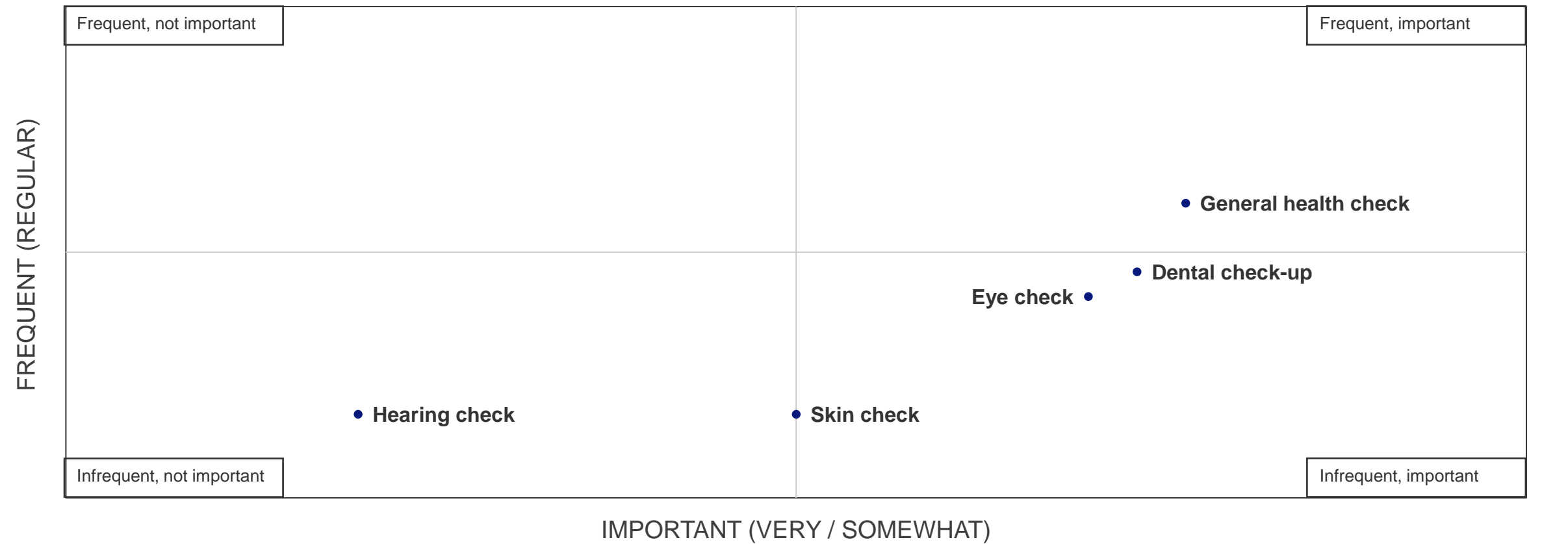


However, only 2 in 5 New Zealanders get regular eye check-ups, with a further 40% getting them every few years



