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Overview of Methodology and Results

In early 2007, The Vision Council, with the assistance of industry leaders and volunteers, developed an intensive questionnaire, subsequently updated to 26 questions, to survey the influence of the internet on the eyewear purchasing activities of Americans with easy-access to the internet. This survey was developed to gauge how consumers are using the internet, and the information available on the internet, when shopping for Rx eyeglasses, plano sunglasses, contact lenses and OTC readers. Since that time, The Vision Council has conducted the survey annually to determine trends in the usage and influence of the internet on their purchasing habits. These questions were appended to the November 2015 standard VisionWatch questionnaire that was sent to approximately 10,500 American adults. The sample was balanced and weighted during the analysis phase to be demographically and psychologically representative of the U.S. population over the age of 18.

A total of 10,343 complete, valid responses were received from adults who answered most questions and did not exhibit answer bias in their response pattern. The 10,343 respondents represent people who have purchased Rx eyeglasses, plano sunglasses, contact lenses and/or OTC readers within the previous six months (i.e. June through November 2015). The results and tabulations contained in this report are not all based on the complete sample size of 10,343 adults. In some cases, tabulations are based on a smaller number of participants when being interviewed about particular subjects; such as recent Rx eyeglass buyers (1,599), recent plano sunglass buyers (3,563), recent contact lens buyers (1,452) or recent OTC readers buyers (843). 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 26 questions for all 10,343 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 37 of this report.

As mentioned above, the 10,343 respondents are representative of the U.S. adult population over the age of 18; however, considering the methods used to collect the data, it is difficult to accurately develop national, aggregate projections from this survey. VisionWatch is an internet-based consumer study. Thus, the sample used in this survey represents a community of people with email and presumably easy access to the internet. The results of the survey are therefore only truly applicable to the American adult population that is already online and likely using the internet frequently for many different activities, including shopping. Projections or allusions to aggregate figures or behavior contained in this report are estimates and cannot be stated with absolute certainty.

In the 2015 study the working sample size remained steady at 10,000+ respondents for the third year in a row (past reports prior to 2013 had sample sizes of 5,000-7,000 respondents). This has helped improve the accuracy and usefulness of the results. Many of the questions are the same throughout all seven studies, although the battery of questions regarding contact lenses was new to the 2008 study. When applicable, there are comparisons to the 2013 and 2014 studies in the key points executive summary and the detailed summary on the following pages.
Key Points Executive Summary

How are Americans using the internet when shopping for general retail goods?

Most of the people polled continue to use the internet to some extent when shopping for general retail goods. This is to be expected considering the online nature of the survey and the higher propensity of survey respondents to have easy access to the internet. Browsing selected vendors when shopping for general retail goods, as well as selecting specific products to purchase, and conducting general product and pricing research are several functions performed by American consumers with the assistance of the internet. Almost 67% of the adults in our survey used the internet to directly purchase products at least occasionally, while less than 8% of the survey panel did not use the internet for any assistance when shopping for general retail goods. When compared to previous research (from our 2014 report), this year slightly fewer consumers are using the web to find selected vendors, select the specific product purchased purchase products directly online occasionally. Conversely, compared to 2014, relatively more consumers are using the internet to conduct basic research about the products they want to buy and an increasing in the number of adults using the internet to directly purchase products regularly (more than once per month).

Are Americans using the internet to any extent when purchasing eyewear?

Despite a relatively high number of consumers using the internet to some extent when shopping for general retail goods, the practice is still not as prevalent when consumers are shopping for eyewear. Americans were most likely to use the internet when buying contact lenses, where 30.7% of recent buyers used the internet to any extent during their last contact lens purchase. Even fewer Rx eyeglass buyers (22.5%), plano sunglass buyers (20.9%) and OTC readers buyers (8.0%) used the internet for any assistance during their last purchase. There were certain groups of eyewear consumers (men, younger Americans, relatively affluent Americans, residents of the Mountain-Pacific region of the USA and people who recently bought eyewear from a conventional optical chain that were more likely than other consumers to have used the internet when last purchasing eyewear. After increasing significantly in 2011, the number of consumers using the internet to shop for and buy corrective eyewear continued to grow from 2012 through 2014 before rising strong in 2015—especially for contact lens users and Rx eyeglass users.

What activities are Americans performing online when looking for new eyewear?

When using the internet to search for eyewear, most Americans are usually window shopping online. In other words, they are conducting research and activities that are utilized to help them purchase eyewear in-person at a future date. People most often compare prices of eyewear. They also look to the internet to examine possible brands, and to examine possible retail locations where they might eventually make a purchase in-person. People are somewhat less likely to use the internet to select the exact brand of eyewear they will buy, or to select the exact retail location where they will make a purchase. Finally, a small number of consumers are using the internet to review customer ratings/satisfaction relating to eyewear or eyewear retailers. Over the past year, the number of people using the Internet to determine the exact, or potential, brand of eyewear they want to eventually purchase increased considerably—as did the number of consumers using the internet to examine customer reviews and satisfaction for specific types and brands of eyeglasses and the number of consumers directly purchasing eyewear online over the Internet. On the other hand, the number of consumers using the Internet to benchmark prices, and the number of consumers using the internet to
search for the exact, and / or potential retailers of eyewear all decreased slightly. Over the past couple years; recent eyewear buyers are using the internet for more than one function when shopping online. About 57% of recent eyewear buyers reported using the internet to complete multiple tasks, up from 2008 through 2014. Moreover, using the internet for customer reviews of different retailers and direct eyewear online buying activity has surged over the past couple of years.

**What websites are Americans using when looking for new eyewear?**

Consistent with the results from past research, when Americans do access the internet to assist with their purchase of eyewear, most only use one or two different types of websites to aid the buying process. While many consumers generally turn to internet search engines for assistance when buying eyewear, there were some differences in the types of websites used based on the type of eyewear being purchased. For Rx eyeglasses, people tend to use websites operated by known eyeglass retailers. For people who recently purchased plano sunglasses, websites operated by general online retailers or sunglass specialty stores were most often used by consumers. For consumers who recently purchased OTC readers, websites operated by general online retailers (like Amazon.com or buy.com), as well as websites of mass merchant / wholesale club retailers (such as Wal-Mart and Costco) were often visited to perform some basic functions. Only a handful of consumers who recently purchased eyewear visited an eyewear manufacturer when selecting eyewear; however there was a slight increase in the number of people visiting manufacturer websites or an internet search engines when recently buying eyewear in 2015.

**Are Americans buying eyewear online?**

Approximately 23% of people using the internet to assist in their last purchase of eyewear actually made the purchase directly online – mostly contact lens purchases. Specifically, about 3.6%-3.8% of all recent eyeglass buyers used the internet to directly purchase eyeglasses. Only 3.0% of recent OTC readers buyers used the internet to directly purchase their readers, and 6.3% of recent plano sunglass buyers used the internet to directly purchase sunglasses. In terms of contact lens buyers, about 18.2% purchased their lenses online directly over the internet. Although it is difficult to use this data to project up to a national total of aggregate online purchase activity, it is likely that between 2.6 and 2.9 million pairs of Rx eyeglasses were purchased online during the 12ME period September 2015. Similarly, an estimated 1.3 to 1.7 million pairs of OTC readers and approximately 6.3–6.7 million pairs of plano sunglasses were directly purchased online during this same time period.

The groups that were more likely to use the internet for different functions when shopping for their last pair of eyewear were also the groups that were more likely to directly purchase eyewear online. In particular, women, younger Americans, Americans with relatively high incomes, and Americans that use the internet when shopping for general retail goods were all more likely than other groups to have directly purchased eyewear online within the past six months. The rate of growth in online eyewear purchases has continued to grow strong in 2015 after rebounding from slower growth rates in 2013. Unit sales of online eyewear increased by about 12% in 2015, growing faster than 2012 and 2013 and slightly ahead of 2014’s 11% growth rate – an expected result as consumers use the internet to shop for eyewear more in 2015 than they did in past years. In 2015, the largest increases in online optical buying behavior occurred among adults from mid-income households ($40K to $75K annually) purchasing optical products online, as well as an increase in the number of people between the age of 45 and 54 purchasing eyewear online.
What websites are Americans using to buy new eyewear online?

