



VISION CARE, INC.

[APPENDIX]

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Johnson & Johnson Vision Care, Inc.

U.S. Contact Lens Consumers Telephone Survey

n= 867 adult contact lens consumers 18 years + (decision-makers who have purchased contacts in the last year)

Survey conducted over the phone

Fielded: July 27 – August 16, 2015

Question 1

How long have you been wearing contact lenses?

LESS THAN A YEAR	4%
1 - 2 YEARS	3%
3 - 5 YEARS	18%
6 - 10 YEARS	20%
11 - 20 YEARS	25%
21 - 30 YEARS	18%
31 - 40 YEARS	7%
MORE THAN 40 YEARS	5%
DON'T KNOW/REFUSED	-

Question 2

Where do you TYPICALLY purchase contacts lenses? Do you buy them through...

AN EYE DOCTOR SUCH AS AN OPHTHALMOLOGIST OR OPTOMETRIST	60%
A DISCOUNT RETAILER SUCH AS WALMART OR TARGET	12%
AN INTERNET, ONLINE OR MAIL ORDER RETAILER SUCH AS 1-800 CONTACTS	12%
A WHOLESALE CLUB SUCH AS SAM OR COSTCO	8%
AN OPTICAL RETAIL CHAIN SUCH AS LENS CRAFTERS OR PEARLE VISION	7%
SOMEWHERE ELSE	1%
DON'T KNOW	-

Question 3

If Q2=1-6

n=867

The LAST time you purchased contacts, did you buy them through [INSERT ANSWER FROM Q2] or somewhere else?

YES, [Q2 ANSWER]	93%
SOMEWHERE ELSE	7%
DON'T KNOW	-

Question 4

If Q3=somewhere else

n=49

And from where did you buy your contact lenses the LAST time you purchased them?

AN EYE DOCTOR SUCH AS AN OPHTHALMOLOGIST OR OPTOMETRIST	39%
AN OPTICAL RETAIL CHAIN SUCH AS LENS CRAFTERS OR PEARLE VISION	28%
AN INTERNET, ONLINE OR MAIL ORDER RETAILER SUCH AS 1-800 CONTACTS	17%
A DISCOUNT RETAILER SUCH AS WALMART OR TARGET	9%
A WHOLESALE CLUB SUCH AS SAM OR COSTCO	2%
SOMEWHERE ELSE	5%
DON'T REMEMBER	-

Table 5
Summary of Contact Purchases: % Yes

THROUGH EYE DOCTOR	73%
INTERNET, ONLINE OR MAIL ORDER RETAILER	18%

Question 5A

If Q2 OR Q4 does not equal eye doctor

n=323

Have you ever purchased your contacts through an eye doctor?

YES	72%
NO	28%
DON'T KNOW/REFUSED	-

Question 5B

If Q2 OR Q4 does not equal internet, online, or mail order

n=751

Have you ever purchased your contacts through an internet, online or mail order retailer?

YES	17%
NO	83%
DON'T KNOW/REFUSED	-

Question 6

If Q2 equals eye doctor and Q3= eye doctor

n=514

Have you always purchased contacts through your eye doctors?

YES	89%
NO	10%
DON'T KNOW/REFUSED	1%

Question 7

Thinking about all of the different ways you can buy contact lenses - through your doctor, internet/online, by mail, at a store, etc. - how satisfied are you with your options? Would you say you are very, somewhat, not very or not at all satisfied?

TOTAL SATISFIED	96%
TOTAL NOT SATISFIED	3%
VERY SATISFIED	80%
SOMEWHAT SATISFIED	17%
NOT VERY SATISFIED	1%
NOT AT ALL SATISFIED	1%
DON'T KNOW/REFUSED	1%

Question 8

In your opinion, is it very, somewhat, not very or not at all important, to be able to purchase your contacts through your eye doctor?

TOTAL IMPORTANT	78%
TOTAL NOT IMPORTANT	21%
VERY IMPORTANT	53%
SOMEWHAT IMPORTANT	25%
NOT VERY IMPORTANT	16%
NOT AT ALL IMPORTANT	5%
DON'T KNOW	*

Question 9

I am going to read through some reasons people have said that they like purchasing their contacts through their eye doctor. As I read each one, please tell me if it is a reason you might purchase your contacts through an eye doctor.