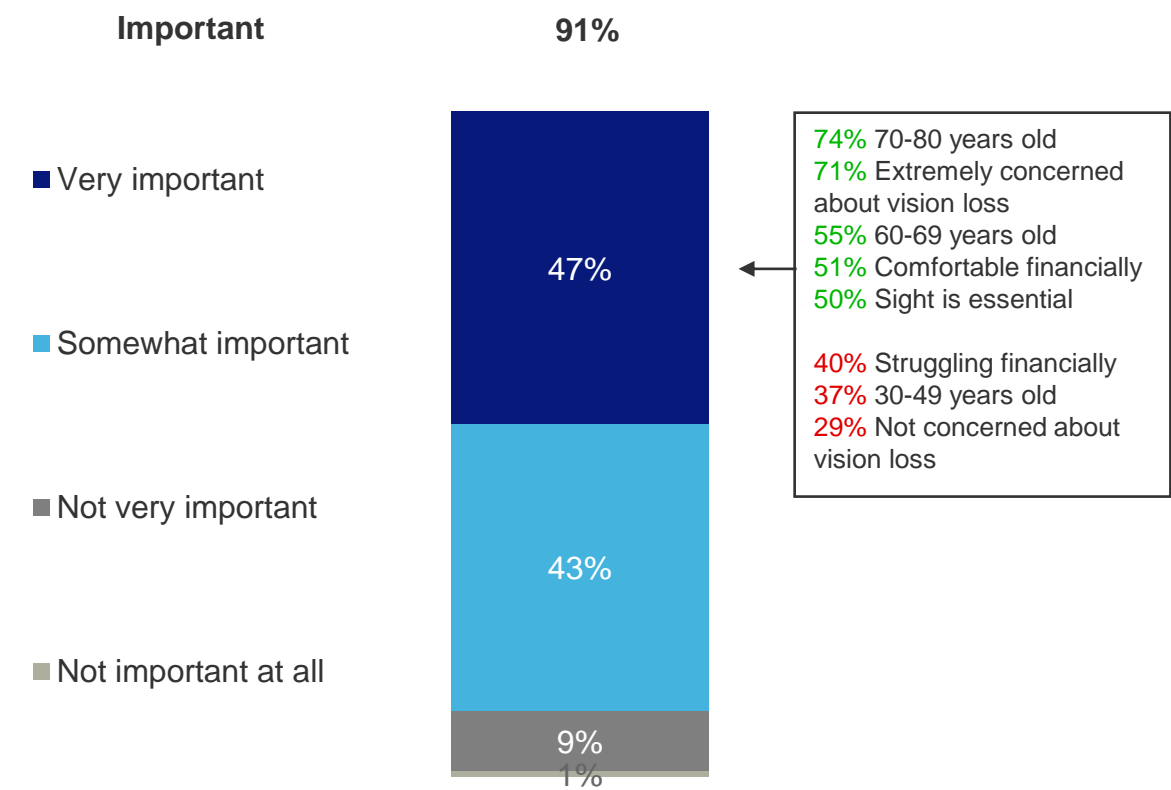
In a nutshell, there is a big gap between those who understand it's important versus those who take action to get regular eye check ups

