



EURETINA
European Society of Retina Specialists

Digital Survey 2021

Analysis of Results

Feb 2022

Key findings from 2021 survey

The 2021 Digital Survey took place in November 2021. Here are the summary findings.

Who responded?

- The survey audience has shifted a little since 2020 with a **higher proportion of potential members** (+4% vs. prior year) and a generally **older age demographic**
- There has been a larger **shift in gender distribution** among the survey audience with a 9% increase in the portion of respondents not identifying as male
- Among the survey audience under 35, 70% identified as female
- Compared to the prior year, more respondents (+10%) said they sometimes perform retina-related procedures rather than as a main specialty
- The **majority** of respondents remained **retina-specialized** practicing doctors or surgeons (62% of total)
- We had a **wider geographical spread** of responses than the prior year

How have digital habits and preferences changed since 2020?

- The **majority** surveyed (77%) remained **active users** of at least one **social media** channel although general social media **usage has decreased** since prior year, which may seem contrary to general social media usage trends*
- **YouTube** has overtaken Facebook as the **most popular** social media platform with 53% of respondents using it actively
- In 2020, the most popular method of finding retina content was through Google. 2021 results showed that the most preferred route was to go to a specific retina site and search within it
- In 2021, **EURETINA.org** was identified as the **most preferred website** for retina-science content (+11% vs. prior year) and AAO was the second most preferred (-3% vs. prior year)

What do people think of the new website and Digital Events programme?

- Most respondents said that the **new website** was **easy to use** (95%)
- When asked generally about satisfaction with the website, 8% said there was room for further improvement
- Most respondents found out about **Digital Events** through **email and the website** and were **generally satisfied** with the frequency of emails surrounding the Digital Events
- 70% of respondents had joined at least one Digital Event and were **generally happy** with both the **platform** and the **content** of the Digital Events (average satisfaction 8.1/10 for both)

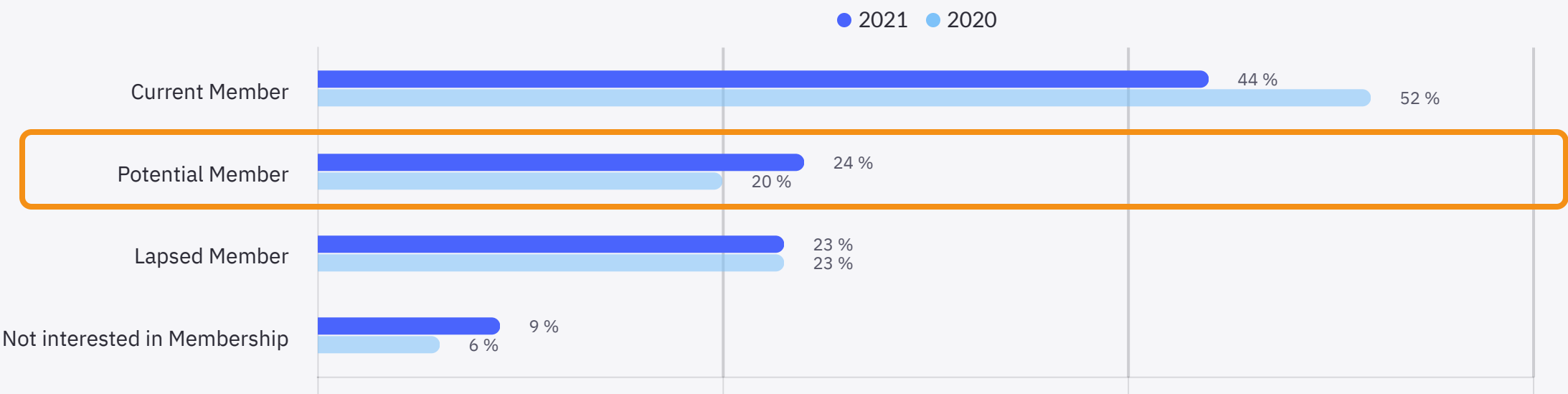
* A global survey conducted in March 2020 revealed that the coronavirus has had a direct impact on in-home media consumption around the world, with 35 percent of total respondents professing to have read more books or listened to more audiobooks at home and 18 percent having listened to more radio due to the COVID-19 pandemic, whilst more than 40 percent of consumers spent longer on messaging services and social media. [Statista 2022]

Detailed findings

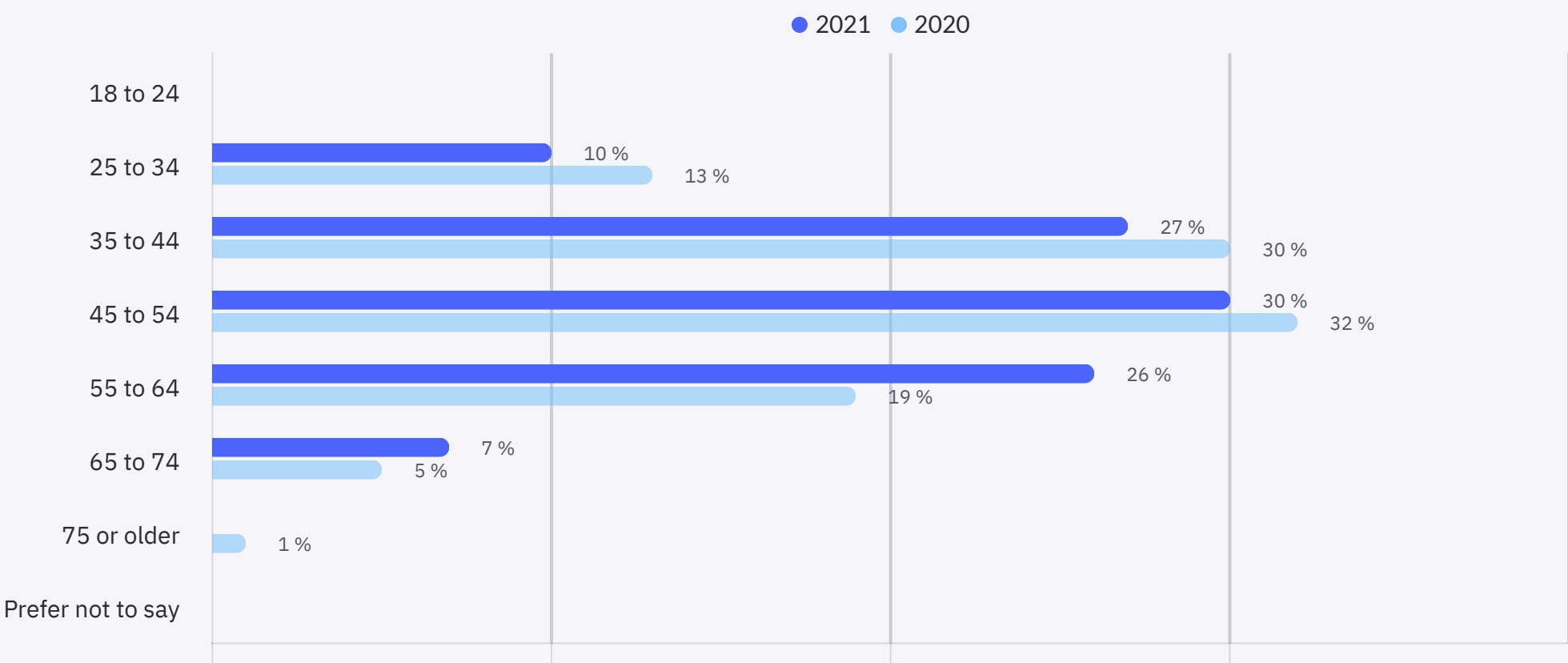


Membership status & age

Membership status *Survey Q1*



Age *Survey Q2*



The data, in summary:

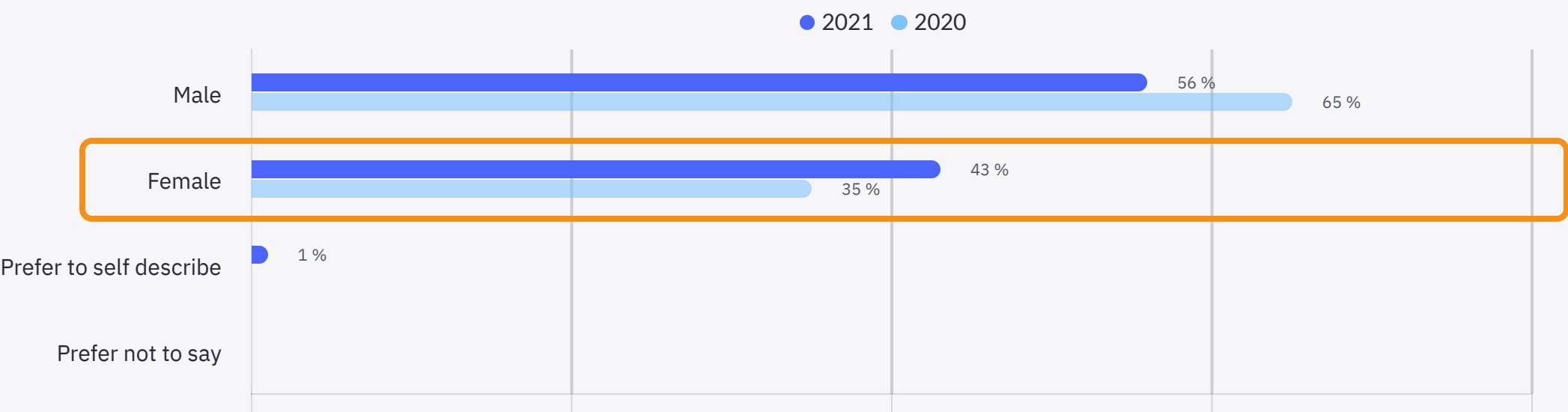
- 390 total responses (vs. 425 prior year)
- 171 (44%) responses from current Members (c. 4% of total Membership)
- More respondents (24%) were interested in Membership compared to the prior year (20%)
- General age demographics were higher than the prior year; 90% of respondents were 35 and over (vs. 87% prior year)

Our takeaways:

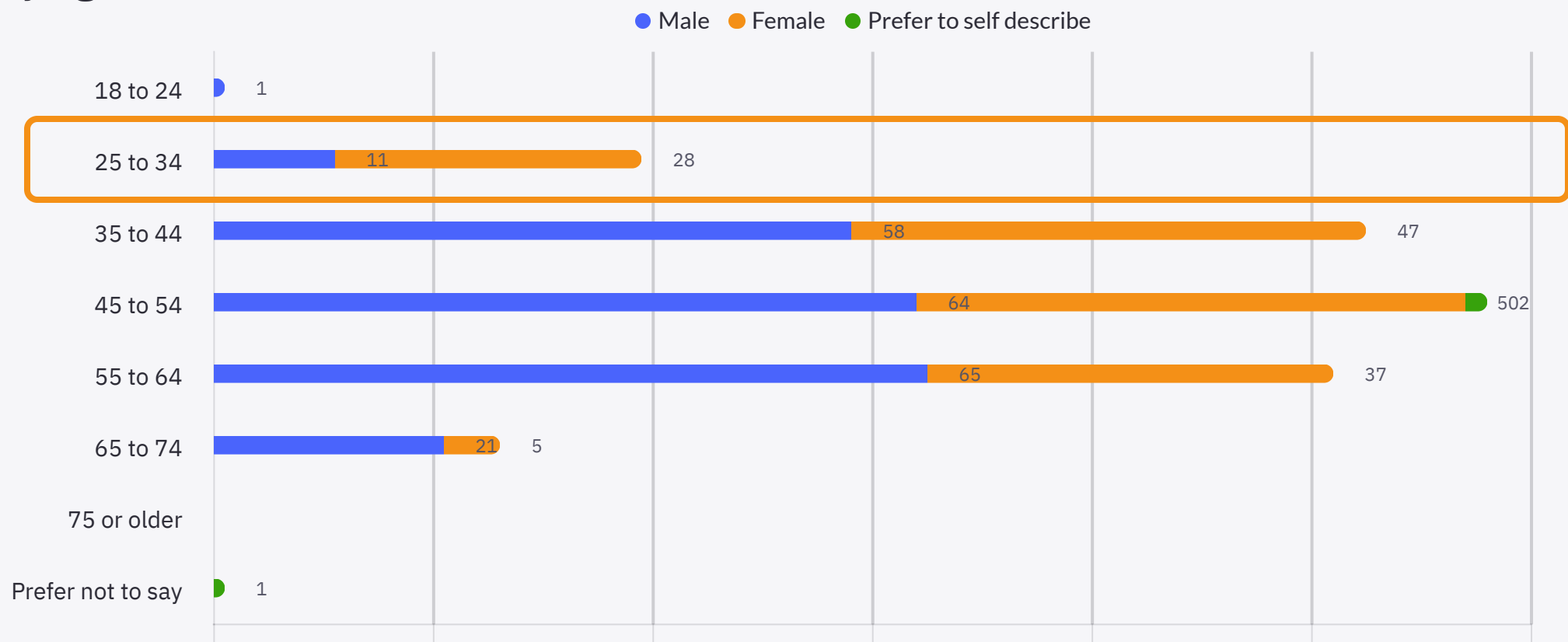
- We are encouraged to see a higher number (and %) of people interested in Membership than the prior year
- The rising age demographic suggests that more needs to be done to engage up and coming retina specialists from the younger age brackets

Gender distribution

Gender Survey Q3



Gender by Age (2021 results)



The data, in summary:

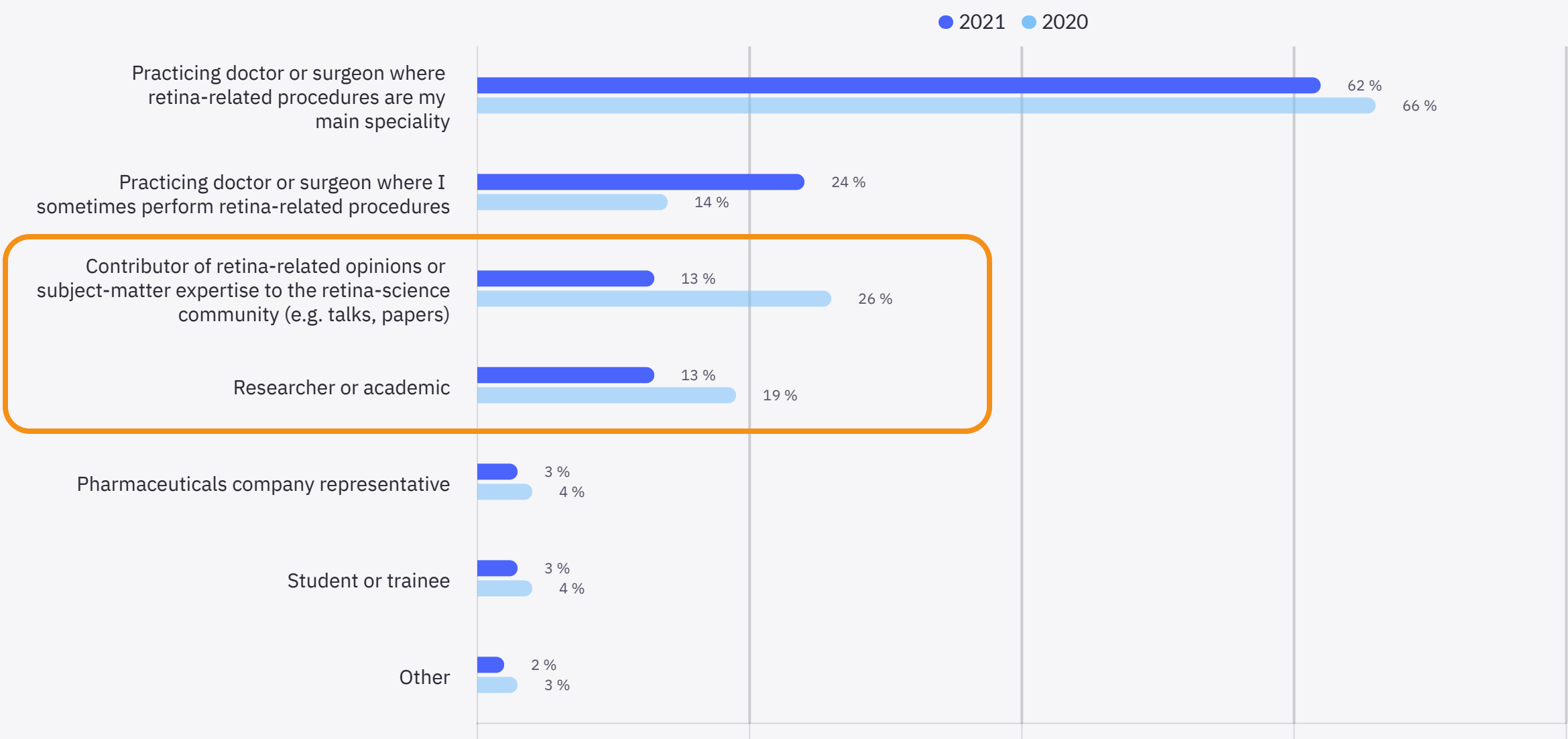
- Compared to the prior year, there was a higher proportion of female respondents (43% vs 35%)
- The portion of female respondents among those under 45 was higher than overall at 52%.
- 70% of respondents under 35 were female
- There was little difference in the overall Membership distribution between genders with 42% of male and 47% of female respondents being current Members