I TRUST MY EYE DOCTOR	81%
I KNOW I GETTING THE CORRECT CONTACTS AS PRESCRIBED BY MY DOCTOR	77%
I CAN GET MY QUESTIONS ANSWERED IN-PERSON	77%
IT IS CONVENIENT	77%
IT IS EASY	77%
I KNOW I GETTING THE BEST FITTING CONTACTS	72%
I CAN TRY OUT DIFFERENT PAIRS OF CONTACTS UNTIL I FIND A TYPE THAT WORK FOR ME	67%
I CAN GET MY EYEGLASSES AT THE SAME TIME	65%
THEY WORK WITH ME TO FIND THE BEST CONTACTS AT THE LOWEST PRICE	60%
I CAN GET A DISCOUNT THROUGH INSURANCE	56%
I CAN PICK CONTACTS UP THE SAME DAY AS I VISIT MY EYE DOCTOR	46%
I CAN TURN IN UNUSED CONTACTS FOR A REBATE OR REFUND	24%
ANOTHER REASON NOT YET MENTIONED	1%
NONE OF THE ABOVE	3%

Question 10

When was the last time you had an eye exam?

WITHIN THE LAST YEAR	87%
MORE THAN A YEAR	13%
WITHIN THE LAST SIX MONTHS	53%
MORE THAN SIX MONTHS AGO, BUT WITHIN THE LAST YEAR	34%
MORE THAN A YEAR AGO, BUT WITHIN THE LAST TWO YEARS	11%
MORE THAN TWO YEARS AGO, BUT WITHIN THE LAST THREE YEARS	1%
MORE THAN THREE YEARS AGO	1%
DON'T KNOW/REFUSED	-

Question 11

When was the last time your prescription for contact lenses changed?

LESS THAN A YEAR	46%
1 - 2 YEARS	27%
3 - 5 YEARS	14%
6 - 10 YEARS	5%
MORE THAN 10 YEARS	3%
DON'T KNOW/REFUSED	5%

Table 14

Summary Table: % Very Important

HAVING CONTACTS THAT FIT YOUR EYES COMFORTABLY	95%
REGULARLY VISITING YOUR EYE DOCTOR TO ENSURE YOU HAVE THE RIGHT LENSES TO MEET SPECIFIC VISION NEEDS	77%
REGULARLY VISITING YOUR EYE DOCTOR TO MAINTAIN EYE HEALTH	76%
UNDERSTANDING HOW TO SAFELY WEAR YOUR CONTACTS	76%
UNDERSTANDING HOW TO SAFELY CLEAN YOUR CONTACTS	73%
HAVING A CURRENT CONTACT LENS PRESCRIPTION THAT IS NOT EXPIRED	71%
REGULARLY VISITING YOUR EYE DOCTOR AS A PART OF YOUR OVERALL HEALTH	67%

Table 15
Summary Table: % Total Important

HAVING CONTACTS THAT FIT YOUR EYES COMFORTABLY	100%
REGULARLY VISITING YOUR EYE DOCTOR TO ENSURE YOU HAVE THE RIGHT LENSES TO MEET SPECIFIC VISION NEEDS	97%
REGULARLY VISITING YOUR EYE DOCTOR TO MAINTAIN EYE HEALTH	96%
REGULARLY VISITING YOUR EYE DOCTOR AS A PART OF YOUR OVERALL HEALTH	96%
HAVING A CURRENT CONTACT LENS PRESCRIPTION THAT IS NOT EXPIRED	94%
UNDERSTANDING HOW TO SAFELY WEAR YOUR CONTACTS	93%
UNDERSTANDING HOW TO SAFELY CLEAN YOUR CONTACTS	91%

Question 12_1

Now I am going to read through a list and I want you to tell me how important you believe each item is. Please tell me if each is very, somewhat, not very or not at all important.

