

INSIGHT SURVEY SERIES



Johnson & Johnson OPTICAL
RESEARCH

2012 CONSUMER PERCEPTIONS OF MANAGED VISION CARE



Jobson Research Insight Survey Series

2012 Consumer Perceptions of Managed Vision Care

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- Executive Summary
- How important are the following benefits to you?
- How knowledgeable do you feel you are about these types of plans?
- Do you currently participate in any of the following? (list of health savings plans and health spending plans)
- How useful is/are the following to you in regard to vision care?
- Did you use the following to pay for all or part of your last eye exam for yourself, your spouse, or a dependent?
- Have you ever used the following to pay for all or part of eyeglasses for yourself, your spouse, or a dependent?
- Have you ever used the following to pay for all or part of contact lenses for yourself, your spouse, or a dependent?
- Are you currently covered by any type of managed vision care or vision insurance plan?
- Are you currently covered by any type of managed vision care or vision insurance plan?
- How important is a vision benefit plan to you?
- Those who have a Vision Plan
- What type of vision plan is it?
- What is the most important feature of a vision plan?
- Please indicate which other features are important to you in a vision plan?
- When you last used your vision plan, how would you rate your experience with the eyecare professional?
- How important is having an eyecare professional who is associated with a regional/national optical retailer in your vision plan.
- What features of your vision plan would you like to improve?
- When you last used your vision plan, how would you rate your experience with purchasing or obtaining your eyewear?
- Those who do not have a Vision Plan
- Why do you not have a vision plan?
- Why do you not have a vision plan?
- How interested would you be in receiving vision coverage?
- How interested would you be in getting a vision plan from the following?

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Methodology:

- The 2012 Working Sample size of 8,994 was derived from the U.S. population ages 18+.
- Data collection was conducted in December 2011 & January 2012.
- Consumers were recruited via email and the survey was completed via the Internet.
- The questionnaire was approximately 5 minutes in length
- This study is a repeat study that ran in December 2008, December 2009, December 2010.
Four year trends are shown whenever possible.