The 2015 Internet Influence report indicates that online eyeglass buyers prefer to use websites operated by eyewear retailers, especially retailers that only have a presence on the web (e.g. eyebuydirect.com, framesdirect.com, coastal.com). Among plano sunglass buyers, general online retailers that also sell eyewear (like Amazon.com and buy.com), sunglass specialty retailers (sunglasshut.com, solsticestores.com, etc.) and online auctioning services (e.g. eBay.com) are the most popular sites used to purchase plano sunglasses online. Significant numbers of recent OTC readers buyers purchased readers from sites operated by general online retailers, sites operated by eyewear retailers that only have an online presence, as well as websites operated by drug store / pharmacy retailers.

It should be noted that 13% of recent online eyewear buyers could not remember the type of website used to purchase eyewear within the last six months. These results are consistent with previous research, although it seems that the number of recent buyers that cannot recall the type of website used to make an eyewear purchase has increased in 2015 to levels we last saw in 2012--meaning that people may still have difficulty recognizing and differentiating different online optical web retailers and developing a detailed knowledge of the sites they used to shop for and buy eyewear online.

Are they happy after buying eyewear online?

Most of the 812 consumers that purchased eyewear online within the past six months are satisfied with their purchase experience. In fact, 57.1% rated their recent online buying experience as “excellent” and 35.1% rated their recent online purchase experience as “good.” Only 7.8% of recent online eyewear buyers rated their buying experience as “neutral”, “poor” or “very bad.” When compared to 2007 through 2015, it seems that purchase satisfaction for online eyewear purchases decreased in 2014 and 2015 after it had been stagnant for a few years. Moreover, online eyewear purchase satisfaction is still comparable to (and slightly higher than) purchase satisfaction rates among eyewear buyers who purchased from a physical “brick and mortar” retailer. In 2015, online purchase satisfaction seemed to have increased most among Rx eyeglass buyers who purchased their glasses online.

Why are some Americans avoiding the internet when looking for, and purchasing, new eyewear?

It seems that most people are avoiding the internet when shopping for eyewear because they enjoy buying eyewear in-person where they can physically try on eyewear. For American adults who recently purchased Rx eyeglasses, the trusted relationship they have with their eye care professional or retailer was another factor that limited their use of the internet when recently purchasing eyeglasses. For many American adults who recently purchased OTC readers, the fact that they knew the exact pair of readers they were going to purchase kept them from using the internet when last purchasing readers. Less than one-eighth of the American adult population avoided the internet during their last purchase because of a lack of trust in or belief it is too much of a hassle to use the internet. These results have not changed much over the past few years; however, since 2012, more consumers are avoiding the Internet as it relates to optical shopping because they cannot physically try-on eyewear in-person and fewer people are avoiding the Internet because of preconceived notions on the exact type of eyewear they want to purchase.
Are Americans planning to use the internet for future eyewear purchases?

About 34.4% of recent eyewear buyers with easy access to the internet claimed that they will not use the internet for any assistance or functions when purchasing eyewear in the future. Those consumers that are receptive to using the internet in the future will most likely use the internet to examine possible brands and types of eyewear, or search around the web to compare and benchmark prices. A considerable number of consumers reported that they will also use the internet to examine customer reviews and satisfaction. Only a few consumers reported that they will use the internet to locate the exact pair of eyewear that they will buy, or to locate the exact location where they will buy eyewear at a later date. Finally, about 30.7% of recent eyewear buyers with easy access to the internet indicated that they may possibly or probably use the internet to directly purchase eyewear in the future. These results are consistent with what was found in previous studies; however, in 2015 intended future use of the Internet for future eyewear purchases increased significantly after stalling in 2014, with more consumers reporting “probable” future online eyewear purchases and more consumers reporting that they will use the internet to examine possible retailers of eyewear for future eyewear purchases.

What products will consumers buy with the assistance of the internet in the future?

Recent eyewear buyers with ready access to the internet are most apt to purchase plano sunglasses directly online at some point in the future; meaning that up to an additional 6.0 to 6.5 million pairs of plano sunglasses could be sold online annually in the near future. A slightly smaller number of recent eyewear consumers with ready access to the internet seem likely to purchase Rx eyeglasses or Rx contact lenses online at some point in the future. Smaller numbers of consumers expressed interest in purchasing Rx sunwear, OTC readers, a single pair of frames (without lenses), or a pair of Rx lenses (without the frames) online at some point in the future. When compared to our 2014 report, online purchase intent has increased slightly for all types of eyewear, except for Rx lens-only purchases (no frame)—in which online future purchase intent dropped by about 8%. Future online purchase intent increased most over the past year for a complete pair of plano (non-Rx) sunglasses and Rx sunglasses.

Which type of consumer is most likely to shift to the internet in the future?

It is difficult to predict which consumers, or groups of consumers, will purchase eyewear online at any point in the future. However, similar to what was observed in past studies, the results of this survey show that consumers using the internet to some extent already when purchasing eyewear will likely continue to do so in the future. Furthermore, if these internet-friendly consumers are not already buying eyewear online, there is a good chance that they will do so (at least once) at some point in the future. Demographically speaking, men, younger Americans, and high-income Americans are more likely than other consumers to use the internet to some extent when purchasing eyewear in the future. Moreover, Americans that most recently purchased eyewear from mass merchant / wholesale club retailers are slightly more likely to have indicated that they will use the internet for certain eyewear shopping activities, including purchasing, at some point in the future. This has not changed much over the past couple years.

One of the main differences when comparing the 2007-2010 studies to the 2011-2015 studies is that there are more eyewear buyers who purchased from independent retailers from 2011 to 2015 who are likely to use the internet for future optical shopping and buying functions. In the past, an overwhelming majority of eyewear buyers who were likely to “defect” to the internet came from 18 to 34 year old group and were primarily consumers who bought from conventional chain or mass merchant retailers. The results of this report indicate that the profile of potential “optical online buyer” is continuing to evolve. In
2015, the largest increases in online eyewear future purchase intent occurred among men, Americans between the ages of 35 to 44, Americans from the Southeast region of the country, and among consumers who recently purchased eyewear from an independent ECP retailer.
Detailed Question by Question Summary

Custom Q1: Please indicate which phrase below best describes your online shopping habits for general retail goods.
(Among respondents that purchased eyewear in the past 6 months)

Most of the people polled continue to use the internet to some extent when shopping for general retail goods. This is to be expected considering the online nature of the survey and the higher propensity of survey respondents to easily access the internet. Still, about 7.6% of survey respondents did not use the internet at all when shopping for general retail goods. Men, Americans 18 to 34 years old, and Americans from households with annual incomes under $40K were slightly more likely than other Americans to not use the internet when shopping for general retail goods. These results are somewhat varied from what was observed in past reports; the amount of respondents not using the internet at all decreased from previous editions of this report. However, unlike 2008-2013, where Americans over the age of 55 were less likely to use the internet, in 2014 and 2015 the age group less likely to use the internet for purchases was the 18 to 34 age group. Overall there has been a continual increase in the number of Americans using the internet for different general retail shopping functions.

Just under 30% of survey respondents reported using the internet to browse selected vendors when shopping for general retail goods, compared to 22.5% using the internet to select the specific product they wanted to buy. About 32% of survey respondents reported using the internet to conduct basic research on the general retail goods they were planning to purchase, and 33.0% reported using the internet to conduct pricing research on the products they were interested in. Finally, a large number of survey respondents (66.7%) reported using the internet to directly purchase general retail goods from retailers online; 33% reported buying products occasionally (less than once per month) and 33.6% reported purchasing general retail goods online regularly (more than once per month). When compared to previous survey results, Americans seem to be using the internet slightly more for their general retail shopping activities, particularly “regularly” purchasing goods and services online.

Women tended to utilize the internet for more shopping functions (especially purchasing) than men. Moreover, Americans with higher household incomes also reported using the internet for shopping functions more than Americans with lower annual household incomes. Surprisingly, age exerted only minimal influence over the usage of the internet for general retail shopping, with older Americans embracing internet usage for general retail shopping more over the past couple years. This year, Americans over the age of 45 were more likely than Americans under the age of 45 to purchase online on a regular basis.

Custom Q2: Did you use the internet in any capacity whatsoever (including any basic searching and comparisons) when purchasing your most recent pair of eyeglasses?
(Among respondents that purchased Rx Eyeglasses in the past 6 months)

Of the 1,796 American adults that purchased Rx eyeglasses during the past six months, a sizeable portion (22.5%) reported using the internet to some extent when purchasing their most recent pair of Rx eyeglasses. The vast majority (72.4%) did not use the internet at all when buying their most recent pair of eyeglasses. There were some demographics and consumers that used the internet with relatively greater frequency when recently purchasing a pair of Rx eyeglasses. Younger Americans (ages 18 to 44 years old), men, and Americans with high annual household incomes were more likely than other recent eyeglass buyers to use the internet to some extent when purchasing their last pair of
eyeglasses. Furthermore, consumers that purchased their most recent pair of eyeglasses from a conventional chain location were more likely to have used the internet in some capacity when making that purchase. There has also been a shift in internet usage among recent eyeglass buyers from people without children living at home to people with at least one child under the age of 18 living at home with them. There has also been increased usage of the internet for different eyeglass buying functions among buyers from lower income households and older age demographics (over the age of 45).