Importance x regular frequency of different check-ups

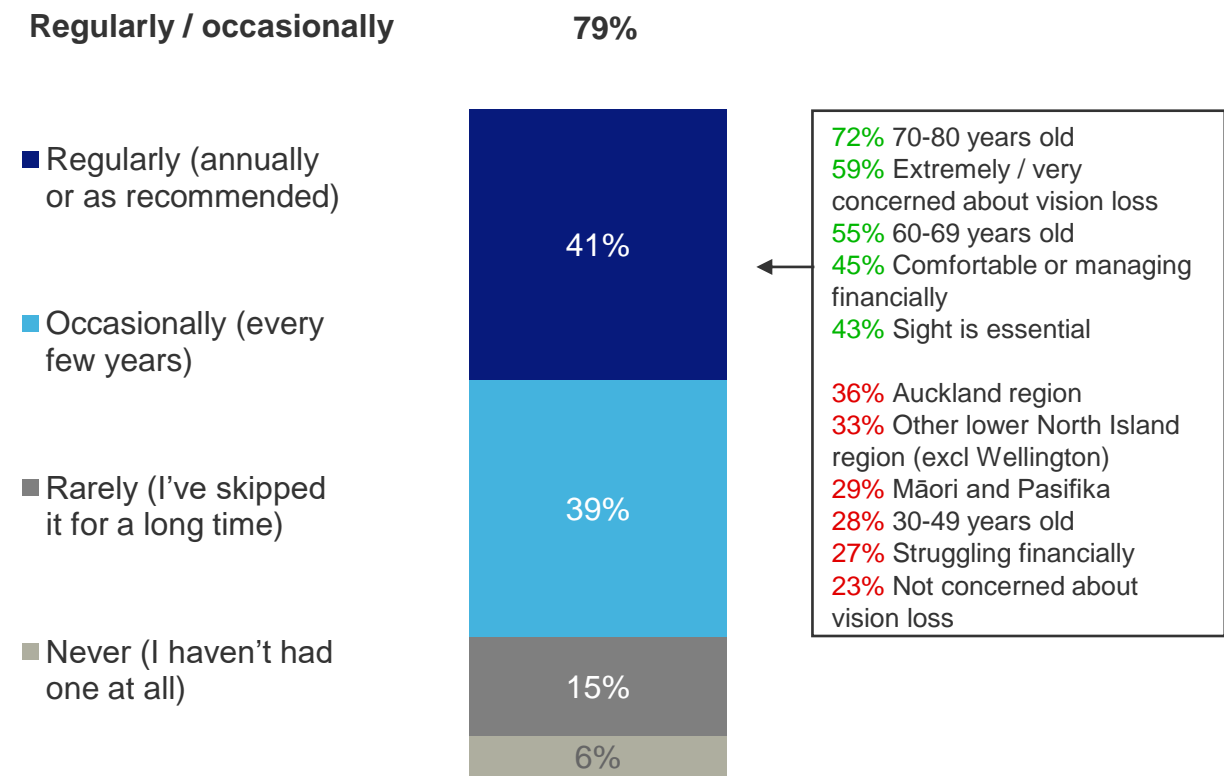


Those who find it important and get regular check-ups are often older, comfortable financially, find sight essential and are concerned about vision loss

Importance of having regular eye check-ups

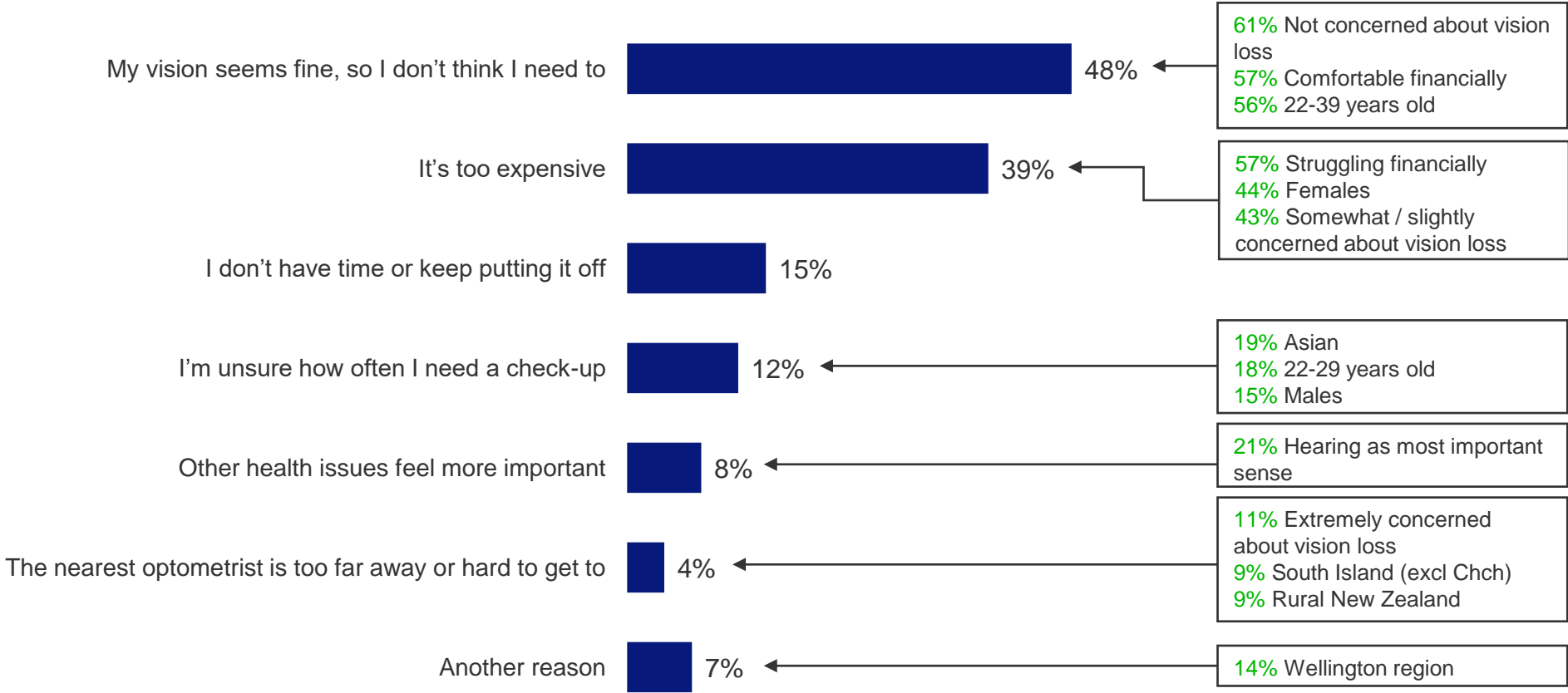


Frequency of eye check-ups



The largest barrier to getting regular eye check-ups is due to the lack of perceived need, while cost is also a key barrier