Regularly visiting your eye doctor as a part of your overall health

TOTAL IMPORTANT	96%
TOTAL NOT IMPORTANT	4%
VERY IMPORTANT	67%
SOMEWHAT IMPORTANT	29%
NOT VERY IMPORTANT	3%
NOT AT ALL IMPORTANT	1%
DON'T KNOW	*

Question 12_2

Now I am going to read through a list and I want you to tell me how important you believe each item is. Please tell me if each is very, somewhat, not very or not at all important.

Regularly visiting your eye doctor to maintain eye health

TOTAL IMPORTANT	96%
TOTAL NOT IMPORTANT	4%
VERY IMPORTANT	76%
SOMEWHAT IMPORTANT	20%
NOT VERY IMPORTANT	3%
NOT AT ALL IMPORTANT	*
DON'T KNOW	*

Question 12_3

Now I am going to read through a list and I want you to tell me how important you believe each item is. Please tell me if each is very, somewhat, not very or not at all important.

Regularly visiting your eye doctor to ensure you have the right lenses to meet specific vision needs

TOTAL IMPORTANT	97%
TOTAL NOT IMPORTANT	3%
VERY IMPORTANT	77%
SOMEWHAT IMPORTANT	20%
NOT VERY IMPORTANT	3%
NOT AT ALL IMPORTANT	*
DON'T KNOW	*

Question 12_4

Now I am going to read through a list and I want you to tell me how important you believe each item is. Please tell me if each is very, somewhat, not very or not at all important.

Having a current contact lens prescription that is not expired

TOTAL IMPORTANT	94%
TOTAL NOT IMPORTANT	5%
VERY IMPORTANT	71%
SOMEWHAT IMPORTANT	23%
NOT VERY IMPORTANT	4%
NOT AT ALL IMPORTANT	1%
DON'T KNOW	1%

Question 12_5

Now I am going to read through a list and I want you to tell me how important you believe each item is. Please tell me if each is very, somewhat, not very or not at all important.

Having contacts that fit your eyes comfortably

TOTAL IMPORTANT	100%
TOTAL NOT IMPORTANT	-
VERY IMPORTANT	95%
SOMEWHAT IMPORTANT	5%
NOT VERY IMPORTANT	-
NOT AT ALL IMPORTANT	-
DON'T KNOW	*

Question 12_6

Now I am going to read through a list and I want you to tell me how important you believe each item is. Please tell me if each is very, somewhat, not very or not at all important.

Understanding how to safely wear your contacts

TOTAL IMPORTANT	93%
TOTAL NOT IMPORTANT	7%
VERY IMPORTANT	76%
SOMEWHAT IMPORTANT	17%
NOT VERY IMPORTANT	5%
NOT AT ALL IMPORTANT	2%
DON'T KNOW	*

Question 12_7

Now I am going to read through a list and I want you to tell me how important you believe each item is. Please tell me if each is very, somewhat, not very or not at all important.

Understanding how to safely clean your contacts

TOTAL IMPORTANT	91%
TOTAL NOT IMPORTANT	8%
VERY IMPORTANT	73%
SOMEWHAT IMPORTANT	19%
NOT VERY IMPORTANT	6%
NOT AT ALL IMPORTANT	2%
DON'T KNOW	*

Question 13

Who taught you to safely use your contacts?

YOUR EYE DOCTOR	60%
A STAFF MEMBER OR TECHNICIAN IN YOUR EYE DOCTOR OFFICE	42%
A FAMILY MEMBER	7%
A FRIEND	2%
SOMEONE ELSE	-
NO ONE	*
DON'T KNOW/REMEMBER	*

Question 14

Were you aware that part of your eye exam with your doctor includes checking for symptoms of diseases such as diabetes, arthritis, hypertension and even some cancers?

YES	79%
NO	21%

Question 15

In your opinion, have contacts improved in recent years?

YES	83%
NO	9%
DON'T KNOW	8%

Question 16A

Have you ever asked your eye doctor for a new brand or type of contact lenses?