Our takeaways:

- We view the shift in gender distribution towards more female respondents as both an encouraging move and an opportunity
- We are very encouraged to see the rise in female respondents and therefore engagement, especially in the younger age brackets
- We see an opportunity to further engage the non-female community members, especially in the younger age brackets whilst continuing to support the women in retina so that we may see a more balanced distribution

Professional status

Which of the below options best describe your current professional status?
(multiple choice) *Survey Q4*



The data, in summary:

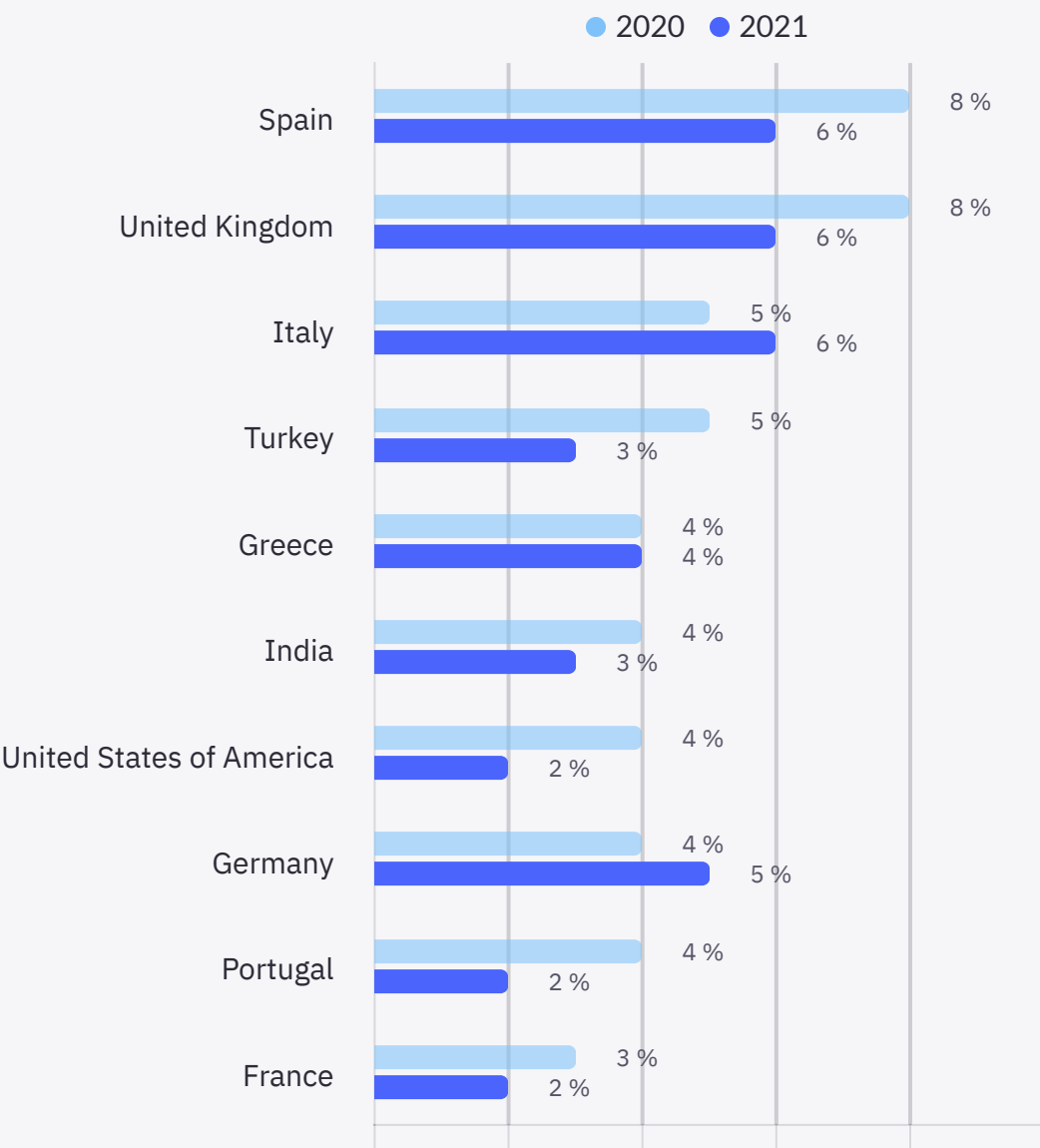
- The largest portion of respondents (62%) remained practicing doctors or surgeons who specialise in retina-related procedures
- Similarly to the prior year, a higher proportion of ROW respondents said they specialise in retina-related procedures (73% of all ROW responses vs. 54% of EUR responses)
- The proportion of practicing doctors or surgeons who sometimes practice retina-related procedures increased by 10% overall while the proportion of respondents who identified as opinion contributors, researchers or academics reduced

Our takeaways:

