

1) Profile of registrants responding

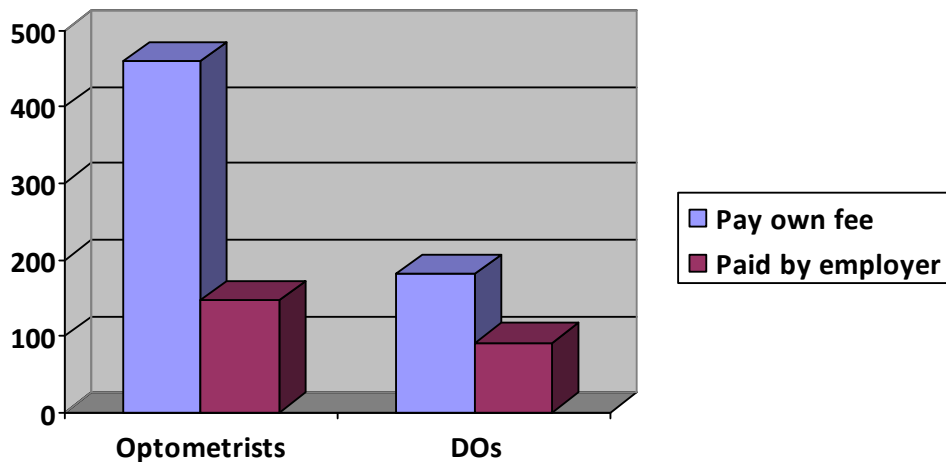
885 registrants responded to the survey.

- 606 optometrists, of whom 18 have a therapeutics specialty
- 276 dispensing opticians, of whom 74 have the contact lens speciality
- 3 registrants did not answer this question

2) Profile of fee payment

- 240 registrants had their fee paid by their employer (92 DOs, 147 OOs, 1 unknown)
- 641 registrants paid their own fee (181 DOs, 459 OOs, 1 unknown)
- 4 registrants did not answer this question
- 34% of DOs reported paying their own fee compared to 25% of optoms
- We did not profile the type of employment of our respondents, ie independents, employees of multiples, etc

Who pays our registrants' fees?



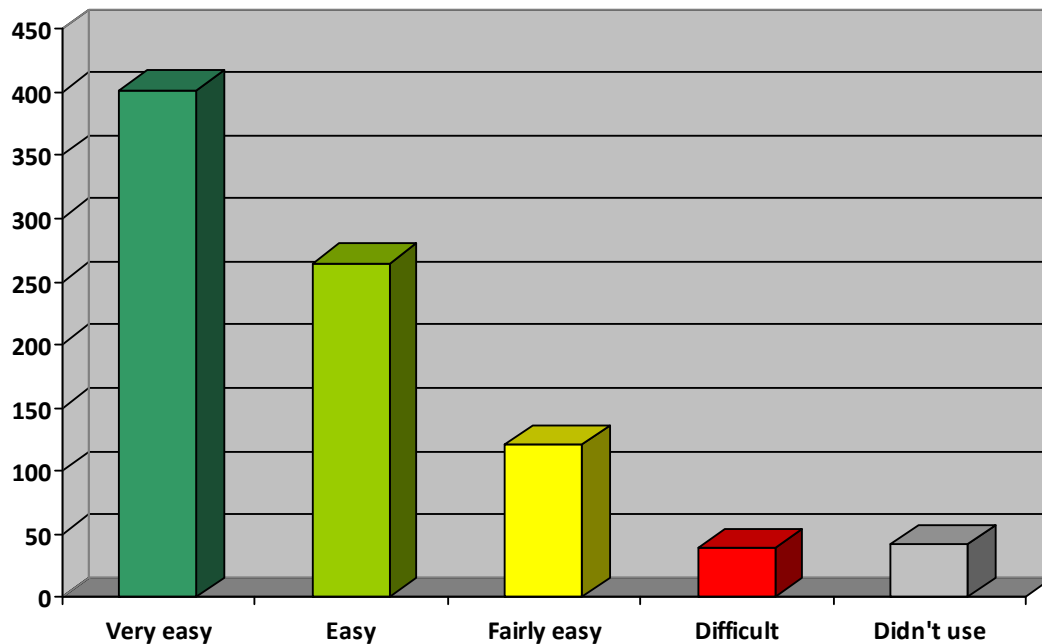
3) The notification we sent out in December

- 822 registrants (94%) thought this information was clear and easy to understand
- 54 thought it was not
- 9 did not answer
- There was no particularly recurring theme among those who did not find the information clear

4) How easy the online retention (OLR) system was to use

- 401 (48% who used OLR) found it very easy
- 264 (32%) found it easy
- 121 (14%) found it fairly easy
- 39 (5%) found it difficult
- 42 reported not using OLR and 16 declined to answer
- Of those who used OLR, 80% found it easy or very easy. Of those who found it difficult there was no specific overriding theme. The registration team will consider the qualitative feedback in trying to improve the system next year.