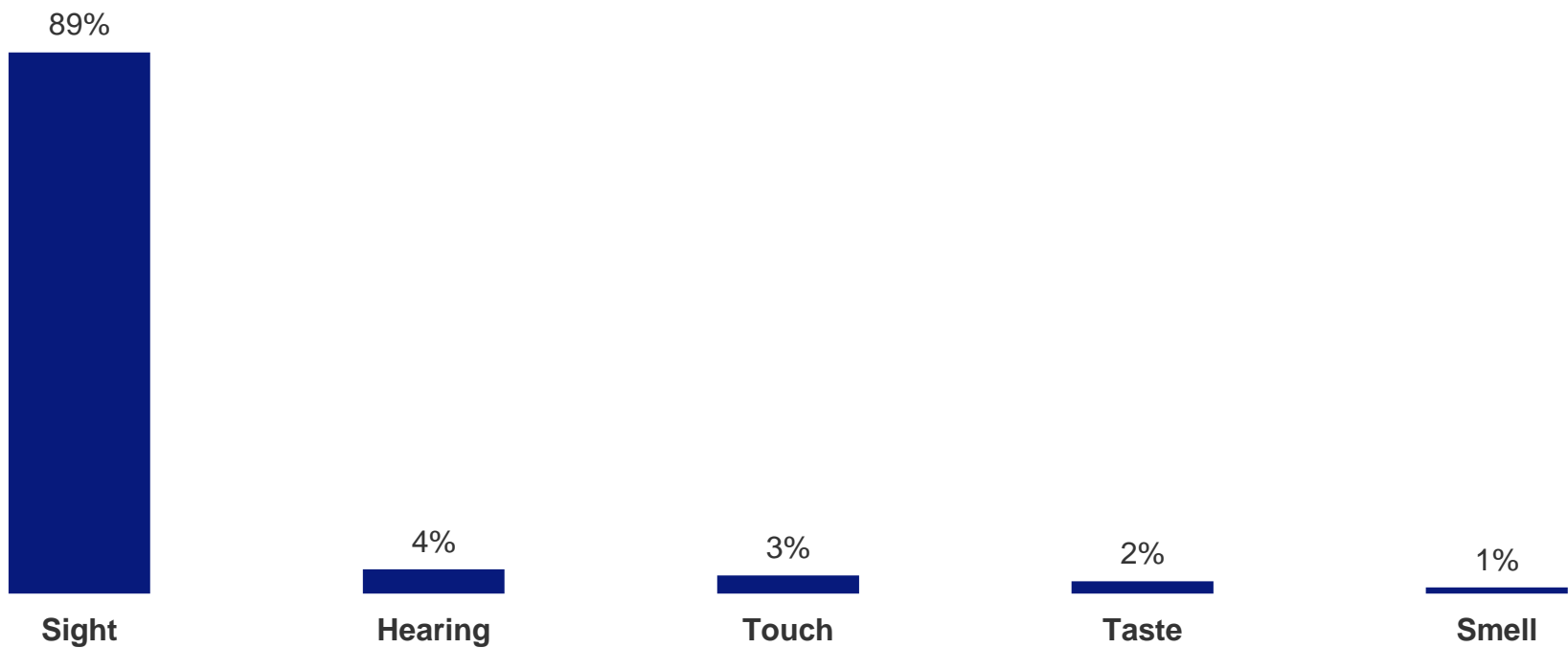
Barriers to getting regular eye check-ups