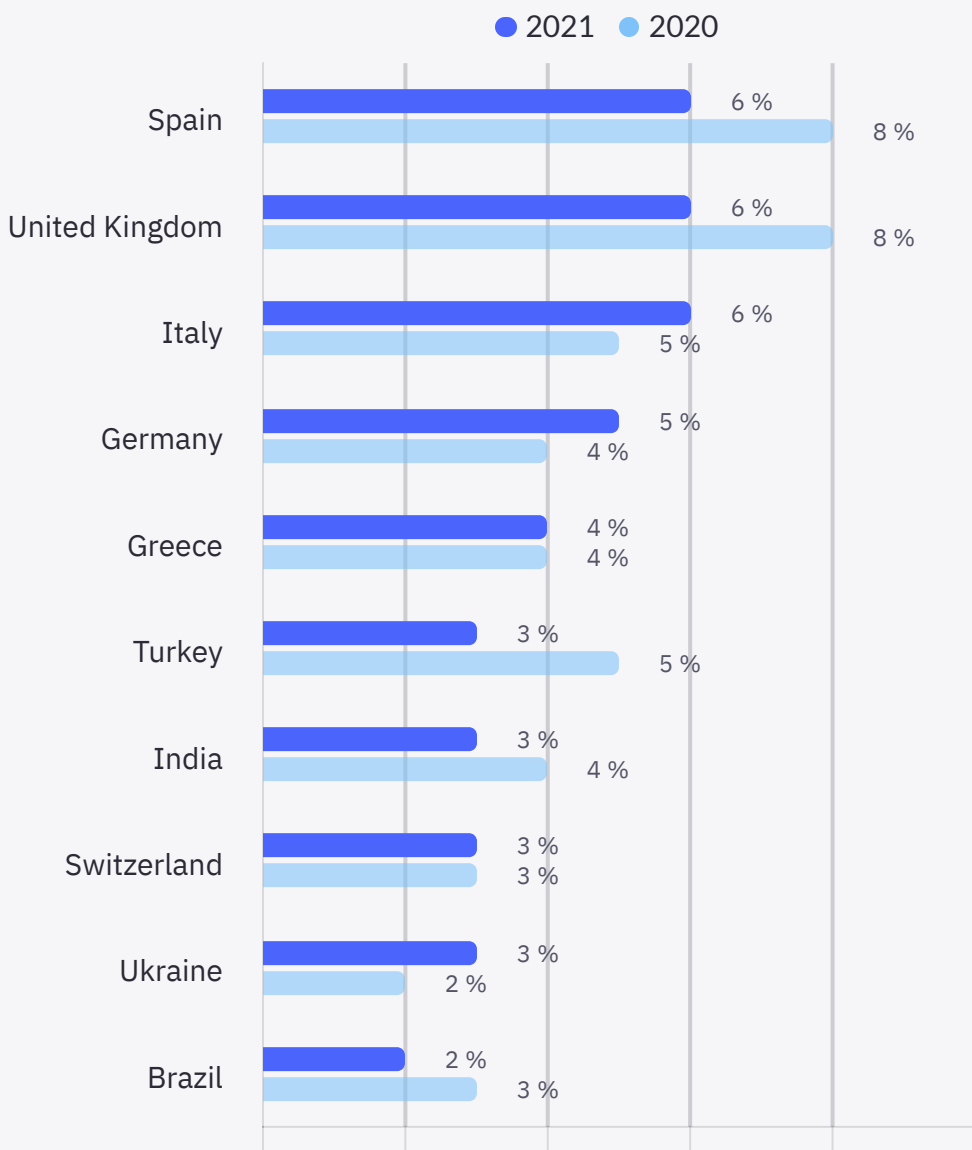
- We are encouraged by growth in non-specialists within the audience as our ambition is to be a source of expertise for the wider community
- We remain keen to improve our engagement with students and trainees in the coming years

Geographical spread

Top 10 in 2020



Top 10 in 2021



The data, in summary:

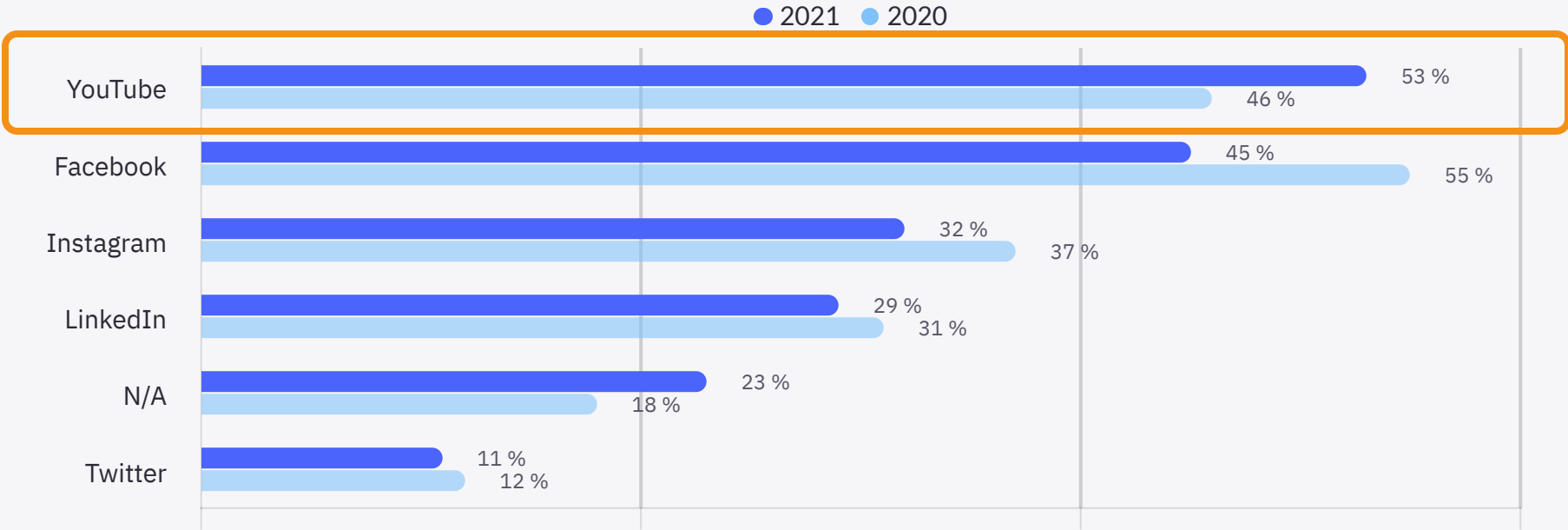
- Responses were more spread out geographically across 81 different countries (vs. 78 countries prior year)
- 58% of responses were from countries in Europe (vs. 64% prior year)
- Spain, UK, Italy, Germany, Greece, Turkey and India have been in the Top 10 by number of responses in both 2020 and 2021 results

Our takeaways:

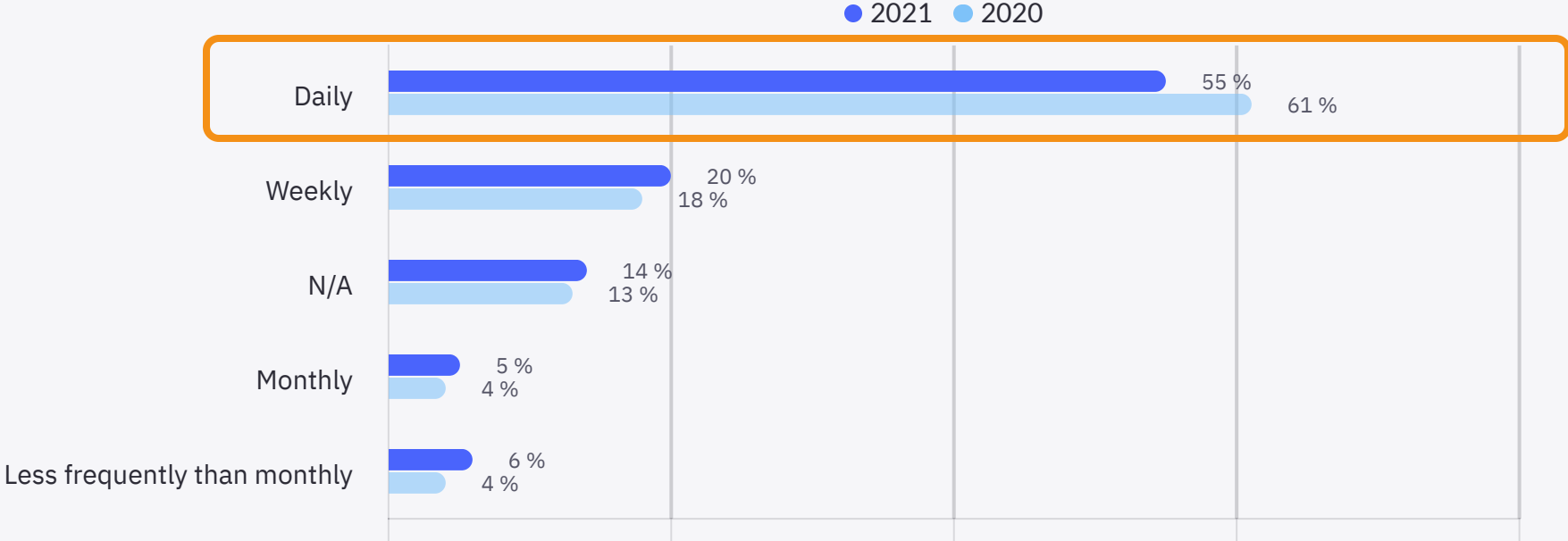
- We celebrate the widening of our geographical reach and hope to continue having engagement from the global community