Custom Q3: Why did you not use the internet when purchasing your most recent pair of eyeglasses?
(Among respondents that did NOT use the internet when shopping for Rx Eyeglasses in the past 6 months)

It appears that most of the people purchasing eyeglasses without the assistance or use of the internet did so because they like the experience of physically trying on and purchasing eyeglasses in person (40.0% of recent eyeglass buyers that did not use the internet). Women were more likely than men to avoid using the internet because they enjoy the experience of trying on and purchasing eyeglasses in person. Americans over the age of 45 were less likely to use the internet when purchasing eyeglasses because they cannot try on eyeglasses without visiting a retailer or eye doctor in person.

Many recent eyeglass buyers also have a trusted relationship with their eyewear retailer (29.3% of recent eyeglass buyers that did not use the internet) that kept them from using the internet when last purchasing eyeglasses. Certain demographics, especially Americans over the age of 55, Americans from households with relatively high incomes, and Americans that last purchased their eyeglasses from an independent retail location were more likely than other recent eyeglass buyers to have avoided using the internet because of a trusted relationship with their eyewear retailer.

Only a handful of recent eyeglass buyers did not use the internet because of the hassle associated with the internet or because they do not trust the internet (8.9% and 4.1% respectively of recent eyeglass buyers that did not use the internet). Americans at either end of the adult age spectrum (18-34 year olds and adults over the age of 55) and people that recently purchased eyewear from a mass merchant / wholesale club location were a little more likely than other eyeglass buyers to have avoided using the internet when making their last eyeglass purchase because of trust issues or any inconvenience associated with internet purchasing. The results outlined above were similar to what was observed in previous reports.

Custom Q4: Please indicate how you used the internet for your last eyeglass purchase?
(Among respondents that used the internet when shopping for Rx Eyeglasses in the past 6 months)

Among the small number of consumers that used the internet to some extent when last purchasing eyeglasses, utilizing the internet to compare and benchmark prices for eyeglasses was the most common task performed by recent buyers, with 31.4% of recent eyeglass buyers going online to compare and benchmark prices. Women, Americans over the age of 55 years old, residents of the Northeastern U.S. and consumers that recently purchased eyeglasses at a conventional optical chain retailer were more likely than other buyers to go online to search, compare and benchmark prices for Rx eyeglasses. A smaller portion of recent eyeglass buyers going online used the internet to examine customer reviews and satisfaction with either particular eyeglass brands (17.3%) or retailers (18.3%).

Searching for possible brands of eyeglasses was the next most popular use for the internet when shopping for Rx eyeglasses. Using the internet to select the exact brand was less popular, but still a common practice. In fact, based on the results of this survey, it is possible that anywhere from 4.0 to
4.8 million recent eyeglass buyers used the internet to search for possible brands of eyeglasses, and anywhere from 2.8 to 3.5 million buyers possibly used the internet to determine the exact frame brand that they later purchased in-person at a physical brick-and-mortar retailer.

Searching out potential retailers of eyeglasses online was somewhat more common as looking for particular retailers of eyeglasses. Specifically, it is estimated that 6.0% of recent eyeglass buyers went online to find possible retailers of eyeglasses and 4.3% used the internet to select the exact retailer where eyeglasses were eventually purchased in-person.

Purchasing or ordering eyeglasses directly over the internet was an increasingly common function among recent eyeglass buyers. In fact, 118 of the 1,796 respondents that bought eyeglasses / lenses in the past six months (6.6%) reported purchasing the glasses online directly over the internet. However, because of sampling bias and a higher than average propensity to use the internet among our online VisionWatch sample, it is estimated that only 3.5% to 4.0% of all eyeglass frames were purchased on the internet during the 12ME period September 2015. On a national scale, that means that approximately 2.7 to 2.8 million pairs of eyeglasses were purchased online directly over the internet during the past year (out of the 73.9 million total pairs sold during the 12ME period September 2015). It seems that directly purchasing Rx eyeglasses online is increasing year-over-year, although it is still growing from a relatively small base.

Custom Q5: What type of website did you visit and use when deciding on your last eyeglass purchase?
(Among respondents that used the internet when shopping for Rx Eyeglasses in the past 6 months)

American adults that used the internet to examine prices, retailers, brands and customer reviews generally went to two main types of websites to conduct their research. Either they visited the website of a known eyewear retailer (LensCrafters.com, Wal-Mart.com, VisionWorks.com, etc.) or they used an internet search engine (Google, Yahoo, etc.). These two types of websites, when combined, accounted for well over half of all websites used by recent eyeglass buyers to conduct online research. Fewer numbers of recent buyers visited the website of an eyeglass manufacturer, a fashion-oriented website, and/or a consumer information website. These results are comparable to the findings from 2008 through 2014.

Custom Q6: What website did you visit and use to make your last eyeglass purchase?
(Among respondents that used the internet to purchase Rx Eyeglasses in the past 6 months)

With only 118 respondents purchasing eyeglasses online directly over the internet over the past six months, it is difficult to generalize which websites consumers use to purchase their glasses online. About 74.6% of respondents purchasing eyeglasses online purchased from the site of an eyewear retailer with only a web presence (39dollarglasses.com, framesdirect.com, eyeglasses.com, etc.). Smaller numbers of online eyeglass buyers (8.5%) purchased from the website of an eyewear retailer that also has physical brick and mortar locations (LensCrafters.com, Wal-Mart.com, etc.). The remaining buyers used an online auction site, a general online retailer that happens to sell eyeglasses (Shopzilla.com, buy.com, etc.) or some other type of website. Although the results can only be used directionally due to small sample sizes, it appears online female eyeglass buyers and online buyers from lower-income households were relatively more likely to purchase eyeglasses online from retailers without a physical presence or general retail merchandising sites. Online eyeglass buyers over the age of 55 also tended to favor online retailers without a physical brick-and-mortar presence when making an eyeglass purchase online. This represents a reversal from our 2013 results and a return to the trends from older reports when it was primarily buyers in the older age categories went to physical locations.
Custom Q7: How would you rate your experience of purchasing your most recent pair of eyeglasses online?
(Among respondents that used the internet to purchase Rx Eyeglasses in the past 6 months)

Similar to the observations in question 6, it is difficult to determine typical customer satisfaction of buying eyeglasses online with only 118 respondents to this question. However, the feedback from those respondents indicates they were highly satisfied with their recent online purchase. Well over half of recent online buyers (69.5%) rated the overall online buying experience as Excellent. Of the remaining respondents, 30.5% of recent online eyeglass buyers rated the experience as Good. No responses had a Very bad opinion of the online purchase experience. When compared to past research it seems that customer satisfaction with online eyeglass purchases has risen significantly over the past year, as well as increased over the past 7 years. Although as mentioned before the sample sizes are extremely small and make it difficult to draw meaningful conclusions from the survey data.

Custom Q7a: Compared to buying eyeglasses in person from an eye doctor or retailer, do you expect the same quality when buying eyeglasses online?
(Among respondents that used the internet to purchase Rx Eyeglasses in the past 6 months)

Some industry observers have hypothesized that satisfaction with online eyeglass purchases is so high because consumers do not expect the same quality and standards/services from online retailers that they expect from physical brick-and-mortar retailers. As we have seen in previous reports, this does not appear to be the case. When asked about their expectations from online eyeglass retailers, a significant majority of online buyers (86.4%) expect the same level of quality from online eyeglass retailers that they expect from physical brick-and-mortar retailers. This is a slight increase from the 85.7% that expected the same level of quality from online eyeglass retailers in 2014. Men, eyeglass buyers over the age of 45 and eyeglass buyers from mid-income households ($40-$75K annually) are all more likely to expect the same level of quality when buying eyeglasses online.

Custom Q8: Did you use the internet in any capacity whatsoever (including any basic searching and comparisons) when purchasing your most recent pair of sunglasses?
(Among respondents that purchased Plano Sunglasses in the past 6 months)

American adults that recently purchased a pair of plano sunglasses within the past six months were slightly less likely than recent Rx eyeglass buyers to have used the internet to some extent when buying their sunglasses. Approximately 21% of respondents who recently purchased plano sunglasses used the internet to some extent when purchasing their sunglasses. This means that more than 21.6 million people who purchased sunglasses over the past year may have accessed the internet to assist in their purchase.