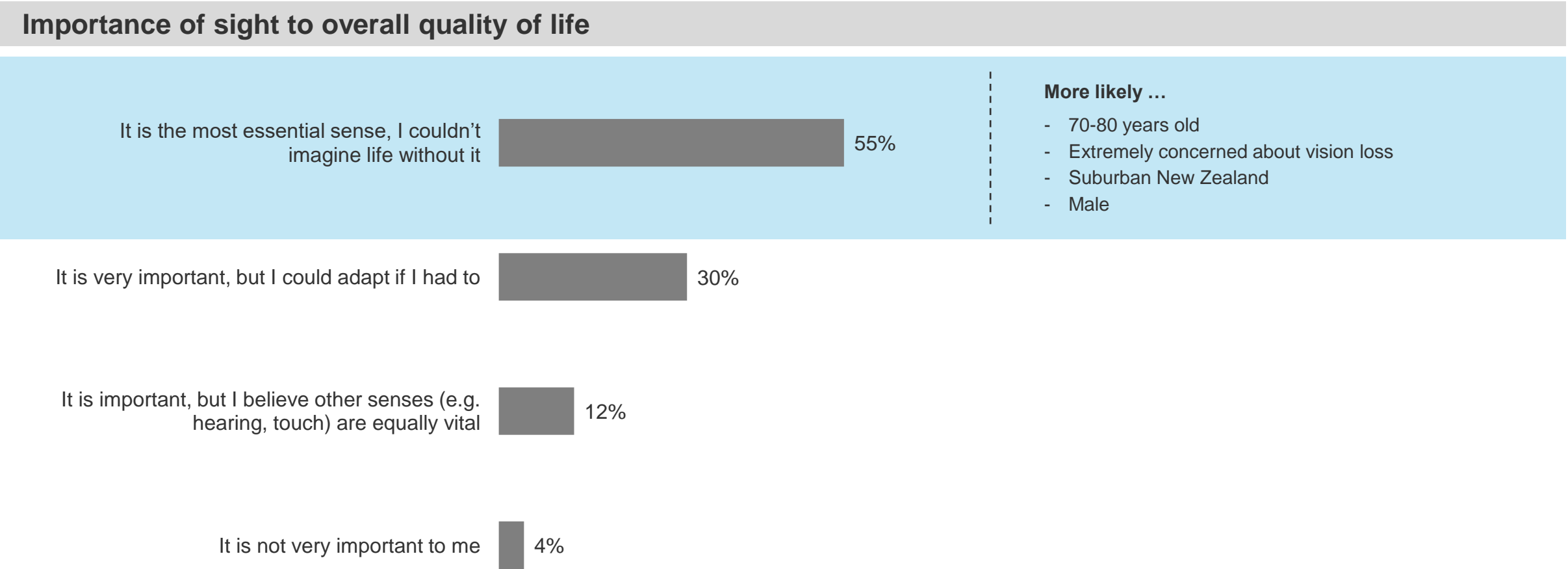
Sight comes out as the most important sense to 9 in 10 New Zealanders, almost identical to the UK study at 88%

Rank order of the most important sense to New Zealanders

96% 60-80 year olds
96% South Island (excl Chch)
94% Sight is essential
92% Suburban New Zealand

