

HOW TO READ THE VISION COUNCIL'S VISIONWATCH REPORTS

PERCENTAGE TABLES EXPLAINED

The Vision Council proudly supplies detailed and in-depth market research for its members. Since many of our reports and data tables are relatively complex and contain a lot of information, our market research team developed this guideline as a tool for members as they interpret the Vision Watch data tables and reports. *The general rule of thumb when viewing these tables is that italicized and bold percentages are read by "columns" and the non-italicized and non-bold percentages are read by "rows".*

FIGURE 1

6 Months Up to June 2014: Use of Bifocal/Multifocal Lenses by MVC Coverage

	Total	Possess MVC	No MVC Coverage
Total	100.0%	100.0%	100.0%
Yes	11.6%	12.6%	10.1%
	100.0%	64.3%	35.7%
No	71.1%	71.9%	70.0%
	100.0%	59.8%	40.2%
Don't know	17.3%	15.4%	19.9%
	100.0%	52.9%	47.1%

The 100% total column that one sees in many VisionWatch tables represents that every qualifying person from the working sample was included when developing the table. In other words, for this example, everyone who indicated that they use lenses is counted – 100% of lens users.

THE HIGHLIGHTED NUMBER REPRESENTS:

All Lens Users

FIGURE 2

6 Months Up to June 2014: Use of Bifocal/Multifocal Lenses by MVC Coverage

	Total	Possess MVC	No MVC Coverage
Total	100.0%	100.0%	100.0%
Yes	11.6%	12.6%	10.1%
	100.0%	64.3%	35.7%
No	71.1%	71.9%	70.0%
	100.0%	59.8%	40.2%
Don't know	17.3%	15.4%	19.9%
	100.0%	52.9%	47.1%

COLUMNS percentages that are bolded and italicized represent the breakdown of who answered any specific question. For this table, 11.6% of all qualifying respondents who wear Rx lenses said that they use bifocal/multifocal lenses. The remaining 88.4% (71.1% + 17.3%) of all qualifying respondents who wear Rx lenses said that they do not use or don't know if they use bifocal/multifocal lenses. Notice that the column percentages (yellow highlighted numbers) add up to 100%.

THE HIGHLIGHTED NUMBERS REPRESENT:

All Lens Users

Yes, Uses Bifocal/Multifocal Lenses

No, Does Not Use Bifocal/Multifocal Lenses

Don't Know if Uses Bifocal/Multifocal Lenses

FIGURE 3

6 Months Up to June 2014: Use of Bifocal/Multifocal Lenses by MVC Coverage

	Total	Possess MVC	No MVC Coverage
Total	100.0%	100.0%	100.0%
Yes	11.6%	12.6%	10.1%
	100.0%	64.3%	35.7%
No	71.1%	71.9%	70.0%
	100.0%	59.8%	40.2%
Don't know	17.3%	15.4%	19.9%
	100.0%	52.9%	47.1%

If one looks at the column percentages NOT under the total, one is looking at a breakdown of how respondents answered AND which category they belong to. For this table example, the 12.6% figure above indicates that 12.6% of Americans possessing some type of MVC coverage use multifocal lenses.

THE HIGHLIGHTED NUMBERS REPRESENT:

All Lens Users who Possess MVC Coverage

Yes, Uses Bifocal/Multifocal Lenses

No, Does Not Use Bifocal/Multifocal Lenses

Don't Know if Uses Bifocal/Multifocal Lenses

FIGURE 4

6 Months Up to June 2014: Use of Bifocal/Multifocal Lenses by MVC Coverage

	Total	Possess MVC	No MVC Coverage
Total	100.0%	100.0%	100.0%
Yes	11.6%	12.6%	10.1%
	100.0%	64.3%	35.7%
No	71.1%	71.9%	70.0%
	100.0%	59.8%	40.2%
Don't know	17.3%	15.4%	19.9%
	100.0%	52.9%	47.1%

Non-italicized and non-bolded percentages represent ROW percentages. Row percentages show the breakdown of the answer selected AND which type of respondent. In this table, the 35.7% figure represents the number of multifocal lens wearers who do not have MVC Coverage. Notice that the row percentages total 100%. The remaining 64.3% of multifocal lens wearers do possess some type of MVC coverage.

THE HIGHLIGHTED NUMBERS REPRESENT:

All Bifocal/Multifocal Lens Users

Possesses MVC Coverage

Does Not Possess MVC Coverage

***Sometimes one will see that column percentages sum to a figure greater 100.0% for a particular table. This is because such tables are developed from multiple choice questions, where respondents have the ability to select multiple answer options and not one single answer. Consequently, the sum of the "column" percents could easily sum to 200%-300%+ if the typical respondent selects two or three answers to the question used to produce the data table.*