YES	52%
NO	47%
DON'T KNOW	1%

Question 16B

If Q16A equals yes

n=435

Why did you ask for a new brand or type of contact lenses? Was it because of

COMFORT	65%
EFFECTIVENESS	19%
AN ADVERTISEMENT YOU SAW FOR ANOTHER BRAND OR TYPE OF CONTACT LENSES	17%
COST	16%
A RECOMMENDATION FROM A FAMILY MEMBER OR FRIEND	5%
RECOMMENDATION FROM EYE DOCTOR	3%
EYE COLOR/CHANGE OF EYE COLOR	3%
ANOTHER REASON	3%
DON'T KNOW	1%

Question 17

Do you agree or disagree that only certain manufacturers or brands of contacts work better for your eyes?

TOTAL AGREE	69%
TOTAL DISAGREE	19%
STRONGLY AGREE	44%
SOMEWHAT AGREE	24%
SOMEWHAT DISAGREE	14%
STRONGLY DISAGREE	5%
NEITHER AGREE NOR DISAGREE	8%
DON'T KNOW/REFUSED	4%

Question 18

Would you say it was or has been easy or difficult to find contacts that you like?

TOTAL EASY	85%
TOTAL DIFFICULT	13%
VERY EASY	57%
SOMEWHAT EASY	28%
SOMEWHAT DIFFICULT	8%
VERY DIFFICULT	5%
NEITHER EASY NOR DIFFICULT	1%
DON'T KNOW/REFUSED	1%

Question 19

And has your eye doctor been very, somewhat, not very or not at all helpful in finding contacts you liked?

TOTAL HELPFUL	97%
TOTAL NOT HELPFUL	3%
VERY HELPFUL	84%
SOMEWHAT HELPFUL	12%
NOT VERY HELPFUL	1%
NOT AT ALL HELPFUL	2%
DON'T KNOW	1%

Question 19_2

And has your eye doctor been very, somewhat, not very or not at all helpful in finding contacts you liked?

TOTAL HELPFUL	97%
TOTAL NOT HELPFUL	2%
VERY HELPFUL	86%
SOMEWHAT HELPFUL	11%
NOT VERY HELPFUL	1%
NOT AT ALL HELPFUL	1%
DON'T KNOW	1%

Question 19_3

And has your eye doctor been very, somewhat, not very or not at all helpful in finding contacts you liked?

TOTAL HELPFUL	92%
TOTAL NOT HELPFUL	8%
VERY HELPFUL	70%
SOMEWHAT HELPFUL	22%
NOT VERY HELPFUL	4%
NOT AT ALL HELPFUL	4%
DON'T KNOW	-

Table 33

Summary Table: % Agree

IMPROVED YOUR QUALITY OF LIFE	89%
HELPED YOU TO BE MORE PHYSICALLY ACTIVE	80%
GIVEN YOU GREATER CONFIDENCE	77%

Question 20_1

Do you agree or disagree that contact lenses have:
Improved your quality of life

AGREE	89%
DISAGREE	6%
NEITHER AGREE NOR DISAGREE	5%
DON'T KNOW/REFUSED	*

Question 20_2

Do you agree or disagree that contact lenses have:
Helped you to be more physically active

AGREE	80%
DISAGREE	14%
NEITHER AGREE NOR DISAGREE	5%
DON'T KNOW/REFUSED	1%

Question 20_3

Do you agree or disagree that contact lenses have:
Given you greater confidence

AGREE	77%
DISAGREE	14%
NEITHER AGREE NOR DISAGREE	8%
DON'T KNOW/REFUSED	1%

Question 21

The LAST time you purchased contacts, would you say it was easy or difficult to find a good price?

TOTAL EASY	81%
TOTAL DIFFICULT	9%
VERY EASY	51%
SOMEWHAT EASY	30%
SOMEWHAT DIFFICULT	6%
VERY DIFFICULT	3%
NEITHER EASY NOR DIFFICULT	8%
DON'T KNOW/REFUSED	2%

Question 22

Sometimes retailers and eye doctors supply rebates for contacts so that the amount paid at the time of purchase, is not actually the final price. Thinking back to the last time you bought a new brand or type of contacts, how clear was the final price?

TOTAL CLEAR	92%
TOTAL NOT CLEAR	5%
VERY CLEAR	77%
SOMEWHAT CLEAR	15%
NOT VERY CLEAR	4%
NOT AT ALL CLEAR	1%
DON'T KNOW	2%

Question S1

In the past year, have you purchased any of the following prescription eyewear for your personal use?