Social media usage

Which of these social media platforms do you actively use? (multiple choice) *Survey Q6*



How often do you use the above social media platform(s)? *Survey Q7*



The data, in summary:

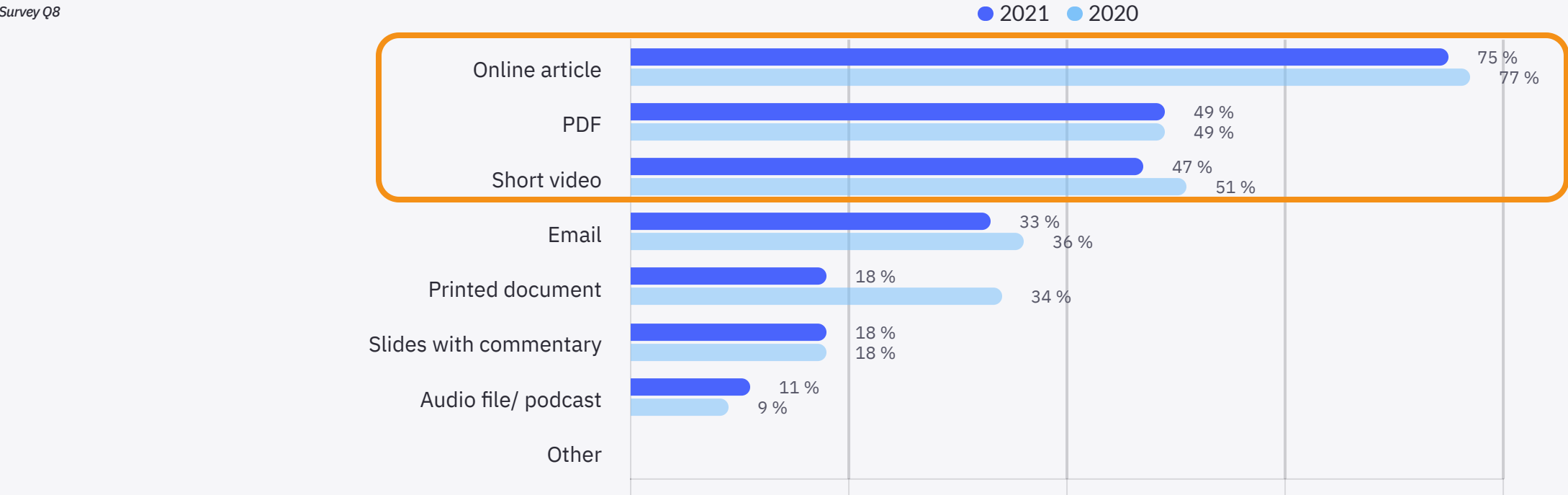
- Compared to the prior year, fewer people used Facebook, Instagram and LinkedIn actively
- More people reported to be active users of YouTube, making it the most actively used social media platform (53% of respondents)
- The majority of respondents still use social media platforms daily (55% of respondents)

Our takeaways:

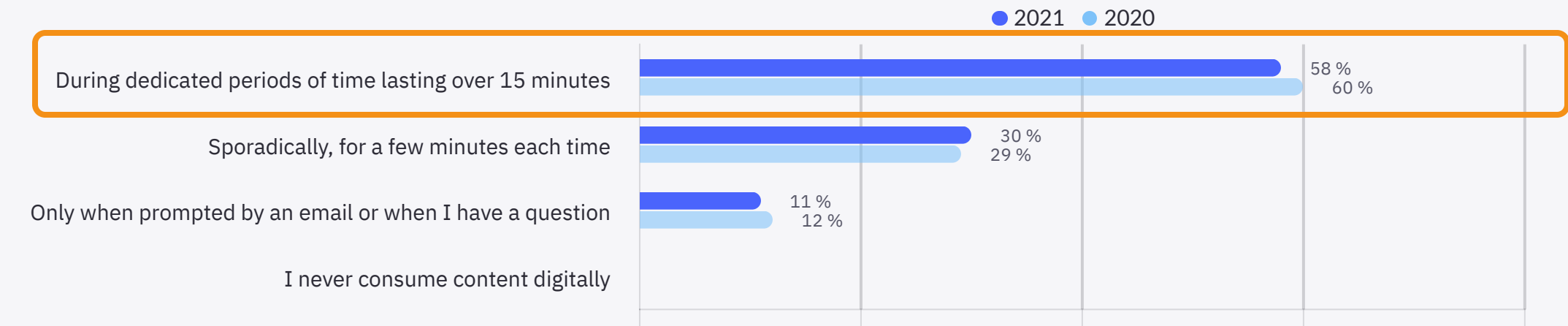
- We had already identified YouTube as an area to focus on and have established a presence over the past 12 months. These results further reinforce the importance of YouTube and we will continue to build out our YouTube presence

Preferences for consuming retina-science content

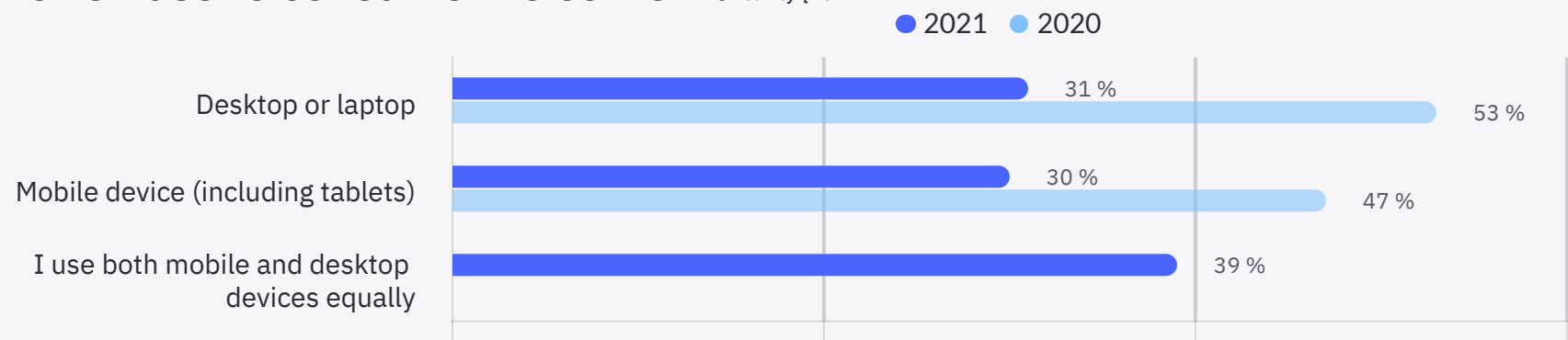
When consuming retina-science related content, which mediums do you most prefer? (multiple choice)



Which statement best describes how you usually consume retina-science related content? Survey Q9



What do you most often use to consume the content? Survey Q10



The data, in summary:

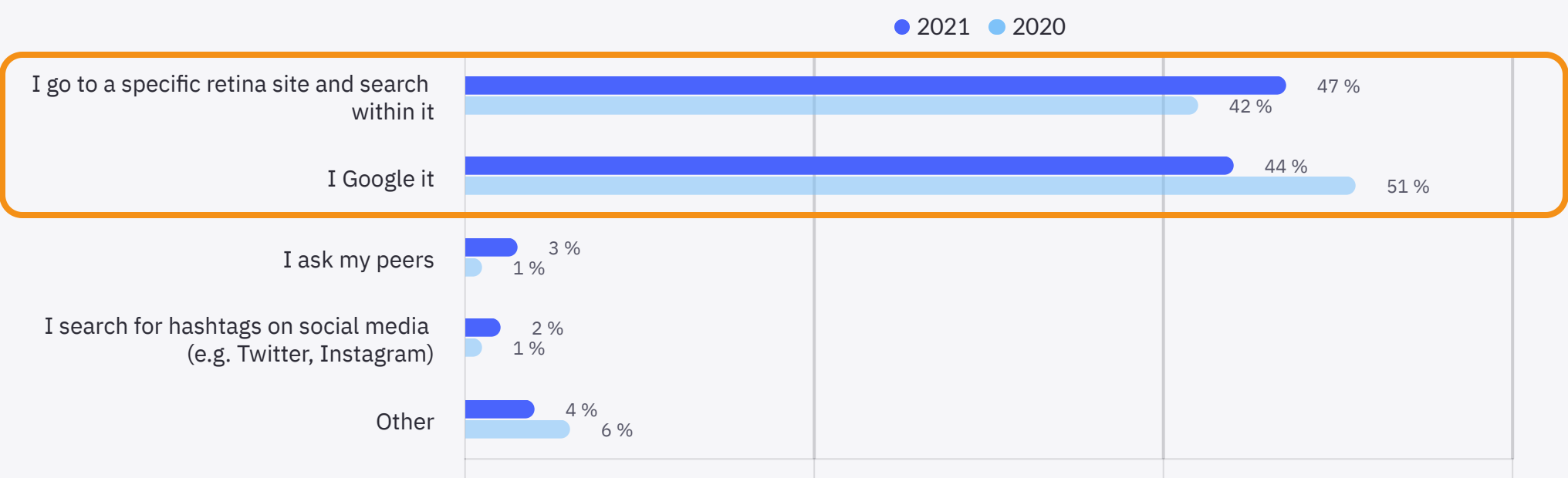
- The top three preferred formats for retina-science content were consistent with the prior year; online articles, PDFs and short videos
- Preference for printed documents dropped with only 18% of respondents showing a preference for it (vs. 34% prior year)
- The majority of respondents said they consume retina-science related content during dedicated periods of time lasting over 15 minutes (58%) rather than sporadic bursts
- 69% of respondents said they most used either a mobile device or a combination of mobile and desktop devices

Our takeaways:

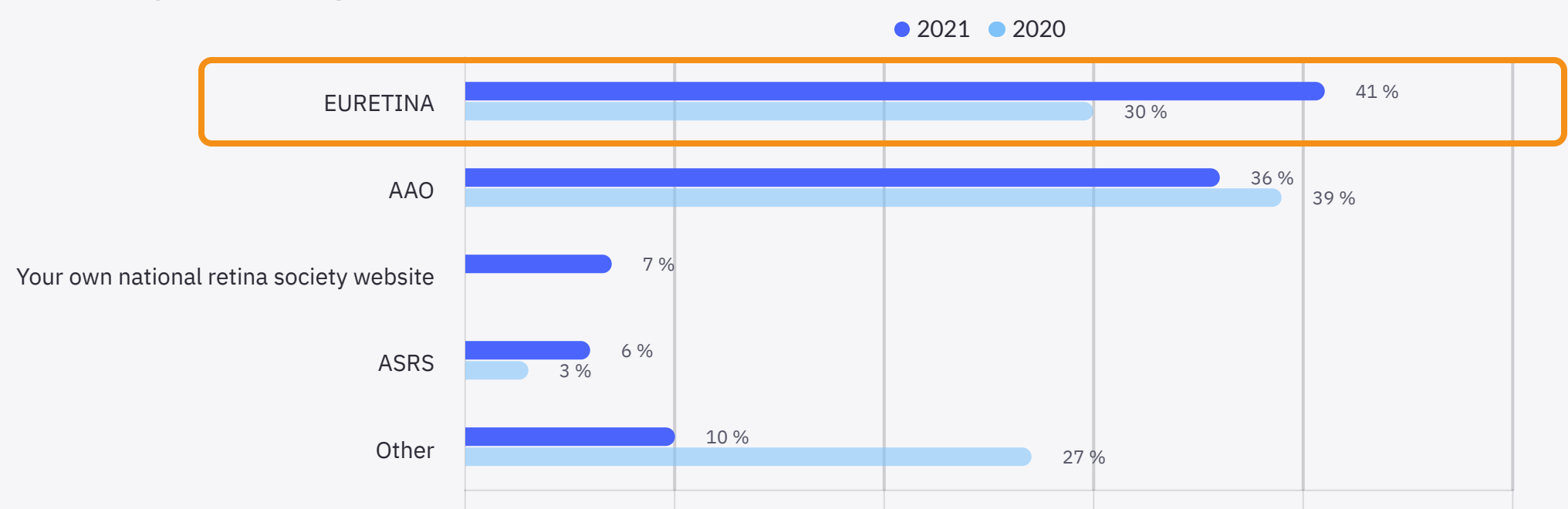
- We will continue prioritising the content formats of online articles, PDFs and short videos
- We continue to make changes to the website to improve the mobile experience

Preferences for consuming retina-science content

How do you usually find retina-science related digital content? *Survey Q11*



What is your most preferred website for retina-science related content? *Survey Q12*



The data, in summary:

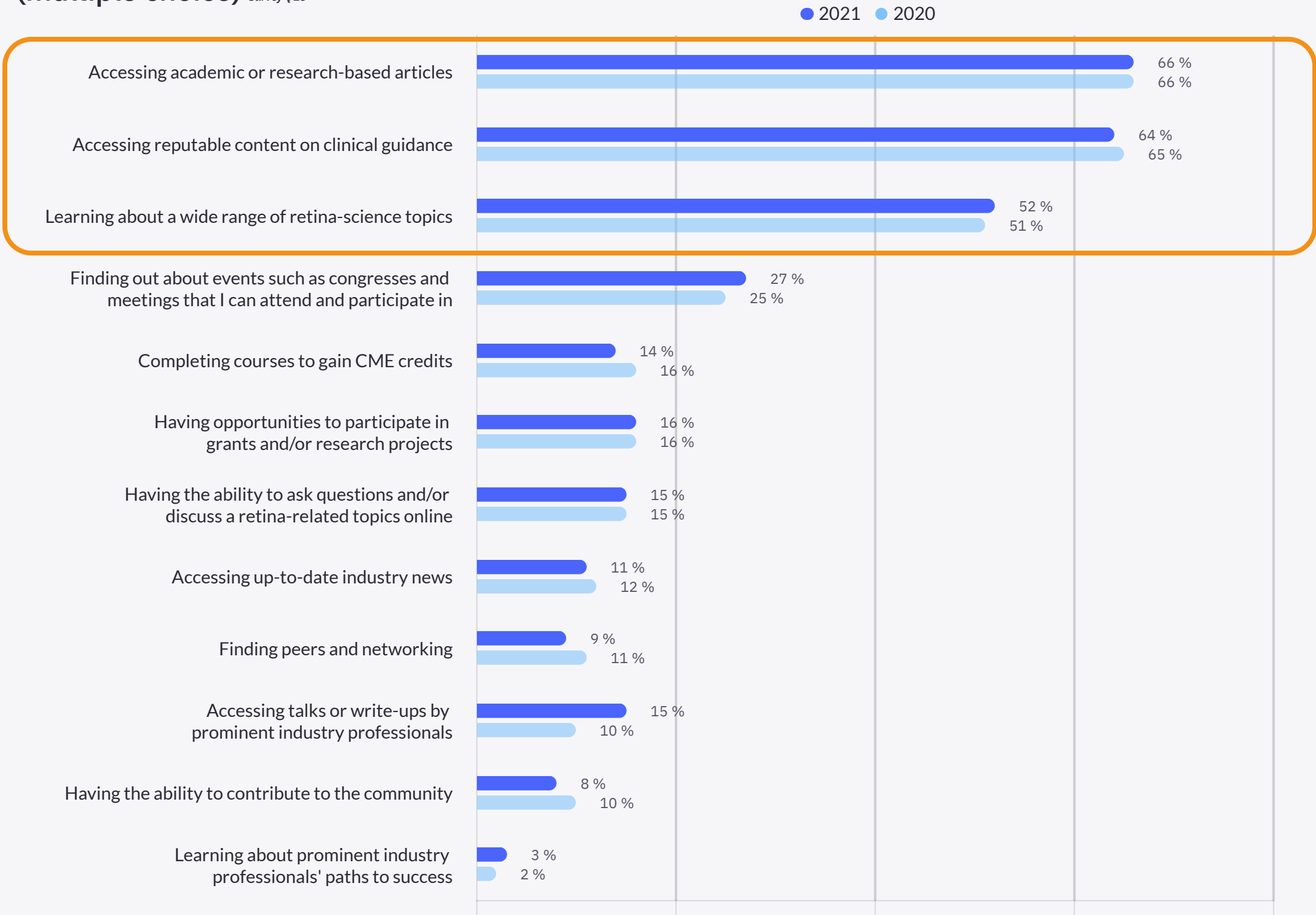
- When searching for retina-science content, the largest portion of respondents said they go to a specific retina site and search within it (47% vs. 42% prior year) rather than Googling it
- The most preferred website for retina-science content was EURETINA's website (41% vs. 30% prior year)