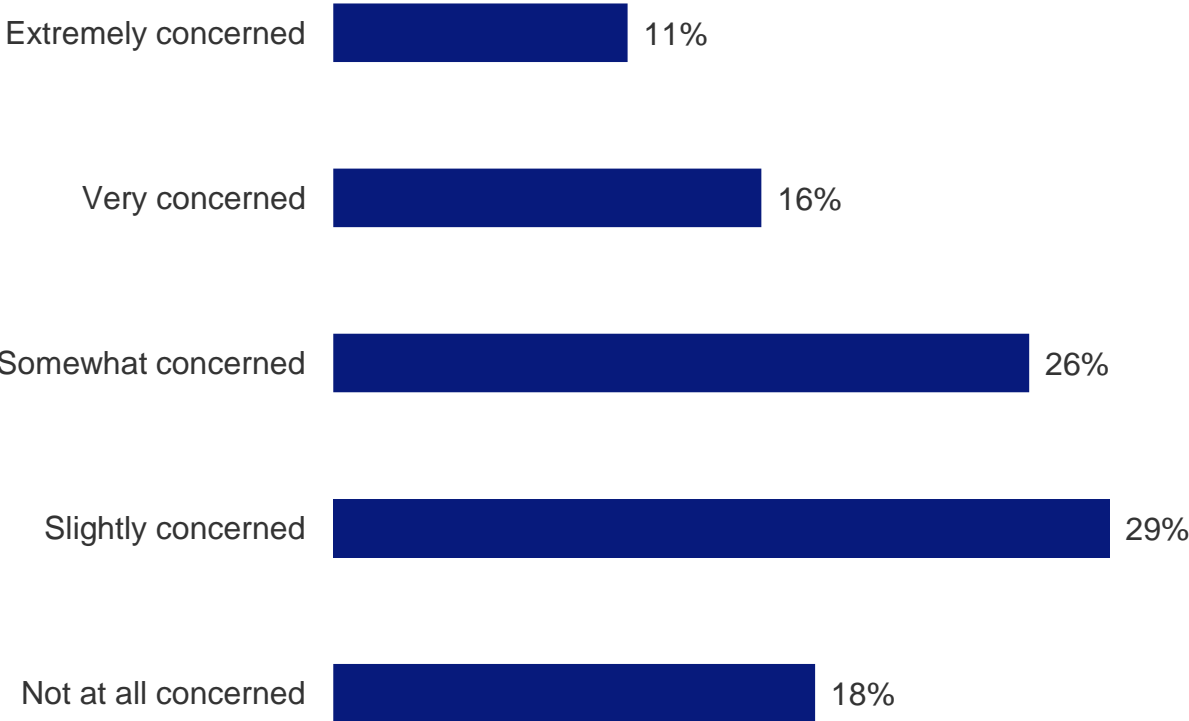


Just over half of New Zealanders couldn't imagine their life without sight



However, only a quarter of New Zealanders are extremely or very concerned about vision loss in the future

Concern about potential future vision loss





27%

Are extremely / very concerned about vision loss in the future

More likely ...

- 22-29 year olds
- Auckland region
- Urban New Zealand
- Asian ethnicity

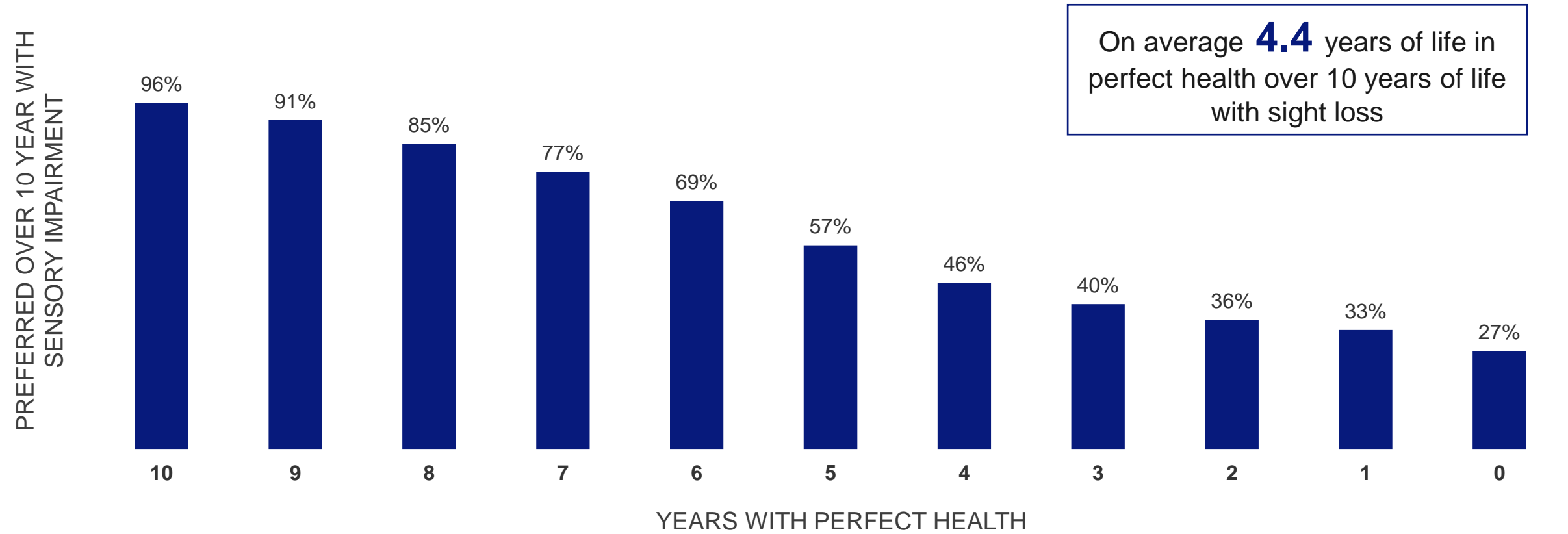
When faced with a single question, three quarters of New Zealanders would choose to live a shorter life with all their senses

