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Overview of Methodology and Results

The Vision Council, with the assistance of industry leaders and volunteers, developed a questionnaire of 15 questions, to survey the possession of managed vision care (MVC). This was the second year that The Vision Council conducted this study with consumers to gauge how people cover the vision care costs and how much they contribute to their coverage (first edition was published in 2015). The sample was balanced and weighted during the analysis phase to be demographically and psychographically representative of the U.S. population over the age of 18.

A total of 10,507 complete, valid responses were received from adults who answered most questions and did not exhibit answer bias in their response pattern. The 10,507 respondents represent people with or without MVC or people with or without vision insurance. The results and tabulations contained in this report are not all based on the complete sample size of 10,507 adults. In some cases, tabulations are based on a smaller number of participants when being interviewed about particular subjects; such as those who possess MVC (4,848) and those with standard medical insurance (7,064). Minor corrections were made to the raw data before tabulations and analyses were performed to ensure the quality and integrity of the data. These corrections and modifications involved reclassifying demographic profiles, removing respondents who did not appear to contain genuine answers (i.e. people selecting the first response to all questions or not selecting any responses at all), and summarizing/collapsing answer responses into broader categories.

In addition to providing tabulations on the 15 questions for all 10,507 respondents, a series of detailed cross tabulations were generated based on the entire VisionWatch database to get a better view of differences in the responses of various segments of the U.S. population. Detailed cross tabulations can be found on page 30 of this report.
July 2017 Vision Council MVC Study

Intro
Ask all respondents:
We would now like to ask you a few questions about vision insurance and managed vision care plans.

Ask if VWQ1A—A1:
QC1: Earlier you mentioned that you were covered by some type of managed vision care or vision insurance plan. Can you please tell us the source of your vision insurance? (Select One—Please rotate responses A1-A4 and Anchor A5)

A1: My employer offers vision insurance as a benefit.
A2: My school / university offers vision insurance.
A3: I am covered by a family member’s vision insurance plan.
A4: I purchased vision insurance directly from a provider or broker
A5: Not Sure

Ask all respondents:
QC2: Are you covered by a standard medical insurance / health insurance plan? (Select One)

A1: Yes
A2: No
A3: Not Sure

Ask if QC2—A1:
QC3: Does your standard medical insurance / health insurance plan cover vision and optical health? (Select One)

A1: Yes
A2: No
A3: Not Sure

Ask if QC1 = A1 OR A2 OR A3 OR A4:
QC4: How many people (dependents) are covered by the vision insurance plan you currently possess? (Select One—Please rotate responses A1-A4 and Anchor A5)

A1: Just one person (myself)
A2: Myself and my spouse
A3: Myself and one child
A4: Myself and multiple people (spouse and children)
A5: Not Sure
Ask if QC1 = A1 OR A2 OR A4:
QC5: How much do you pay per month (out of pocket) for vision insurance? (Select One—Please rotate responses A1-A5 and Anchor A6)

A1: $0 (free)
A2: Less than $5 per month
A3: $5 to $10 per month
A4: $11 to $15 per month
A5: More than $15 per month
A6: Not Sure

Ask all respondents:
QC6: Has there been any change in your vision insurance coverage, cost or benefits within the past year? (Select One)

A1: Yes
A2: No
A3: Not Sure

Ask if QC6—A1:
QC7: How has your vision insurance coverage changed over the past year? (Multiple Choice—Please Rotate Responses A1 – A7 and Anchor A8)

A1: I obtained coverage during the past year and did not have vision insurance before that.
A2: I lost vision insurance coverage during this past year.
A3: The price I pay for coverage (out of my own pocket) for vision insurance increased
A4: The price I pay for coverage (out of my own pocket) for vision insurance decreased
A5: The benefits of my vision insurance plan improved and got better.
A6: The benefits of my vision insurance plan declined and got worse.
A7: I have changed insurance companies and coverage
A8: Not Sure

Ask if VWQ1A = A2 AND VW Q74 = A1 OR A4 (“employed full time” or “student”)
QC8: If your employer or school offered vision insurance or a vision discount plan, would you sign up for the benefit even if you had to pay $5 per month? (Select One)

A1: Yes, definitely
A2: Yes, possibly
A3: No
A4: Does Not Apply to Me
A5: Don't Know
Ask if VWQ1A = A2
QC9: Would you be more likely to get an eye exam if you had vision insurance or a discount plan? (Select One)

A1: Yes
A2: No
A3: Don’t Know

Intro 2:
Ask if VWQ29G—A1 OR A2 OR A3:
We would now like to ask you a few questions about the role of your vision insurance program during your most recent purchase of eyeglasses.

Ask if VWQ29G—A1 OR A2 OR A3:
QC10: Did your vision insurance coverage influence where you bought your last pair of glasses (the location of the eye doctor / retailer)? (Select One)

A1: Yes
A2: No
A3: Not Sure

Ask if VWQ29G—A1 OR A2 OR A3:
QC11: Did your vision insurance coverage influence the timing of your most recent eyeglass purchase? (Select One)

A1: Yes
A2: No
A3: Not Sure

Ask if VWQ8—A4
QC12: Did your vision insurance coverage influence the timing of your most recent contact lens purchase? (Select One)

A1: Yes
A2: No
A3: Not Sure

Ask if VWQ29G—A1 OR A2 OR A3:
QC13: Please indicate if any of the situations below occurred during your last eyeglass purchase. (Multiple Choice—Please Randomize Responses A1 – A6)

A1: I wanted to use my vision insurance benefits before they expired
A2: I wanted to use my Flex Spending Account / Medical Savings Account dollars to purchase eyeglasses before they expired
A3: I purchased eyeglasses sooner than I had originally anticipated because of my insurance benefits
A4: I wanted to use my vision insurance benefits before any change in my employment situation
A5: My vision insurance allowed me to purchase a higher-quality pair of eyeglasses
A6: I would not have been able to buy eyeglasses without vision insurance coverage

Intro 3:
Ask if VWQ1A—A1 AND VWQ12—A1 OR A2:
We would now like to ask you a few questions about the role your vision insurance program will play during your next eyeglass purchase.

Ask if VWQ1A—A1 AND VWQ12—A1 OR A2:
QC14: Will your vision insurance coverage influence where you buy your next pair of glasses (the location of the eye doctor / retailer)? (Select One)
   A1: Yes
   A2: No
   A3: Not Sure

Ask if VWQ1A—A1 AND VWQ12—A1 OR A2:
QC15: Will your vision insurance coverage influence the timing of your next eyeglass purchase? (Select One)
   A1: Yes
   A2: No
   A3: Not Sure

Ask if VWQ1A—A1 AND VWQ12—A1 OR A2:
QC16: Please indicate if any of the situations below may occur during your next eyeglass purchase? (Multiple Choice—Please Randomize Responses A1 – A6)
   A1: I want to use my vision insurance benefits before they expire
   A2: I want to use my Flex Spending Account / Medical Savings Account dollars to buy eyeglasses before they expire
   A3: I will purchase eyeglasses sooner than I had originally anticipated because of my insurance benefits
   A4: I want to use my vision insurance benefits before any change in my employment situation
   A5: My vision insurance will allow me to purchase a higher-quality pair of eyeglasses
   A6: I will not be able to buy eyeglasses without vision insurance coverage