Our takeaways:

- We are encouraged by these results and understand it to mean that we are on the right path in terms of providing relevant content and making it accessible through the website
- We hope to continue to provide valuable content as well as a smooth digital user experience to become the go-to place for retina-science content for more people

What the EURETINA community values most

Please select the top three statements that best describe what is most important to you when engaging with EURETINA. This does not have to reflect the experience you currently have. (multiple choice) *Survey Q13*



The data, in summary:

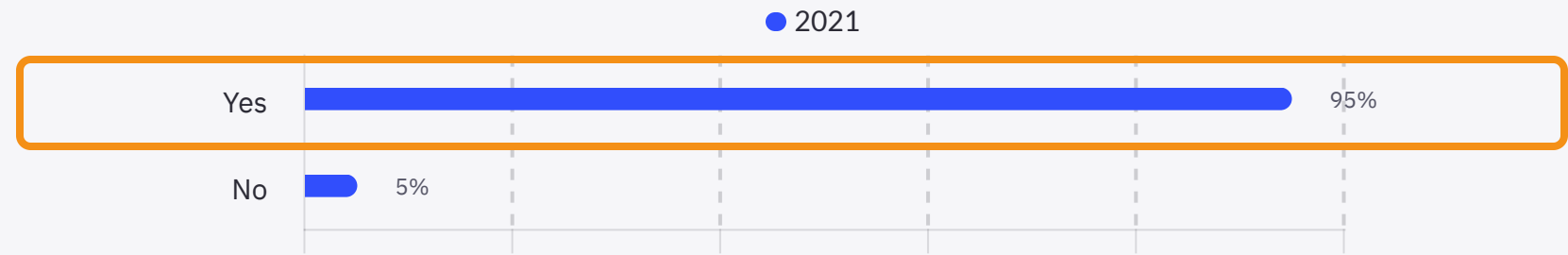
- The top three value drivers among respondents were very consistent with the prior year's findings
- Accessing academic or research-based articles and reputable content on clinical guidance and learning about a wide range of retina-science topics is what the majority of respondents come to EURETINA for
- Respondents were less interested in learning about prominent industry professionals' paths to success

Our takeaways:

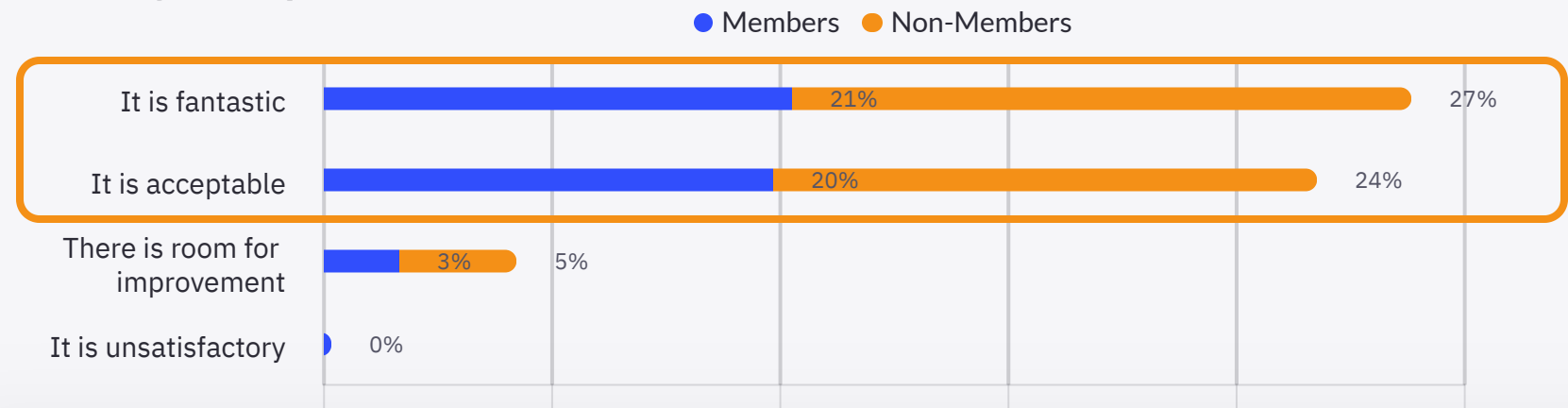
- We continue to take these findings into consideration when planning content

Thoughts on the new euretina.org website (launched May 2021)

Do you find the new EURETINA website easy to use? *Survey Q18*



What is your opinion on the new website? *Survey Q17*



The data, in summary:

- 95% of respondents said that the website was easy to use
- 92% of respondents said the website experience was either fantastic or acceptable
- 8% of respondents saw room for improvement

Our takeaways:

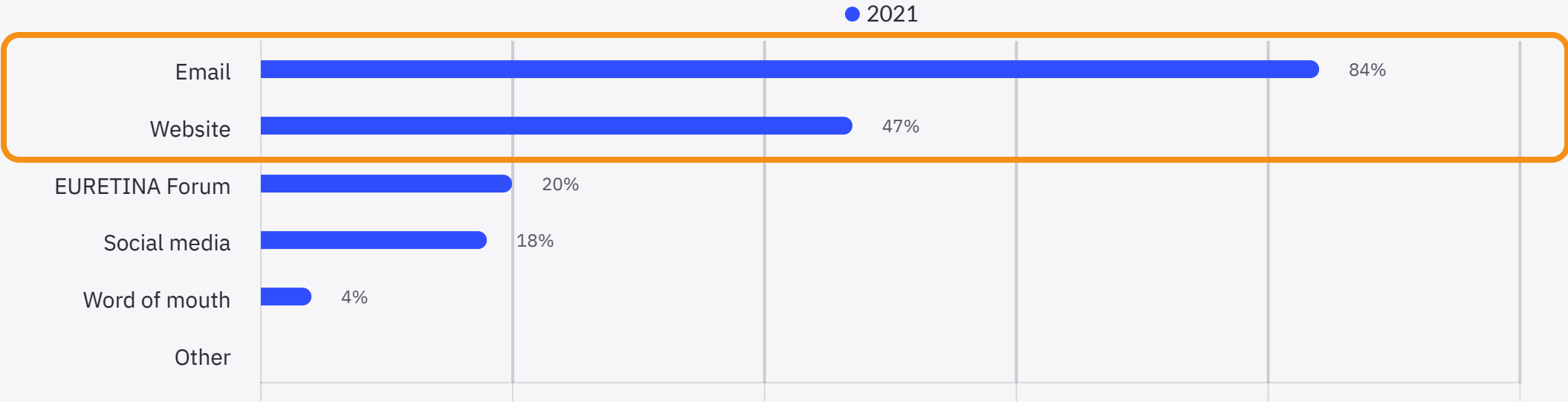
- We value everyone's feedback and are taking steps to address the areas covered by your suggestions
- Active effort is being put in to ensure a more diverse range of speakers, outside of the immediate board, across all programme activity