CONTACT LENSES	100%
PRESCRIPTION EYEGLASSES	44%
PRESCRIPTION SUNGLASSES	10%
NONE OF THE ABOVE	-
DON'T KNOW/REFUSED	-

Question D1

Gender.

MALE	40%
FEMALE	60%

Question D2

Age.

18 - 24	20%
25 - 34	25%
35 - 44	30%
45 - 54	8%
55 - 64	10%
65 AND ABOVE	7%
REFUSED	-
18 - 34	45%
35 - 49	33%
50 - 64	15%
65+	7%

Question D3
State.

AT RISK STATE	14%
CALIFORNIA	5%
FLORIDA	8%
UTAH	1%
NOT AT RISK STATE	86%
ALABAMA	3%
ALASKA	*
ARIZONA	3%
ARKANSAS	1%
COLORADO	5%
CONNECTICUT	1%
DELAWARE	-
DISTRICT OF COLUMBIA	*
GEORGIA	1%
HAWAII	-
IDAHO	*
ILLINOIS	7%
INDIANA	3%
IOWA	1%
KANSAS	2%
KENTUCKY	3%
LOUISIANA	2%
MAINE	1%
MARYLAND	2%
MASSACHUSETTS	1%
MICHIGAN	1%
MINNESOTA	4%
MISSISSIPPI	1%
MISSOURI	2%
MONTANA	*
NEBRASKA	2%
NEVADA	*
NEW HAMPSHIRE	*
NEW JERSEY	3%
NEW MEXICO	*
NEW YORK	4%
NORTH CAROLINA	5%
NORTH DAKOTA	1%
OHIO	6%
OKLAHOMA	1%
OREGON	1%
PENNSYLVANIA	7%
RHODE ISLAND	1%
SOUTH CAROLINA	1%
SOUTH DAKOTA	1%
TENNESSEE	1%
TEXAS	3%
VERMONT	1%
VIRGINIA	1%
WASHINGTON	1%
WEST VIRGINIA	1%
WISCONSIN	2%
WYOMING	-

Question D3A

Region.

NORTHEAST	17%
MIDWEST	30%
SOUTH	34%
WEST	19%

Question D4

Which of the following best describes your ethnic background?

CAUCASIAN OR WHITE	77%
AFRICAN AMERICAN OR BLACK	8%
HISPANIC OR LATINO	7%
ASIAN AMERICAN	2%
INDIAN AMERICAN	1%
NATIVE AMERICAN	1%
OTHER/SEVERAL BACKGROUNDS	2%
DON'T KNOW/REFUSED	1%

Question D5

Please stop me when I reach the highest education level you have completed.

HIGH SCHOOL OR LESS	19%
COLLEGE+	74%
GRADE SCHOOL OR LESS	1%
SOME HIGH SCHOOL	*
HIGH SCHOOL GRADUATE	18%
SOME COLLEGE OR TRADE SCHOOL	37%
COLLEGE GRADUATE	37%
POST-GRADUATE WORK	7%
PREFER NOT TO ANSWER	*

Question D6

What is your household income before taxes?

LESS THAN \$50K	30%
\$50K - \$75K	20%
\$75K - \$100K	16%
\$100K+	23%
LESS THAN \$25,000 A YEAR	10%
\$25,000 - \$50,000	20%
\$50,000 - \$75,000	20%
\$75,000 - \$100,000	16%
\$100,000 - \$125,000	10%
\$125,000 - \$150,000	5%
\$150,000 - \$175,000	2%
\$175,000 - \$200,000	2%
\$200,000 OR MORE	4%
PREFER NOT TO ANSWER	12%

Question D7

Which of the following best describes the community in which you live?

URBAN - LARGE CITY	16%
SUBURBS OF A LARGE CITY	32%
SMALL OR MEDIUM-SIZED TOWN	33%
RURAL AREA	17%
PREFER NOT TO ANSWER	1%

Johnson & Johnson Vision Care, Inc.
U.S. Contact Lens Online Purchasers Survey
500 adult consumers who purchase their contacts online
Field dates: September 24 – October 2, 2015

Question 1

From where, specifically, did you last purchase contact lenses for your personal use?