Trade off between ...



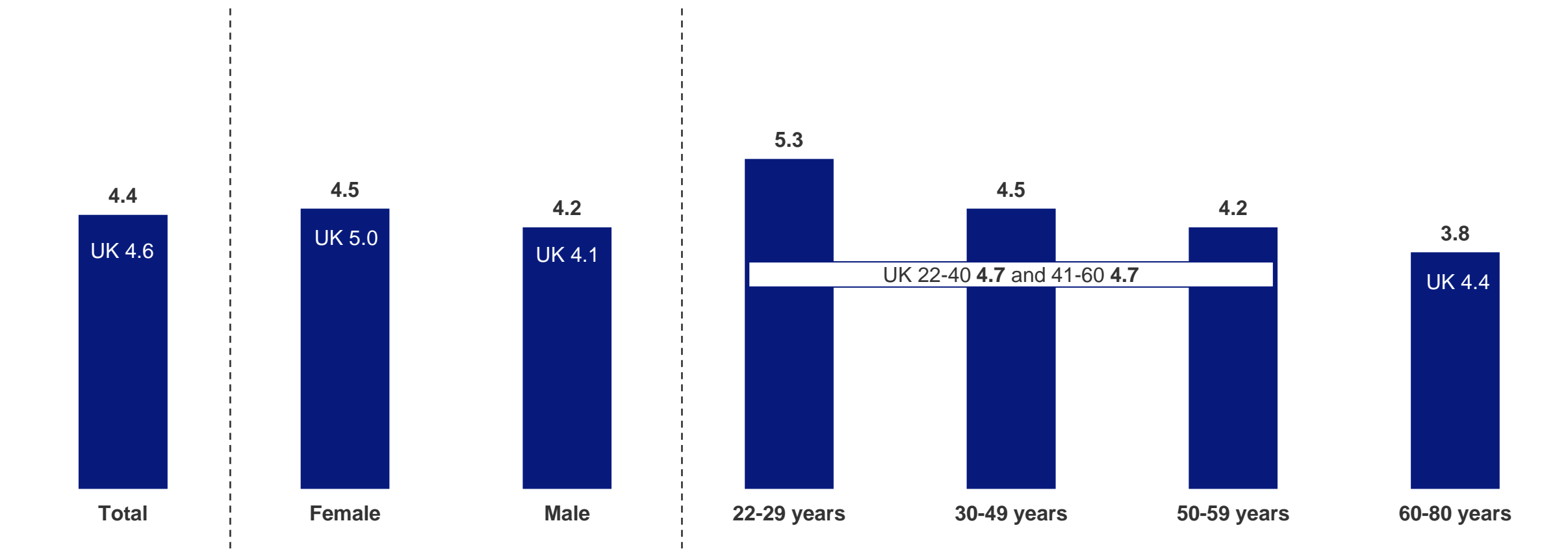
On average, New Zealanders would choose 4.4 years of life in perfect health over 10 years of life with sight loss, similar to the UK study at 4.6 years

