

INSIGHT SURVEY SERIES



2014 CONTACT LENS



Insight Survey

2014 Contact Lens Wearers Insight Survey

July 2014 data

Data Usage Policy

The data contained on this electronic file is for *internal* use only. Any *external* use must be approved in advance by Jobson Medical Information LLC.

If you have any questions please call Jennifer Waller at (212) 274-7164.

Jobson Medical Information LLC
Research Department

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- Objectives and Methodology
- Executive Summary
- Currently Wearing Contact Lenses
 - How old were you when you started wearing contact lenses?
 - For how long have you been regularly wearing contact lenses?
 - How did it come about that you were to begin wearing contact lenses?
 - Which phrase best describes how you, yourself, wear contact lenses currently?
 - Where did you make your most recent contact lens purchase?
 - Why did you make your most recent purchase of contact lenses online and not in-person at a physical retailer?
 - How likely are you to make your next contact lens purchase on the internet?
 - Why did you chose the location where you bought your most recent pair of contact lenses?
 - Which statement best describes how many brands of contact lenses you have worn regularly?
 - How long ago did you start wearing the brand of contact lenses that you wear the most?
 - How satisfied are you with the brand of contact lenses that you currently wear?
 - How many pairs of contact lenses do you usually purchase at one time?
 - Which of the following contact lens modalities do you purchase?
 - How often discard lenses and replace with a brand new pair?

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- Previous Contact Lens Wearers
 - How long ago did you stop wearing contact lenses?
 - Why did you stop wearing contact lenses?
 - How likely is it that you will return to wearing contact lenses?
 - How soon do you think you will return to wearing contact lenses?
 - Which of the following describes how likely you, yourself, might be to have any form of vision correction surgery in the future?

Objectives & Methodology

Objective:

- The purpose of this study was to gain a better understanding of current contact lens wearers and gain insight on previous contact lens wearers.

Methodology:

- This sample was derived from the U.S. population, ages 18+ as part of the Vision Council's syndicated VisionWatch study.
 - Only respondents who currently use contact lenses to correct their vision were asked the questions charted in Section 1: Currently Wearing Contact Lenses. The initial sample size was 10,000, yielding 1,594 respondents in the 2014 study.
 - Only respondents who do not currently wear contact lenses, but have in the past were asked the questions charted in Section 2: Previous Contact Lens Wearers. The initial sample size was 10,000, yielding 1,454 respondents in the 2014 study.
- Respondents were recruited by email and the questionnaire was completed via the Internet. Data collection was conducted in July 2014.
- The results were pulled from some standard questions that appear in the VisionWatch questionnaire every month and from a separate set of questions that were only asked during this time period.
- Five years of data are trended whenever possible.