1-800 CONTACTS / 1800CONTACTS.COM	53%
VISIONDIRECT.COM	12%
COSTAL.COM	5%
LENS.COM	5%
VISIONPROS.COM	4%
LENSDISCOUNTERS.COM	3%
DISCOUNTCONTACTLENSES.COM	3%
LENSCRAFTERSCONTACTS.COM	2%
WALGREENS	1%
OPTICCONTACTS.COM	1%
SAVEONLENS.COM	1%
ALLABOUTVISION.COM	*
FRAMESDIRECT.COM	*
DAYSOFCONTACTLENSES.COM	*
PRICESMARTCONTACTS.COM	*
OTHER	5%
I DON'T KNOW/I DON'T REMEMBER	4%

Question 2

How long have you been wearing contact lenses?

LESS THAN A YEAR	2%
1-5 YEARS	22%
6-20 YEARS	47%
21+ YEARS	29%
1-2 YEARS	4%
3-5 YEARS	18%
6-10 YEARS	20%
11-20 YEARS	27%
21-30 YEARS	19%
31-40 YEARS	6%
MORE THAN 40 YEARS	4%

Question 3

What are some reasons you purchase contact lenses online or over the phone? Please select as many options as applicable.

PRICE	80%
CONVENIENCE OF DELIVERY	70%
EASE OF ORDERING	70%
TIME SAVINGS	54%
DON'T HAVE TO VISIT THE DOCTOR	28%
CONFIDENCE IN SELLER	25%
RECOMMENDATION FROM DOCTOR	15%
OTHER	1%

Question 4

Thinking about all the times you have ordered contacts online or over the phone, have you ever:

Summary Table: % Yes

ORDERED CONTACTS USING A CONTACT LENS PRESCRIPTION THAT WAS LESS THAN A MONTH FROM ITS EXPIRATION DATE?	62%
RECEIVED AN EMAIL OR LETTER FROM YOUR RETAILER REMINDING YOU THAT YOUR CONTACT LENS PRESCRIPTION WAS EXPIRING SOON?	58%
ORDERED CONTACTS USING A CONTACT LENS PRESCRIPTION THAT WAS ALREADY EXPIRED?	32%

Question 4_1

Thinking about all the times you have ordered contacts online or over the phone, have you ever:

Ordered contacts using a contact lens prescription that was less than a month from its expiration date?

YES	62%
NO	31%
I DON'T KNOW OR REMEMBER	7%

Question 4_2

Thinking about all the times you have ordered contacts online or over the phone, have you ever:

Ordered contacts using a contact lens prescription that was already expired?

YES	32%
NO	64%
I DON'T KNOW OR REMEMBER	4%

Question 4_3

Thinking about all the times you have ordered contacts online or over the phone, have you ever:

Received an email or letter from your retailer reminding you that your contact lens prescription was expiring soon?

YES	58%
NO	34%
I DON'T KNOW OR REMEMBER	8%

Question 5

Have you ever ordered contact lenses online or over the phone as a result of this reminder?

n=288

TOTAL YES	86%
I ORDERED MORE CONTACT LENSES BEFORE MY PRESCRIPTION EXPIRED	61%
I ORDERED MORE CONTACT LENSES AFTER MY PRESCRIPTION EXPIRED	19%
I ORDERED MORE CONTACT LENSES, BUT I DON'T REMEMBER WHETHER IT WAS BEFORE OR AFTER MY PRESCRIPTION EXPIRED	6%
NO	12%
I DON'T KNOW OR REMEMBER	2%

Question 6

How important is it to you that you receive the exact brand of contacts you order as opposed to a similar product under a different branding?

TOTAL IMPORTANT	94%
TOTAL UNIMPORTANT	6%
VERY IMPORTANT	76%
SOMEWHAT IMPORTANT	18%
NOT VERY IMPORTANT	5%
NOT AT ALL IMPORTANT	1%
I DON'T KNOW OR REMEMBER	0%

Question 7A

When buying contact lenses online or over the phone in the past, has the company you were ordering from ever informed you that they do not carry or do not currently have stocked, the brand of contact lenses on your prescription, and advised you to get another brand of contact lenses instead?