Men, residents of the Northeast U.S., Americans with high annual household incomes, and Americans that reported using the internet when shopping for general retail goods were more likely to have used the internet to some extent when recently purchasing plano sunglasses. Younger Americans that recently purchased plano sunglasses were also far more likely than older Americans to have used the internet in some way to assist in various shopping functions when last purchasing plano sunglasses.
Custom Q9: Why did you not use the internet when purchasing your most recent pair of sunglasses?  
(Among respondents that did NOT use the internet when shopping for Plano Sunglasses in the past 6 months)

The 74.6% of recent plano sunglass buyers that did not use the internet at all when purchasing their most recent pair of sunglasses reported numerous reasons why they did not use the internet. Over one third stated that not being able to physically try on plano sunglasses was a deterring factor that kept them away from the internet and led them to visit sunglass retailers in person. Women, recent plano sunglass buyers who purchased from a mass merchandiser and Americans over the age of 45 years old were relatively more likely to avoid using the internet when last purchasing plano sunglasses because it did not allow them to try on the sunglasses they wanted to buy.

Almost one-quarter of American adults that did not use the internet when last purchasing plano sunglasses avoided the internet because they enjoy the experience of purchasing sunglasses in-person at a physical retail location. The experience of purchasing sunglasses in-person was a strong deterring factor keeping certain demographics off of the internet, particularly women, Americans over the age of 45, Americans from the Northeast region of the US and Americans that recently purchased plano sunglasses from a conventional optical chain retailer.

Other recent plano sunglass buyers shied away from the internet when last purchasing plano sunglasses because they already knew the particular type/pair of sunglasses they wanted to buy and therefore did not need the internet for more information. Only a handful of recent plano sunglass buyers avoided the internet because it is too much of a hassle to use the internet (7.7%) or because they do not trust the internet (2.2%). Interestingly, one of the major internet-inhibiting factors for people that recently purchased Rx eyeglasses (“I have a trusted relationship with my eyewear retailer”) was hardly a factor at all in the decision of recent sunglass buyers to stay away from the internet.

Custom Q10: Please indicate how you used the internet for your last sunglass purchase.  
(Among respondents that used the internet when shopping for Plano Sunglasses in the past 6 months)

Among the 744 respondents that used the internet when last purchasing a pair of plano sunglasses during the past six months, 32.4% used the internet to examine possible brands and types of plano sunglasses before making the purchase. Roughly 26% of recent plano sunglass buyers used the internet to find the exact brand of plano sunglasses that they would eventually purchase. Americans between the ages of 35 to 44 years old and Americans residing in the Midwest of the U.S. were more likely than other recent plano sunglass buyers to use the internet to examine and/or select the sunglasses they wanted to buy.

After examining possible brands of sunglasses, recent sunglass purchasers were most likely to have used the internet to examine, compare, and benchmark prices for some sunglass brands and/or retailers. Over 42% of recent plano sunglass buyers using the internet, especially women, Americans over the age of 55, Americans from relatively lower income homes and Americans from the Midwest region of the U.S. used the internet to compare prices for different sunglasses or different retailers.

Smaller, but still significant, numbers of recent plano sunglass buyers used the internet to examine possible retailers of plano sunglasses (20.0% of recent buyers going online), or to examine reviews of brands (25.4% of recent buyers who went online). A total of 14.7% used the internet to examine satisfaction and reviews for particular retailers of plano sunglasses (down from 2013 and 2014). Among
people that recently purchased plano sunglasses, Americans from mid-income households ($40K-$75K), Americans between the ages of 35 to 44, and people residing in the Southeastern U.S. were more likely to have used the internet for the different functions mentioned above.

Finally, 30.1% of recent plano sunglass buyers who went online when last shopping for plano sunglasses used the internet to directly purchase plano sunglasses from a specific internet website. Women, Americans without children living at home, residents of the Mountain-Pacific region of the USA and Americans between the ages of 45 to 54 years old were more likely than other plano sunglass buyers to use the internet to directly acquire and buy sunglasses.

**Custom Q11: What type of website did you visit and use when deciding on your last sunglass purchase?**
(Among respondents that used the internet when shopping for Plano Sunglasses in the past 6 months)

It is estimated that as many as 21.6 million people that purchased plano sunglasses over the past 12 months visited at least one website to assist in the purchase of their sunglasses. About 35.3% of those using the internet to some extent during their most recent shopping experience visited an internet search engine (Google, Yahoo, etc.). Men, Americans over the age of 55 and people with annual household income under $40K were more likely than other sunglass buyers using the internet to visit internet search engines when shopping for plano sunglasses.

A similarly large portion of the recent plano sunglass buyers using the internet to assist in their purchase of plano sunglasses (32.9%) also visited the website of a general online retailer (Amazon.com, shopzilla.com, etc.). General online retailer websites were more commonly used by residents of the Mountain-Pacific U.S., Americans over the age of 55, people from lower income households, and Americans who recently purchased from a mass merchant / wholesale club location.

A smaller number of recent sunglass buyers using the internet (19.0%) visited the website of a sunglass specialty retailer to assist in their purchase of plano sunglasses. Men, Americans under the age of 35, people that have recently purchased eyewear from a conventional chain, and Americans from households with higher annual incomes ($40K+) were somewhat more likely than other recent sunglass buyers to visit a sunglass specialty retailer website when purchasing plano sunglasses.

Other websites were commonly used by Americans that have recently purchased a pair of plano sunglasses. In particular, websites of department stores (16.5%) and mass merchandisers (15.7%) each were accessed by recent sunglass buyers that used the internet to shop for their last pair of sunglasses. Drug store/convenience store websites, fashion-oriented websites and websites that feature celebrities (E! Online, TMZ.com, etc.) were only used by a small number of recent plano sunglass buyers. These results are similar to what we have observed in past reports.

**Custom Q12: What website did you visit and use to make your last sunglass purchase?**
(Among respondents that used the internet to purchase Plano Sunglasses in the past 6 months)

During the 12ME period September 2015, it is possible that up to 6.5 to 7.0 million American adults purchased a pair of plano sunglasses online directly over the internet. One of the most popular websites used to directly purchase plano sunglasses online, according to our survey panel, was websites of general online retailers. A total of 27.7% of the Americans purchasing plano sunglasses online used the website of a general online retailer (e.g. Amazon.com) to make the purchase. American men, Americans between the ages of 45 to 54, and Americans from households with relatively high
annual incomes were more likely than other plano sunglass buyers to use the website of a general online retailer to purchase plano sunglasses recently.

Less than 10% of the American adults that purchased plano sunglasses online within the past six months used the website of a department store (Sears.com, Kohls.com, etc.) to buy their sunglasses. Women, as well as Americans between the ages 18 to 34, were more likely than other groups to use the website of a department store when purchasing their most recent pair of plano sunglasses online.

Websites operated by online auctioning services and sunglass specialty stores with a web presence were also fairly common purchase points for Americans that recently bought plano sunglasses online in the past six months. Websites operated by mass merchandisers, eyewear retailers with only a web presence, as well as conventional optical chain retailers, drug stores, and convenience stores were only used by a small number of consumers to directly purchase sunglasses.

When compared to previous research, in 2015 there were considerable increases in the number of online plano sunglass buyers using the website of a department store retailer or a general online retailer (amazon.com, Overstock.com) to buy plano sunglasses online. Conversely, over the past year, we have seen declines in the number of online plano sunglass buyers purchasing from sporting goods retailers, sunglass specialty retailers (e.g. sunglasshut.com, solsticesunglasses.com, etc.) and conventional optical chain retailers.

**Custom Q13:** How would you rate your experience of purchasing your most recent pair of **sunglasses** online?
(Among respondents that used the internet to purchase Plano Sunglasses in the past 6 months)

Similar to what was observed in previous years; most of the 224 survey participants that purchased plano sunglasses directly over the internet during the last six months of 2015 were satisfied with their purchase. In fact, 62.1% of recent online plano sunglass buyers reported that their online buying experience was **Excellent**. Another 33.9% reported that their online buying experience was **Good**; while only 3.1% rated their online buying experience as **Neutral** (only 2 people reported a poor or very bad experience). There were only slight differences in satisfaction among the different groups that purchased plano sunglasses directly over the internet within the past six months, with recent male buyers, buyers from higher income households and buyers over the age of 55 reporting more satisfied online plano sunglass buying experiences when compared to other consumers.