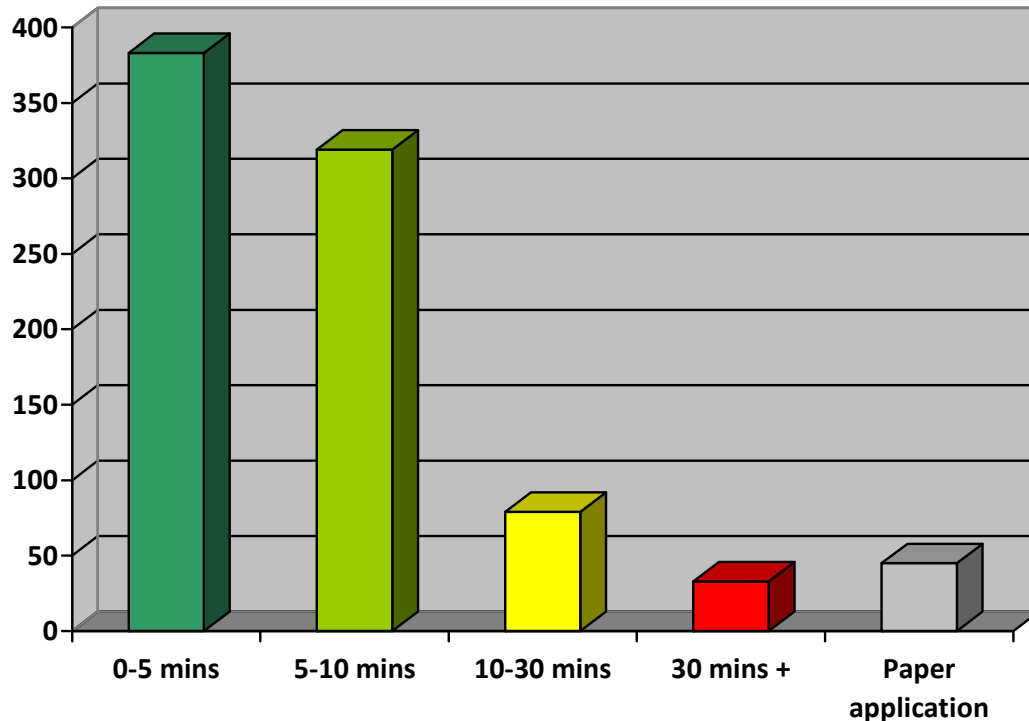
How easy did our registrants find the online system to use?



5) How long retention took to complete

- 383 (47%) completed it in 0-5 minutes
- 319 (39%) in 5-10 minutes
- 79 (10%) in 10-30 minutes
- 33 (4%) took 30 minutes or more
- 45 reported not using OLR and 26 declined to answer.
- Of those who used OLR, 86% completed in ten minutes or less. Of those who found it difficult there was no specific over-riding theme. The registration team will consider the qualitative feedback in trying to improve the system next year.

How long did our registrants take to complete online retention?



6) Does OLR give you more control over your retention?

- 654 (76%) said yes
- 206 (24%) said no
- 25 did not answer

7) Qualitative question asking how we can improve OLR

There was no dominant theme of responses and much of the feedback was positive. A few employers raised concerns about not being able to pay their employees' fees for them. The registration team will consider all suggested improvements before next year's retention period.

8) Number of registrants needing to contact the registration team during retention

- 665 (76%) did not
- 209 (24%) did
- 11 did not answer

9) By what method did the registrants contact the team?

Of the 209 who contacted the registration team:

- 172 used the telephone
- 32 used email
- 1 sent a fax
- 4 declined to say

10) Were their queries dealt with courteously and efficiently?

Of the 209:

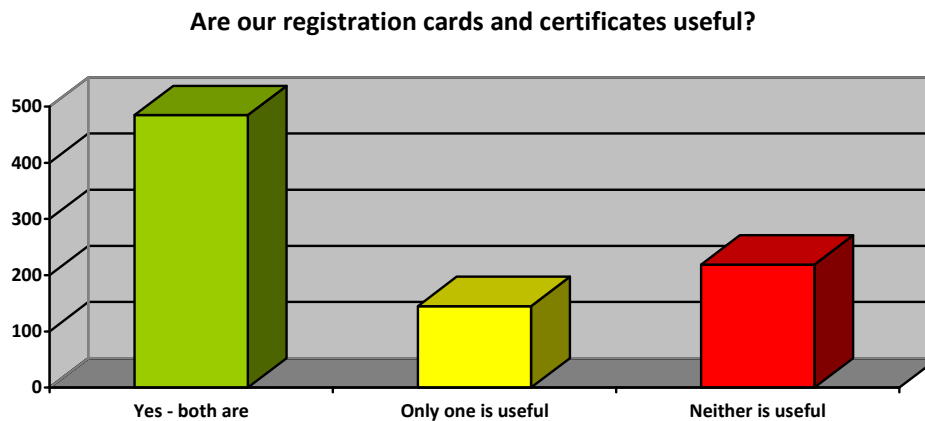
- 169 (84%) said they were
- 33 (16%) said they were not
- 7 declined to answer
- It is worth noting from the qualitative responses that some of those who selected 'no' brought up issues concerning the registration rules, or the retention process, rather than saying that the team were not courteous and efficient as individuals. There were a few comments about being more flexible to individual circumstances, but it is not always within our powers under the Act to do this.