YES	31%
NO	66%
I DON'T KNOW OR REMEMBER	2%

Question 7B

Did you then order that other brand of contact lenses?
n=156

YES	80%
NO	18%
I DON'T KNOW OR REMEMBER	2%

Question 8A

Have you ever received, in the mail, a different brand of contact lenses than you thought you had ordered, without being given advance warning that you were getting another brand of contacts?

YES	24%
NO	76%
I DON'T KNOW OR REMEMBER	*

Question 8B

How satisfied were you with this different brand of contact lenses you received?
n=136

TOTAL SATISFIED	96%
TOTAL DISSATISFIED	4%
VERY SATISFIED	71%
SOMEWHAT SATISFIED	24%
SOMEWHAT DISSATISFIED	2%
VERY DISSATISFIED	1%
I DON'T KNOW OR REMEMBER	1%

Question 9

Thinking about the last time you purchased contact lenses through an online or telephone retailer, how much time, if any, did you spend comparing prices?

I DID NOT COMPARE PRICES OF CONTACT LENSES	8%
UNDER 30 MIN	58%
30 MIN OR LONGER	32%
LESS THAN TEN MINUTES	18%
TEN MINUTES TO A HALF HOUR	40%
A HALF HOUR TO AN HOUR	21%
MORE THAN AN HOUR	11%
I DON'T KNOW OR REMEMBER	2%

Question 9A

Thinking about the last time you purchased contact lenses through an online or telephone retailer with a new prescription, how did that retailer get your contact lens prescription?

I PROVIDED THE RETAILER WITH MY PRESCRIPTION	61%
THE RETAILER CONTACTED THE DOCTOR DIRECTLY TO GET MY PRESCRIPTION	35%
THE RETAILER GOT MY PRESCRIPTION ANOTHER WAY	1%
I DON'T KNOW OR REMEMBER	2%

Question 9B

Here are some reasons contact lens retailers may contact eye doctors directly to get patients' prescriptions. Which of the following are reasons your online or telephone contact lens retailer contacted your eye doctor directly for your prescriptions the last time you purchased contact lenses with a new prescription?

n=177

IT IS EASIER FOR ME FOR MY ONLINE OR TELEPHONE RETAILER TO CONTACT MY EYE DOCTOR DIRECTLY	51%
THIS IS THE WAY I HAVE ALWAYS DONE IT	49%
I COULD NOT FIND MY PRESCRIPTION	25%
I COULD NOT REMEMBER MY PRESCRIPTION	18%
OTHER	7%
I DON'T KNOW OR REMEMBER	3%

Question 10

The last time you purchased contacts over the internet or by phone, did that retailer ask for your permission for them to contact your eye doctor to verify your prescription?

n=184

YES	76%
NO	13%
I DON'T KNOW OR REMEMBER	11%

Question 11

Overall, do you think that online or phone contact lens retailers should be required to verify that your contact lens prescription is valid by contacting your eye care professional prior to the sale?

YES, ONLINE OR PHONE RETAILERS SHOULD BE REQUIRED TO VERIFY PRESCRIPTIONS WITH DOCTORS	65%
NO, ONLINE OR PHONE RETAILERS SHOULD NOT BE REQUIRED TO VERIFY PRESCRIPTIONS WITH DOCTORS	28%
I DON'T KNOW	7%

Question 13

Please tell us how important you find each of these attributes when purchasing contact lenses online or over the telephone.

Summary of Attributes: % Very Important

PRICE	80%
REPUTABLE RETAILER	66%
TYPE	65%
BRAND	60%
DELIVERY TIME	52%
QUANTITY DELIVERED AT ONCE	47%

Question 13

Please tell us how important you find each of these attributes when purchasing contact lenses online or over the telephone.

Summary of Attributes: % Total Important

PRICE	99%
REPUTABLE RETAILER	97%
TYPE	95%
BRAND	93%
DELIVERY TIME	92%
QUANTITY DELIVERED AT ONCE	88%

Question 13_1

Please tell us how important you find each of these attributes when purchasing contact lenses online or over the telephone.