**Custom Q14:** Did you use the internet in any capacity whatsoever (including any basic searching and comparisons) when purchasing your most recent pair of **readers**?
(Among respondents that purchased OTC Readers in the past 6 months)

In line with the previous studies in 2008-2014, of the four main types of eyewear surveyed, American consumers with easy access to the internet were least likely to use the internet for any functions when purchasing a pair of OTC readers. In fact, just 9.0% of the 843 American adults that recently purchased a pair of reading glasses used the internet to any extent when buying their OTC readers. American men, Americans under the age of 45, Americans from households with children living at home, Americans that use the internet when purchasing other types of eyewear, and Americans that recently purchased eyewear from a conventional chain were a little more likely than other readers buyers to have used the internet when buying a pair of readers within the past six months.
Custom Q15: Why did you not use the internet when purchasing your most recent pair of readers?
(Among respondents that did NOT use the internet when shopping for OTC Readers in the past 6 months)

A large portion of Americans that purchased readers in the past six months (33.5%) did not use the internet because they already knew the specific pair of readers they wanted to buy and therefore did not need the internet to assist them in finding a particular brand or retailer. Among recent readers buyers that did not use the internet at all during their last purchase, men, Americans from lower income households and Americans over the age of 55 were least likely to use the internet when purchasing their most recent pair of OTC readers because they already knew the exact pair they were going to purchase and did not need the internet to assist them.

There were also a significant number of recent OTC readers buyers that did not use the internet when purchasing their last pair of readers because they enjoy buying readers in person (21.3%) or because of the inability to physically try on readers over the internet (51.7%). This was particular an issue for those from lower income households. About one-seventh of the Americans that purchased readers in the past six months without the assistance of the internet avoided the internet because of the hassle of the web, distrust of the web or because they have a trusted relationship with their eyewear retailer. These findings are similar to what was observed in past reports.

Custom Q16: Please indicate how you used the internet for your last readers purchase?
(Among respondents that used the internet when shopping for OTC Readers in the past 6 months)

Even though only about 7.8% to 8.2% of the American adult population purchasing readers within the past six months used the internet (76 out of the 843 purchasers surveyed), on an aggregate level that indicates that upwards of 3.9 to 4.1 million American adults used the internet during the 12ME period September 2015 to assist in some way with their most recent purchase of readers. While this figure has remained flat and hasn’t increased over the past year, it represents almost a 110% increase when compared to the number of consumers using the web for buying OTC readers back in 2007. As observed among Rx eyeglasses and plano sunglasses buyers, most people accessing the internet when purchasing OTC readers were examining possible brands and comparing prices and retailers. Comparatively few people are going online for assistance to determine the exact retail location to make their future purchase (11.8%).

It does appear that some readers buyers, like sunglass and eyeglass buyers, have used the internet to directly purchase OTC readers. Close to one-third of the Americans polled using the internet to some extent while buying readers over the past six months (31.6%) used the internet to purchase the readers they bought. When compared past research, the number of people accessing the internet when purchasing OTC readers in 2015 has increased steadily since 2010—including direct OTC readers buying activity.

Custom Q17: What type of website did you visit and use when deciding on your last readers purchase?
(Among respondents that used the internet when shopping for OTC Readers in the past 6 months)

Websites operated by general online retailers (Amazon.com, Shopzilla.com) and internet search engines (such as a Google.com and Yahoo.com) were the websites most often visited and/or used by consumers who recently purchased a pair of OTC readers. Recent readers buyers also visited websites operated by mass merchants to assist in their purchase of reading glasses. About 57% of the people
who recently purchased OTC readers and used the internet to some extent when making the purchase only visited one website during their search. The remaining buyers visited more than one type of website when shopping for their last pair of readers. When compared to what has been observed in the past, these results have shifted to a larger portion of people only looking at one website; however, it appears that in 2015, OTC readers buyers have been using websites operated by general online retailer and websites operated by mass merchants to a greater degree when shopping for OTC readers online.

Custom Q18: What website did you visit and use to make your last readers purchase? (Among respondents that used the internet to purchase OTC Readers in the past 6 months)

With only 24 respondents purchasing OTC readers online directly over the internet within the past six months, it is difficult to ascertain which websites consumers are using to purchase their readers over the internet. Almost 38% of the online readers buyers in the survey group purchased readers from a general online retailer that offers eyewear (Amazon.com, Shopzilla.com, Overstock.com, etc.). Another 13% purchased OTC readers from websites operated by an eyewear retailer that only has an online presence (39dollarglasses.com, framesdirect.com, eyeglasses.com, etc.). The rest purchased from websites operated by an optical chains, a drug/convenience store website, an online auctioning retailer website or a smaller “niche” website that doesn’t correspond to our major market categories.

Custom Q19: How would you rate your experience of purchasing your most recent pair of readers online? (Among respondents that used the internet to purchase OTC Readers in the past 6 months)

Since only 24 survey respondents purchasing OTC readers online within the past six months, it is difficult to determine typical customer satisfaction with the experience of buying readers online. Around 62.5% of all online readers buyers rated their experience as Excellent. The remaining 37.5% rated their experience as Good, with no one rating their online readers buying experience Neutral, Poor or Very Bad. This is comparable to results of previous surveys that show high customer satisfaction with online OTC readers purchases.

Custom Q20: Did you use the internet in any capacity whatsoever (including any basic searching and comparisons) during your most recent purchase of contact lenses? (Among respondents that purchased Contact Lenses in the past 6 months)

When compared to other types of eyewear, American consumers with easy access to the internet were most likely to use the internet for some shopping functions when purchasing contact lenses. In fact, 30.7% of American adults that recently purchased contact lenses used the internet to some extent when buying their contacts. American women, Americans from households with high annual incomes ($75K+) and Americans adults under the age of 45 were relatively more likely than other contact lens buyers to have used the internet when buying contacts within the past six months. The results from the 2015 report indicate that Americans have continued returning to the internet after moving away from the online contact lens retailing environment in 2010-2012. American women and households with higher annual incomes were more likely than other groups to increase their use of the internet when shopping for contact lenses over the past year.
Custom Q21: Why did you not use the internet during your most recent purchase of contact lenses?
(Among respondents that did NOT use the internet when shopping for contact lenses in the past 6 months)

A small portion of Americans that purchased contact lenses in the past six months (15.7%) did not use the internet because they are happy with purchasing contact lenses through their current supplier in-person (up slightly from 2013 and 2014). Among recent contact lens buyers that did not use the internet at all during their last purchase, men, American adults under the age of 45, Americans from lower income households and Americans who recently purchased eyewear from a conventional optical chain location were least likely to use the internet when purchasing their most recent pair of contacts because they were happy with purchasing contact lenses through their current supplier in-person.

There were also a significant number of recent contact lens buyers that did not use the internet when purchasing their last contacts because they have a trusted relationship with their eyewear retailer (38.9%, a major increase from 2013 and 2014). Women, Americans over the age of 45, people from higher income households and recent contact lens buyers who purchased from an independent ECP location were especially likely to avoid the internet because they have a trusted relationship with their eyewear retailer. About 11.4% of recent contact lens buyers avoiding the internet did so because they believe that they cannot get qualified advice from an eye care professional over the internet when purchasing contacts. Only a handful of the Americans that purchased contacts in the past six months without the assistance of the internet avoided the internet because of the hassle of the web (8.2%) or distrust of the web (4.3%).

Custom Q22: Why did you purchase contact lenses online and not in-person at a physical retailer?
(Among respondents that used the internet to purchase contact lenses in the past 6 months)

Among the 30.7% of recent contact lens buyers that used the internet to purchase their contacts during the past 6 months, most bought online because of price or convenience. In particular, 46.2% of recent online contact lens buyers (especially those between the ages of 35 to 54 or buyers from relatively lower income households) used the internet because they believed online retailers charge less for contact lenses than traditional brick-and-mortar retailers. At the same time 41.0% of recent online contact lens buyers (in particular, women, Americans between the ages of 45 to 54 and people from higher income households) used the internet because of the convenience of ordering contacts online. There was a smaller portion of recent online contact lens buyers who purchased contacts online when compared to 2014 because of the larger selection of contact lens products that online retailers offer (19.3%) or because online retailers offer quicker delivery of contact lenses (20.6%).