11) Qualitative question asking those who had a bad experience how we can improve our customer service.

The registration team will consider all replies. There was no dominant theme to the responses.

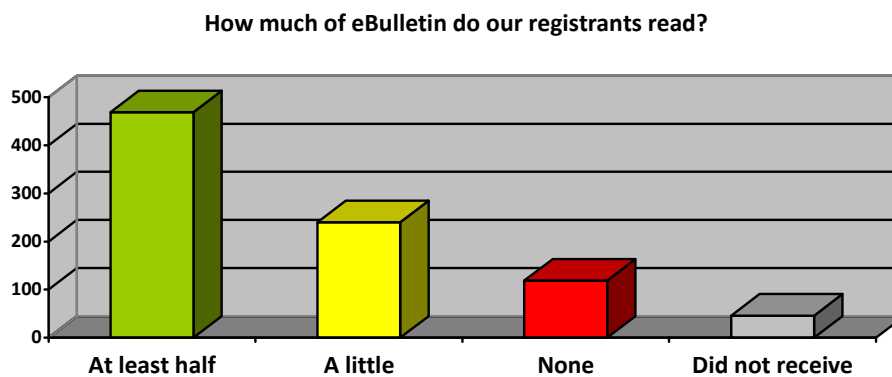
12) Are our registration cards and certificates useful?

- 485 (57%) said that both are useful
- 90 (11%) said only the card is useful
- 55 (6%) said only the certificate is useful
- 219 (26%) said neither is useful
- 36 declined to answer



13) Numbers of registrants reading the most recent eBulletin

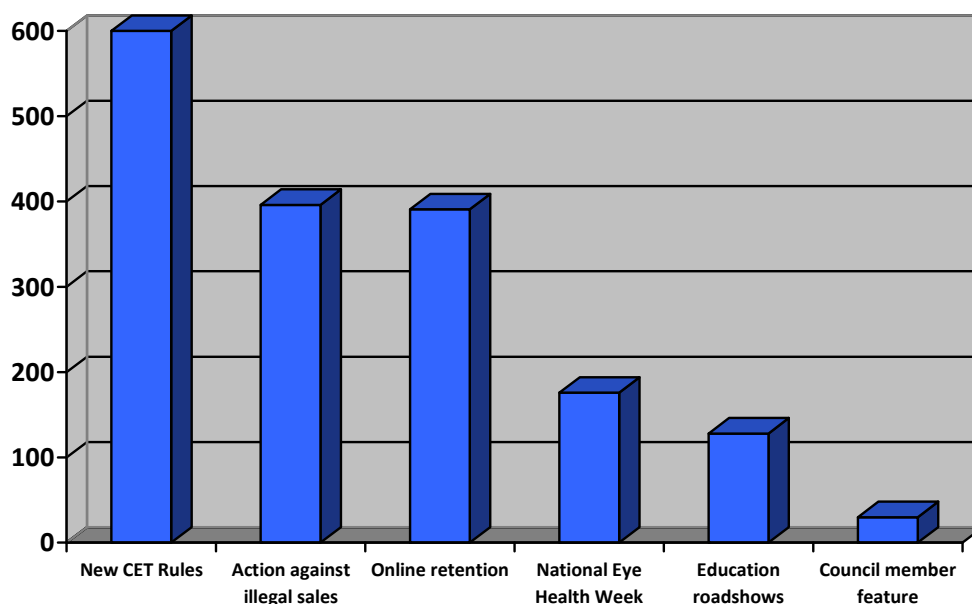
- 88 (11%) read all of it
- 286 (35%) read most of it
- 95 (11%) read half of it
- 240 (29%) read a little of it
- 119 (14%) read none of it
- 46 said they did not receive it and 11 declined to answer.



14) Readers' favourite articles (you could select as many or as few as you like)

- 600 (85% of those who claimed to read at least some) found the new CET Rules article interesting
- 396 (56%) liked the action against illegal sellers article
- 391 (55%) found the OLR article interesting
- 176 (23%) chose the National Eye Health Week article
- 128 (18%) liked the education roadshows article
- 30 (4%) selected the Council member feature

Most popular articles in April 2011 eBulletin



15) What would you like to see in eBulletin?

As the final question, some registrants used this space to say what they would like to see the GOC do, rather than what they want from eBulletin per se. This was dominated by action against online/illegal sales and keeping the fee down.

Some of the most recurring features for the newsletter included best practice tips, what we are doing to protect/promote the profession and general current news/activity. Some registrants noted that they preferred receiving the paper version.