



Clearly confused

TORONTO, November 23, 2022—A new [Maru Public Opinion](#) survey undertaken for Clearly, Canada’s leading glasses and contact lenses retailer, finds that six in ten (59%) Canadians have vision insurance coverage and, of that group, many (19% – or one in eight (13% of the entire Canadian adult population)) admit they don’t use their benefits more often because they find the process too complicated/don’t know how to file a claim – a barrier that’s especially the case for those who are the youngest Canadians.

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Methodology

These are some of the findings from a study undertaken by [Maru Public Opinion](#) with its sample and data collection experts at [Maru/Blue](#) October 4-5, 2022, among a random selection of 898 Canadian adults who are Maru Voice Canada panelists with vision insurance coverage. The results were weighted by education, age, gender, and region (and in Quebec, language) to match the population, according to Census data. For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of +/- 3.3%, 19 times out of 20. Respondents could respond in either English or French. Discrepancies in or between totals when compared to the data tables are due to rounding.

Panel and data services provider [Maru Blue](#) is deeply rooted in the Maru/HUB technology platform and offers on-demand, high-quality, highly scalable online community samples of deeply engaged, known respondents. Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction. Maru Public Opinion is a professional services firm dedicated to improving its clients' business outcomes. It delivers its services through teams of sector-specific research consultants specializing in the use of Insight Community and Voice of Market technology. Maru Public Opinion does not do any work for any political party. Maru Public Opinion polls with supporting detailed tables are found here: [Maru Public Opinion Canada](#). Corporate information can be accessed here: [Maru Group](#).



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Maru was founded to disrupt the data and insight delivery industry with a combination of Software & Advisory Services delivering data in real-time via a unique service model. Maru helps its clients make informed decisions in near real-time by combining proprietary software, deep industry experience and access to the best minds in research. Maru's flexible service model means our clients can choose to self-serve our Software directly to create, launch and analyze projects; or choose to utilize our Software with knowledgeable support from insights experts. Maru successfully delivers major national and international CX and CEM programs for Enterprise organizations.

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