Custom Q23: How would you rate your experience of purchasing contact lenses online?
(Among respondents that used the internet to purchase contact lenses in the past 6 months)

Similar to what was observed with other online eyewear purchases in this study; most of the 446 respondents that purchased contact lenses online recently appear to be satisfied customers. In fact, 51.1% of recent online contact lens buyers rated their buying experience as Excellent and another 37.9% rated their experience as Good. A total of 10.8% of recent online contact lens buyers rated their purchasing experience as Neutral with the remaining 0.2% reporting a Poor experience.

Satisfaction with online contact lens purchases was relatively higher among women, Americans under the age of 35, lower income Americans, and contact lens buyers who purchased their lenses from a conventional chain retailer.
Custom Q24: Will you ever go back to purchasing contact lenses in-person from a retailer or eye care professional?
(Among respondents that used the internet to purchase contact lenses in the past 6 months)

About 72% of all recent online contact lens buyers claimed that they may eventually go back to buying contact lenses in-person from a brick-and-mortar optical retail location. Specifically, 24.0% (down significantly from 2014) were certain that they would eventually go back to purchasing contact lenses “offline”, with the larger portion of online contact lens buyers who would only possibly go back to a physical brick-and-mortar location to buy their contacts. Interestingly, about 15% of online contact lens buyers stated that they would never go back to buying contact lenses from a physical brick-and-mortar location and a slightly smaller number weren’t sure if they would ever go back to buying contacts in-person. Interest in possibly going back to a physical brick and mortar retail location for future contact lens purchases was highest among men, Americans under the age of 45, people from higher income households and people who recently bought some type of eyewear from an independent ECP retailer.

Custom Q25: Please indicate how you will probably use the internet for future eyewear purchases.
(Among respondents that purchased eyewear in the past 6 months)

The survey closed by asking the respondents who have recently purchased any type of eyewear if they would possibly use the internet to any extent when buying eyewear at some point in the future. Approximately 34.4% reported that they would not use the internet at all in the future when purchasing eyewear. Americans over the age of 55, people from lower-income households, Americans who are not using the web for general retail shopping and Americans that recently purchased eyewear from an independent ECP retailer location were more likely than others to claim that they will not use the internet to any extent when purchasing eyewear in the future.

There is a significant portion of the population that does plan to use the internet to assist in future eyewear purchases. In particular, over one-fifth of recent eyewear buyers have indicated that they will use the internet to examine possible brands or types of eyewear. At the same time, 8.7% claimed they will use the internet to determine the exact brand or type of eyewear they will purchase. Younger Americans, higher income Americans, residents of the Southeastern U.S. and consumers that purchased plano sunglasses within the last six months were more likely to be willing to use the internet to search for potential and/or exact brands of eyewear which will eventually be purchased in person.

Almost as popular as searching for eyewear brands and styles, a noteworthy number of recent eyewear buyers are planning to use the internet to examine possible retailers of eyewear (17.7%), and/or to determine the exact retail location where they eventually plan to purchase eyewear (9.4%). Americans between the ages of 35 to 44, residents of the Southeastern U.S., people that recently purchased eyewear from a conventional chain, as well as from higher income households were more likely to plan on using the internet to examine potential eyewear retailers and/or to find the exact eyewear retailer where they will make their future purchase.

Comparing and benchmarking prices for specific brands of eyewear, or specific eyewear retailers, is another function that many consumers will perform with the assistance of the internet in the future. In particular, 22.3% of recent eyewear buyers plan to access the internet when purchasing future eyewear in order to compare and contrast prices. American adults under the age of 45 and people that recently purchased eyewear from a mass merchant or wholesale club retailer were slightly more likely than other recent eyewear buyers to plan on using the internet to compare and benchmark prices.
There were also large numbers of recent eyewear buyers that will possibly or probably go online in the future to directly purchase eyewear. About 19.3% of Americans that purchased eyewear in the past six months plan to use the internet to *possibly* purchase some form of eyewear in the future. An additional 11.3% claimed that they will *probably* use the internet in the future to directly purchase some type of eyewear. This figure signifies that there are millions of people looking toward the internet as a direct means of acquiring eyewear. The number of American adult eyewear buyers and users signifying that they will use the internet to make an optical purchase has been steadily rising since 2007, confirming that the internet will be a growing force in the optical industry in the coming years. Similar to what we have observed in past reports, younger Americans were more likely than older Americans to view the internet as a direct distribution channel for eyewear. Additionally, Americans with annual household incomes over $75K, and Americans already using the internet to some extent when last shopping for some form of eyewear, were more likely than other Americans to express a willingness to use the internet to directly purchase eyewear in the future. Furthermore, Americans that recently purchased plano sunglasses were more likely than consumers that recently purchased other types of eyewear to express a willingness to possibly or probably buy eyewear directly online in the future.

**Custom Q26: Please indicate which of the following eyewear products you may purchase with the assistance of the internet in the future. (Assistance would include using the internet for searching and research purposes as well as directly purchasing the product online).**

(Among respondents that purchased eyewear in the past 6 months)

Consumers seem most comfortable with shopping for and/or purchasing plano sunglasses online at some point in the future. In fact, 22.1% of recent eyewear buyers indicated that they may purchase plano sunglasses in the future with the assistance of the internet. A smaller portion of recent American adult eyewear buyers (17.0%) indicated that they may purchase a complete set of Rx eyeglasses in the future with the assistance of the internet. Close to 16% of recent eyewear buyers also indicated that they might be likely to purchase Rx contact lenses with the assistance of the internet at some point in the future. Additionally, 9.4% and 4.3% of recent eyewear buyers reported that they may use the internet to assist in a future purchase of eyeglass frames only or Rx eyeglass lenses only, respectively. Finally, about 9.3% of recent eyewear buyers who may go online for future optical purchases expressed a willingness to purchase Rx sunglasses with the assistance of the internet at some point in the future. Similarly, 8.0% of recent eyewear buyers who may go online for future optical purchases may purchase OTC readers with the assistance of the internet at some point in the future.

Demographics that seemed to be more open to using the internet to assist in future eyewear purchases include American men, younger Americans, high income Americans and Americans from the Southeast region of the country. Moreover, Americans who have used the internet to some extent for past purchases of general retail goods and/or eyewear, as well as Americans that have children living at home, were more willing to use the internet in the future to purchase various types of eyewear. Conversely, Americans over the age of 55 and Americans from households with low annual incomes were less likely than other demographics to be willing to use the internet for future eyewear purchases.

When compared to the results of the 2007-2014 Internet Influence studies, Americans seem more likely to be interested in using the internet to help them buy most types of eyewear. From 2014 to 2015, interest in using the internet to buy eyewear increased most for prescription contact lenses, Rx sunglasses and plano sunglasses. The portion of consumers planning to use the internet to purchase a complete pair of eyeglasses, frames-only, and OTC readers has slightly increased in 2015. Online future purchase intent for buying Rx lenses only (no frame) decreased in 2015. The intent to use the internet to shop for and buy multiple types of eyewear in the future has increased in 2015.
Nov. 2015 Vision Council Internet Influence Report: All Respondents

Q1: Please indicate which phrase below best describes your online shopping habits for general retail goods.

<table>
<thead>
<tr>
<th>Description</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I do not use the internet or any websites at all</td>
<td>412</td>
<td>7.6%</td>
</tr>
<tr>
<td>I sometimes use the internet to browse selected vendors or retail outlets before making a purchase in-person at a retail location.</td>
<td>1,580</td>
<td>29.2%</td>
</tr>
<tr>
<td>I sometimes use the internet to select the specific product that I am looking for, but I will make the purchase in-person at a retail location.</td>
<td>1,217</td>
<td>22.5%</td>
</tr>
<tr>
<td>I use the internet to conduct basic research about the product or vendor I am considering (including customer reviews, product specifications, warranty information, etc.).</td>
<td>1,747</td>
<td>32.3%</td>
</tr>
<tr>
<td>I use the internet to conduct basic pricing research about the product or vendor I am considering.</td>
<td>1,803</td>
<td>33.3%</td>
</tr>
<tr>
<td>I use the internet to directly purchase products occasionally (once per month or less).</td>
<td>1,786</td>
<td>33.0%</td>
</tr>
<tr>
<td>I use the internet to directly purchase products regularly (more than once per month).</td>
<td>1,820</td>
<td>33.6%</td>
</tr>
<tr>
<td>None of these</td>
<td>275</td>
<td>5.1%</td>
</tr>
</tbody>
</table>

Q2: Did you use the internet in any capacity whatsoever (including any basic searching and comparisons) when purchasing your most recent pair of eyeglasses?