Brand

TOTAL IMPORTANT	93%
TOTAL NOT IMPORTANT	7%
VERY IMPORTANT	60%
SOMEWHAT IMPORTANT	33%
NOT VERY IMPORTANT	6%
NOT AT ALL IMPORTANT	1%
I DON'T KNOW	*

Question 13_2

Please tell us how important you find each of these attributes when purchasing contact lenses online or over the telephone.
Type

TOTAL IMPORTANT	95%
TOTAL NOT IMPORTANT	5%
VERY IMPORTANT	65%
SOMEWHAT IMPORTANT	29%
NOT VERY IMPORTANT	4%
NOT AT ALL IMPORTANT	1%
I DON'T KNOW	*

Question 13_3

Please tell us how important you find each of these attributes when purchasing contact lenses online or over the telephone.
Delivery time

TOTAL IMPORTANT	92%
TOTAL NOT IMPORTANT	8%
VERY IMPORTANT	52%
SOMEWHAT IMPORTANT	40%
NOT VERY IMPORTANT	7%
NOT AT ALL IMPORTANT	1%
I DON'T KNOW	0%

Question 13_4

Please tell us how important you find each of these attributes when purchasing contact lenses online or over the telephone.
Quantity delivered at once

TOTAL IMPORTANT	88%
TOTAL NOT IMPORTANT	12%
VERY IMPORTANT	47%
SOMEWHAT IMPORTANT	41%
NOT VERY IMPORTANT	11%
NOT AT ALL IMPORTANT	1%
I DON'T KNOW	*

Question 13_5

Please tell us how important you find each of these attributes when purchasing contact lenses online or over the telephone.
Price

TOTAL IMPORTANT	99%
TOTAL NOT IMPORTANT	1%
VERY IMPORTANT	80%
SOMEWHAT IMPORTANT	19%
NOT VERY IMPORTANT	1%
NOT AT ALL IMPORTANT	0%
I DON'T KNOW	0%

Question 13_6

Please tell us how important you find each of these attributes when purchasing contact lenses online or over the telephone.
Reputable retailer

TOTAL IMPORTANT	97%
TOTAL NOT IMPORTANT	3%
VERY IMPORTANT	66%
SOMEWHAT IMPORTANT	30%
NOT VERY IMPORTANT	3%
NOT AT ALL IMPORTANT	*
I DON'T KNOW	*

Question 14

Below are some reasons people schedule eye doctor visits. Which of the following are reasons you scheduled your most recent eye exam?
Please select as many as appropriate.

I RAN OUT OF CONTACTS OR WAS ABOUT TO RUN OUT OF CONTACTS, SO I NEEDED A NEW PRESCRIPTION	48%
I WAS OVERDUE FOR AN APPOINTMENT	43%
MY VISION CHANGED OR I NEEDED A NEW PRESCRIPTION FOR SOME OTHER REASON	34%
I NEEDED A NEW PAIR OF EYE GLASSES	34%
I RECEIVED AN EMAIL OR MAIL REMINDER FROM MY EYE DOCTOR THAT I WAS DUE FOR AN APPOINTMENT	24%
I TRIED TO REORDER CONTACT LENSES FROM MY ONLINE VENDOR AND WAS UNABLE TO DO SO	20%
I HAD AN EYE ISSUE, EYE PAIN OR EMERGENCY	18%
ANOTHER REASON	3%
I DON'T KNOW OR REMEMBER	2%

Question D1

Gender.

MALE	37%
FEMALE	63%

Question D2

Age.

18-24	12%
25-34	31%
35-44	30%
45-64	24%
65+	3%

Question D3

Region.

NORTHEAST	20%
MIDWEST	18%
SOUTH	31%
WEST	32%

Question D4

Are you of Hispanic, Latino, or Spanish origin?

YES	23%
NO	77%

Question D5

Which of the following best describes your ethnic background?

CAUCASIAN OR WHITE	83%
AFRICAN AMERICAN OR BLACK	9%
ASIAN AMERICAN	4%
NATIVE AMERICAN	1%
OTHER/SEVERAL BACKGROUNDS	3%
PREFER NOT TO ANSWER	0%