Years of life in perfect health over 10 years without sight



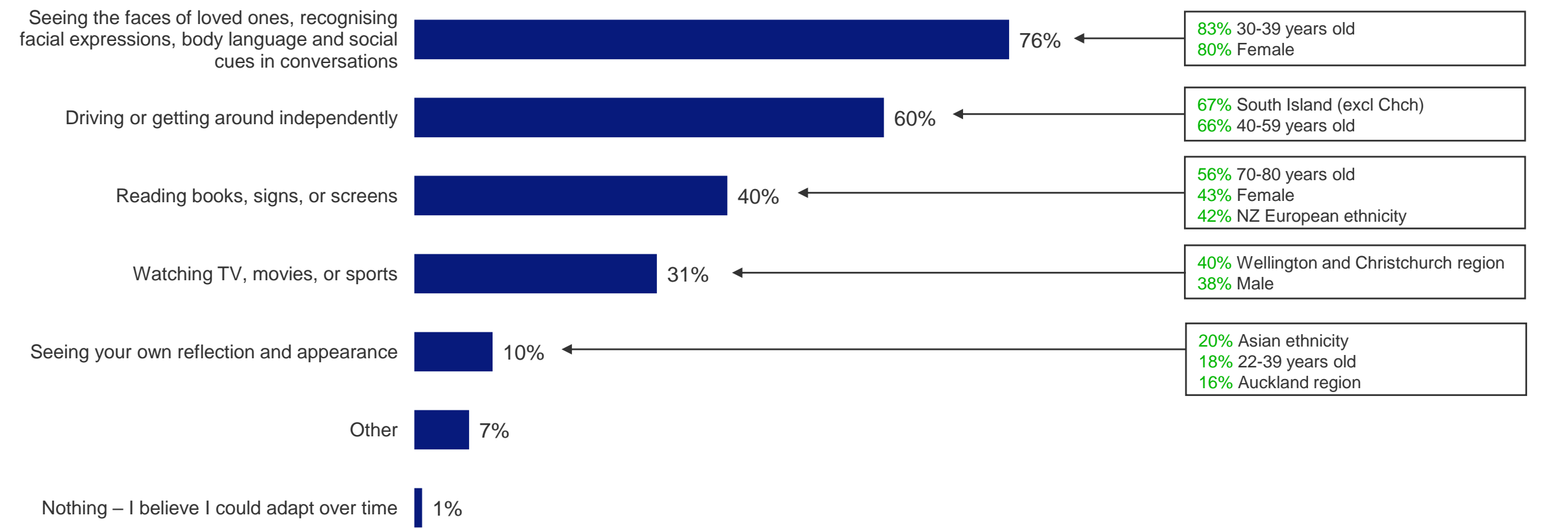
When we break this down, we can see a clear relationship between the number of years traded and age – this wasn't as apparent in the UK study

Average years of life in perfect health over 10 years without sight by demographic



Seeing faces of loved ones / recognising physical cues and independence of movement are what New Zealanders would miss most if they lost their sight

What New Zealanders would miss the most if they lost their sight



Summary

Sight is the most valued sense among New Zealanders, mirroring the sentiment in the UK. Just over half of New Zealanders couldn't imagine their life without sight.

While 9 out of 10 New Zealanders recognise the importance of regular eye check-ups, only 2 out of 5 actually undergo them. Age and financial comfort play significant roles in the ability and desire to maintain eye health. Those who get regular check-ups are more likely to be older, financially comfortable, and more concerned about vision loss. While there is also a notable difference in the frequency of eye check-ups between different regions and ethnicities, with Māori and Pasifika, and those in the Auckland or lower North Island regions (excl Wel), being less likely to get regular check-ups.

The primary barrier to regular eye check-ups is a lack of perceived need. This is evident as only a quarter of New Zealanders are extremely or very concerned about vision loss in the future.

A time trade-off exercise revealed that, on average, New Zealanders would prefer 4.4 years of perfect health over 10 years without sight. This is similar to the UK study, which showed a preference for 4.6 years of life. However, the gender difference observed in the UK, where men were willing to sacrifice almost a year more without sight than women, was not as pronounced in New Zealand. There was, however, a clear relationship between age and years sacrificed, with older individuals more willing to sacrifice years of life - this trend was less evident in the UK study.

Seeing the faces of loved ones, recognising facial expressions, body language, and social cues in conversations are what New Zealanders would miss most if they lost their sight – especially for females and the younger demographic. While the ability to drive or get around independently came in second, higher among those in the South Island (excl Chch) and middle-aged New Zealanders.

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- b. Marketing research proposals, discussion papers and quotations, unless these have been paid for by the client, remain the property of the Researcher.
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- a. Refuse permission for their name to be quoted in connection with the published findings
- b. Publish the appropriate details of the project
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