<table>
<thead>
<tr>
<th>Description</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>404</td>
<td>22.5%</td>
</tr>
<tr>
<td>No</td>
<td>1,300</td>
<td>72.4%</td>
</tr>
<tr>
<td>Can't remember</td>
<td>92</td>
<td>5.1%</td>
</tr>
</tbody>
</table>
### Q3: Why did you not use the internet when purchasing your most recent pair of eyeglasses?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is too much of a hassle or inconvenience to research or purchase</td>
<td>116</td>
<td>8.9%</td>
</tr>
<tr>
<td>I could not physically try on and sample specific types and styles of eyeglasses without going in-person to a retail location.</td>
<td>520</td>
<td>40.0%</td>
</tr>
<tr>
<td>I do not trust the internet</td>
<td>53</td>
<td>4.1%</td>
</tr>
<tr>
<td>I enjoy the experience of purchasing eyeglasses in-person at a retailer or eye care practice.</td>
<td>333</td>
<td>25.6%</td>
</tr>
<tr>
<td>I have a trusted relationship with my eyewear retailer or eye care professional.</td>
<td>381</td>
<td>29.3%</td>
</tr>
<tr>
<td>I already knew the eyeglasses I want to buy and did not need the internet.</td>
<td>194</td>
<td>14.9%</td>
</tr>
<tr>
<td>Other</td>
<td>93</td>
<td>7.2%</td>
</tr>
<tr>
<td>Don't know / Can't remember</td>
<td>65</td>
<td>5.0%</td>
</tr>
<tr>
<td>No Answer</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td><strong>Just one factor preventing the use of the internet</strong></td>
<td>1025</td>
<td>78.8%</td>
</tr>
<tr>
<td><strong>Two factors preventing the use of the internet</strong></td>
<td>197</td>
<td>15.2%</td>
</tr>
<tr>
<td><strong>More than two factors preventing the use of the internet</strong></td>
<td>103</td>
<td>7.9%</td>
</tr>
</tbody>
</table>

### Q4: Please indicate how you used the internet for your last eyeglass purchase?

<table>
<thead>
<tr>
<th>How you used the internet</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I used the internet to examine possible brands and types of eyeglasses.</td>
<td>107</td>
<td>26.5%</td>
</tr>
<tr>
<td>I used the internet to determine the exact brand and type of eyeglasses I wanted to buy.</td>
<td>77</td>
<td>19.1%</td>
</tr>
<tr>
<td>I used the internet to examine possible retailers of eyeglasses.</td>
<td>96</td>
<td>23.8%</td>
</tr>
<tr>
<td>I used the internet to determine the exact retail location where I purchased my most recent pair of eyeglasses.</td>
<td>53</td>
<td>13.1%</td>
</tr>
<tr>
<td>I used the internet to examine customer reviews and satisfaction for specific types and brands of eyeglasses.</td>
<td>70</td>
<td>17.3%</td>
</tr>
<tr>
<td>I used the internet to examine customer reviews and satisfaction for specific eyeglass retailers.</td>
<td>74</td>
<td>18.3%</td>
</tr>
<tr>
<td>I used the internet to compare prices and benchmark prices for specific brands or retailers of eyeglasses.</td>
<td>127</td>
<td>31.4%</td>
</tr>
<tr>
<td>I purchased the eyeglasses I wanted through a particular website directly over the internet.</td>
<td>118</td>
<td>29.2%</td>
</tr>
<tr>
<td>Other</td>
<td>23</td>
<td>5.7%</td>
</tr>
<tr>
<td>No Answer</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td><strong>Used of the internet for just one function.</strong></td>
<td>226</td>
<td>55.9%</td>
</tr>
<tr>
<td><strong>Used of the internet for two functions.</strong></td>
<td>59</td>
<td>14.6%</td>
</tr>
<tr>
<td><strong>Used of the internet for more than two functions.</strong></td>
<td>94</td>
<td>23.3%</td>
</tr>
</tbody>
</table>
**Q5: What type of website did you visit and use when deciding on your last eyeglass purchase?**

<table>
<thead>
<tr>
<th>Website Type</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The website of a known eyewear retailer</td>
<td>119</td>
<td>29.5%</td>
</tr>
<tr>
<td>A fashion oriented website</td>
<td>29</td>
<td>7.2%</td>
</tr>
<tr>
<td>The website of an eyeglass manufacturer(s)</td>
<td>86</td>
<td>21.3%</td>
</tr>
<tr>
<td>A consumer information / consumer ratings website</td>
<td>57</td>
<td>14.1%</td>
</tr>
<tr>
<td>An internet search engine</td>
<td>163</td>
<td>40.3%</td>
</tr>
<tr>
<td>Other</td>
<td>17</td>
<td>4.2%</td>
</tr>
<tr>
<td>Don't know / Can't remember</td>
<td>6</td>
<td>1.5%</td>
</tr>
</tbody>
</table>

**Q6: What website did you visit and use to make your last eyeglass purchase?**

<table>
<thead>
<tr>
<th>Website Type</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The website of a known eyewear retailer</td>
<td>10</td>
<td>8.5%</td>
</tr>
<tr>
<td>The website of an eyeglass manufacturer(s)</td>
<td>88</td>
<td>74.6%</td>
</tr>
<tr>
<td>A general online retailer that offers eyewear (overstock.com, buy.com, Shopzilla.com, etc.)</td>
<td>5</td>
<td>4.2%</td>
</tr>
<tr>
<td>An online auctioning service (eBay.com, etc.)</td>
<td>4</td>
<td>3.4%</td>
</tr>
<tr>
<td>Other</td>
<td>9</td>
<td>7.6%</td>
</tr>
<tr>
<td>Don't know / Can't remember</td>
<td>2</td>
<td>1.7%</td>
</tr>
</tbody>
</table>

**Q7: How would you rate your experience of purchasing you most recent pair of eyeglasses online?**

<table>
<thead>
<tr>
<th>Experience</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>82</td>
<td>69.5%</td>
</tr>
<tr>
<td>Good</td>
<td>31</td>
<td>26.3%</td>
</tr>
<tr>
<td>Neutral</td>
<td>4</td>
<td>3.4%</td>
</tr>
<tr>
<td>Poor</td>
<td>1</td>
<td>0.8%</td>
</tr>
<tr>
<td>Very bad</td>
<td>0</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

**Q7a: Compared to buying eyeglasses in person from an eye doctor or retailer, do you expect the same quality when buying eyeglasses online?**

<table>
<thead>
<tr>
<th>Response</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>102</td>
<td>86.4%</td>
</tr>
<tr>
<td>No</td>
<td>16</td>
<td>13.6%</td>
</tr>
</tbody>
</table>
## Q8: Did you use the internet in any capacity whatsoever (including any basic searching and comparisons) when purchasing your most recent pair of sunglasses?

<table>
<thead>
<tr>
<th>Yes</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>2,657</td>
<td>74.6%</td>
</tr>
<tr>
<td>Can't remember</td>
<td>162</td>
<td>4.5%</td>
</tr>
<tr>
<td>No Answer</td>
<td>0</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

## Q9: Why did you not use the internet when purchasing your most recent pair of sunglasses?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is too much of a hassle or inconvenience to research or purchase</td>
<td>205</td>
<td>7.7%</td>
</tr>
<tr>
<td>sunglasses online.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I could not physically try on and sample specific types and styles of</td>
<td>1,004</td>
<td>37.8%</td>
</tr>
<tr>
<td>sunglasses without going in-person to a retail location.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I do not trust the internet</td>
<td>58</td>
<td>2.2%</td>
</tr>
<tr>
<td>I enjoy the experience of purchasing sunglasses in-person at a retailer</td>
<td>639</td>
<td>24.0%</td>
</tr>
<tr>
<td>or eye care practice.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I have a trusted relationship with my eyewear retailer or eye care</td>
<td>102</td>
<td>3.8%</td>
</tr>
<tr>
<td>professional.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I already knew the sunglasses I wanted to buy and did not need the</td>
<td>586</td>
<td>22.1%</td>
</tr>
<tr>
<td>internet.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>366</td>
<td>13.8%</td>
</tr>
<tr>
<td>Don't know / Can't remember.</td>
<td>167</td>
<td>6.3%</td>
</tr>
<tr>
<td>No Answer</td>
<td>0</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

| Just one factor preventing the use of the internet                   | 2,294 | 86.3%     |
| Two factors preventing the use of the internet                      | 284   | 10.7%     |
| More than two factors preventing the use of the internet            | 79    | 3.0%      |
Q10: Please indicate how you used the internet for your last sunglass purchase.