Selection of written comments from people who saw room for improvement (un-formatted):

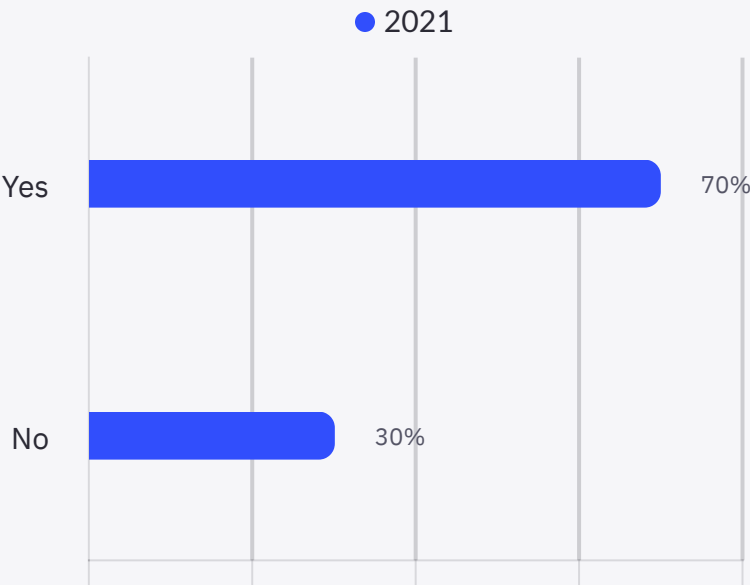
- MORE DISCUSSION BTW RET SPECIALISTS
- Should be more widely applicable and views of not so developed economies should be given importance
- USING A LOT MORE PROMINENT EXPERIENCED COLLEAGUES AND NOT REPEAT THE SAME INSTRUCTORS AND SPEAKERS MULTIPLE TIMES AND ALL THE TIMES
- too much effort and non specific to my interests
- more interactive/social potentials
- not so easy to find specific contents
- A lot information about diagnostics and treatment retina diseases
- You should give more opportunities to young academicians. You have fixed moderators in your meetings. This should be changed.
- less flashy
- I miss some guidelines and explanation of some topics
- Most important for me is the discussion in person
- Mobile Phone compatibility must be better
- Direct access to relevant articles in Retina-Journals
- ensure All Speakers allow their presentations be viewed online after the meeting
- More live content

Thoughts on the new programme of Digital Events

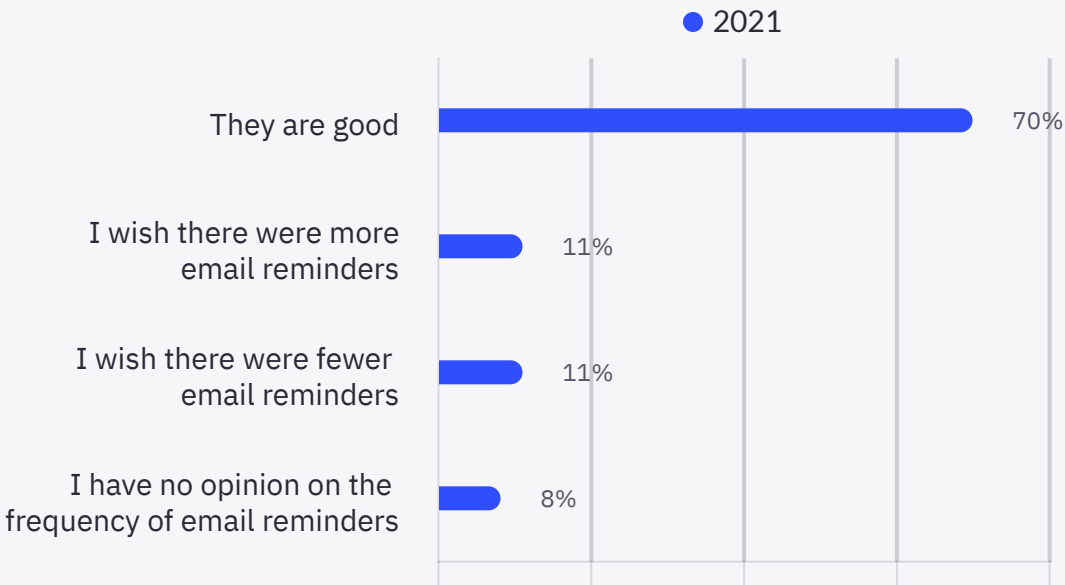
Where do you get information about the Digital Events from? (multiple choice) *Survey Q19*



Have you joined any of the EURETINA Digital Events? e.g. Webinar, Debate or Case Club *Survey Q20*



How do you feel about the frequency of the email reminders for the Digital Events. *Survey Q21*



The data, in summary:

- The majority (84%) of respondents said they get information about digital events through emails
- 47% said they get information through the website
- 70% of respondents had joined at least one Digital Event
- Regarding the frequency of emails surrounding the digital events, 70% of respondents said the emails were sent at a good frequency

Our takeaways:

- We understand this feedback as a thumbs up that the emails we are sending are appropriate and informative
- It would be great if we could have more information about EURETINA including the digital events shared by word of mouth and will be looking at ways to make this easier for the community

Thoughts on the new programme of Digital Events

On a scale of 1-10 how satisfied are you with the platform that is used for year-round live webinars? *(1 - very dissatisfied; 10 - very satisfied) Survey Q22*

	Average score	Minimum score	Maximum score
All	8.1	1	10
Members	8.2	3	10
Non-members	8.1	1	10

On a scale of 1-10 how satisfied are you with the content of the Digital Events? *(1 - very dissatisfied; 10 - very satisfied) Survey Q22*

	Average score	Minimum score	Maximum score
All	8.1	2	10
Members	8.0	4	10
Non-members	8.2	2	10

The data, in summary:

- Generally, respondents were satisfied with the platform used for the webinars (average score 8.1/10)
- Members were marginally more satisfied than non-members with the platform
- Generally, respondents were satisfied with the content of the Digital Events (average score 8.1/10)
- Members were marginally less satisfied than non-members with the content

Our takeaways:

- We are encouraged by the general positive response to the digital event platform and content
- We seek to keep everyone satisfied and will continue to develop a Digital Event programme to satisfy our audience

How respondents described their **actual experience** of EURETINA today

More commonly used words are shown bigger.



How respondents described their **desired experience** of EURETINA

More commonly used words are shown bigger.



Thank you for reading

We have generally been pleased and encouraged by the survey results and feedback provided. We will continue to evolve EURETINA's digital offering while keeping a close ear to the ground by asking for and encouraging direct feedback from the EURETINA community.

Thank you again to everyone who participated in the 2021 Digital Survey. Our next survey is scheduled to take place in April 2023 and we hope to hear from many of you again then.

Warmest regards
The EURETINA Digital Team