<table>
<thead>
<tr>
<th>Activity Description</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I used the internet to examine <em>possible brands</em> and types of sunglasses.</td>
<td>241</td>
<td>32.4%</td>
</tr>
<tr>
<td>I used the internet to determine the <em>exact brand</em> and type of sunglasses I wanted to buy.</td>
<td>193</td>
<td>25.9%</td>
</tr>
<tr>
<td>I used the internet to examine <em>possible retailers</em> of sunglasses.</td>
<td>149</td>
<td>20.0%</td>
</tr>
<tr>
<td>I used the internet to determine the <em>exact retail location</em> where I purchased my most recent pair of sunglasses.</td>
<td>78</td>
<td>10.5%</td>
</tr>
<tr>
<td>I used the internet to examine <em>customer reviews</em> and satisfaction for specific <em>types and brands</em> of sunglasses.</td>
<td>189</td>
<td>25.4%</td>
</tr>
<tr>
<td>I used the internet to examine <em>customer reviews</em> and satisfaction for specific sunglass retailers.</td>
<td>109</td>
<td>14.7%</td>
</tr>
<tr>
<td>I used the internet to compare <em>prices</em> and benchmark prices for specific brands or retailers of sunglasses.</td>
<td>313</td>
<td>42.1%</td>
</tr>
<tr>
<td>I purchased the sunglasses I wanted through a particular website directly over the internet.</td>
<td>224</td>
<td>30.1%</td>
</tr>
<tr>
<td>Other / No Answer</td>
<td>22</td>
<td>3.0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Usage Duration</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Used of the internet for just one function.</td>
<td>422</td>
<td>56.7%</td>
</tr>
<tr>
<td>Used of the internet for two functions.</td>
<td>101</td>
<td>13.6%</td>
</tr>
<tr>
<td>Used of the internet for more than two functions.</td>
<td>221</td>
<td>29.7%</td>
</tr>
</tbody>
</table>

Q11: What type of website did you visit and use when deciding on your last sunglass purchase?

<table>
<thead>
<tr>
<th>Website Description</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The website of a <em>conventional optical chain</em> (LensCrafters, Americas Best Contacts and Eyeglasses, For Eyes, etc.)</td>
<td>72</td>
<td>9.7%</td>
</tr>
<tr>
<td>The website of a optical <em>mass merchandiser</em> (Wal-Mart, Costco, Target, etc.)</td>
<td>117</td>
<td>15.7%</td>
</tr>
<tr>
<td>The website of a sporting goods retailer (Dicks Sporting Goods, Modells, Bass Pro Shops, etc.)</td>
<td>68</td>
<td>9.1%</td>
</tr>
<tr>
<td>The website of a retailer that specializes in selling sunglasses (The Sunglass Hut, Solstice Sunglass Boutique, etc.)</td>
<td>141</td>
<td>19.0%</td>
</tr>
<tr>
<td>The website of a department store (JC Penney, Macys, etc.)</td>
<td>123</td>
<td>16.5%</td>
</tr>
<tr>
<td>The website of a <em>drug store or convenience store</em> (CVS, Walgreens, Rite Aid, etc.)</td>
<td>38</td>
<td>5.1%</td>
</tr>
<tr>
<td>A <em>fashion oriented</em> website (starstyle.com, eyecessorize.com, fashionclub.com, etc.)</td>
<td>52</td>
<td>7.0%</td>
</tr>
<tr>
<td>A <em>consumer information / consumer ratings</em> website (consumerreports.org, consumerwebwatch.org, affiliatefirst.com, etc.)</td>
<td>65</td>
<td>8.7%</td>
</tr>
<tr>
<td>A website that features <em>celebrities</em> (E! Online, MTV.com, etc.)</td>
<td>20</td>
<td>2.7%</td>
</tr>
<tr>
<td>An <em>internet search engine</em> (Google, Yahoo, etc.)</td>
<td>263</td>
<td>35.3%</td>
</tr>
<tr>
<td>General <em>online retailers</em> (Amazon.com, Shopzilla.com, Overstock.com, etc.)</td>
<td>245</td>
<td>32.9%</td>
</tr>
<tr>
<td>Other</td>
<td>38</td>
<td>5.1%</td>
</tr>
<tr>
<td>Don't know / Can't remember</td>
<td>9</td>
<td>1.2%</td>
</tr>
</tbody>
</table>
**Q11: What type of website did you visit and use when deciding on your last sunglass purchase?**

<table>
<thead>
<tr>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>295</td>
<td>39.7%</td>
</tr>
<tr>
<td>129</td>
<td>17.3%</td>
</tr>
<tr>
<td>86</td>
<td>11.6%</td>
</tr>
<tr>
<td>91</td>
<td>12.2%</td>
</tr>
<tr>
<td>143</td>
<td>19.2%</td>
</tr>
</tbody>
</table>

**Q12: What website did you visit and use to make your last sunglass purchase?**

<table>
<thead>
<tr>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>1.8%</td>
</tr>
<tr>
<td>13</td>
<td>5.8%</td>
</tr>
<tr>
<td>7</td>
<td>3.1%</td>
</tr>
<tr>
<td>24</td>
<td>10.7%</td>
</tr>
<tr>
<td>22</td>
<td>9.8%</td>
</tr>
<tr>
<td>2</td>
<td>0.9%</td>
</tr>
<tr>
<td>12</td>
<td>5.4%</td>
</tr>
<tr>
<td>62</td>
<td>27.7%</td>
</tr>
<tr>
<td>21</td>
<td>9.4%</td>
</tr>
<tr>
<td>52</td>
<td>23.2%</td>
</tr>
<tr>
<td>5</td>
<td>2.2%</td>
</tr>
</tbody>
</table>

**Q13: How would you rate your experience of purchasing you most recent pair of sunglasses online?**

<table>
<thead>
<tr>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>139</td>
<td>62.1%</td>
</tr>
<tr>
<td>76</td>
<td>33.9%</td>
</tr>
<tr>
<td>7</td>
<td>3.1%</td>
</tr>
<tr>
<td>1</td>
<td>0.4%</td>
</tr>
<tr>
<td>1</td>
<td>0.4%</td>
</tr>
</tbody>
</table>
### Q14: Did you use the internet in any capacity whatsoever (including any basic searching and comparisons) when purchasing your most recent pair of readers?

<table>
<thead>
<tr>
<th></th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>76</td>
<td>9.0%</td>
</tr>
<tr>
<td>No</td>
<td>756</td>
<td>89.7%</td>
</tr>
<tr>
<td>Can't remember</td>
<td>11</td>
<td>1.3%</td>
</tr>
<tr>
<td>No Answer</td>
<td>0</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

### Q15: Why did you not use the internet when purchasing your most recent pair of readers?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is too much of a hassle or inconvenience to research or purchase readers online.</td>
<td>63</td>
<td>8.3%</td>
</tr>
<tr>
<td>I could not physically try on and sample specific types and styles of readers without going in-person to a retail location.</td>
<td>391</td>
<td>51.7%</td>
</tr>
<tr>
<td>I do not trust the internet</td>
<td>14</td>
<td>1.9%</td>
</tr>
<tr>
<td>I enjoy the experience of purchasing readers in-person at a retailer or eye care practice.</td>
<td>161</td>
<td>21.3%</td>
</tr>
<tr>
<td>I have a trusted relationship with my eyewear retailer or eye care professional.</td>
<td>26</td>
<td>3.4%</td>
</tr>
<tr>
<td>I already knew what readers I wanted to buy and did not need the internet.</td>
<td>253</td>
<td>33.5%</td>
</tr>
<tr>
<td>Other</td>
<td>83</td>
<td>11.0%</td>
</tr>
<tr>
<td>Don't know / Can't remember</td>
<td>15</td>
<td>2.0%</td>
</tr>
<tr>
<td>No Answer</td>
<td>0</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Number of Factors Preventing Use of Internet</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Just one factor</td>
<td>582</td>
<td>77.0%</td>
</tr>
<tr>
<td>Two factors</td>
<td>119</td>
<td>15.7%</td>
</tr>
<tr>
<td>More than two factors</td>
<td>55</td>
<td>7.3%</td>
</tr>
</tbody>
</table>
**Q16: Please indicate how you used the internet for your last readers purchase?**

| Among Resps. That Used the Internet When Purchasing OTC Readers in the Past 6 Months |
|---------------------------------|-----------------|-----------------|
| I used the internet to examine **possible brands** and types of readers. | 25 | 32.9% |
| I used the internet to determine the **exact brand** and type of readers I wanted to buy. | 13 | 17.1% |
| I used the internet to examine **possible retailers** of readers. | 20 | 26.3% |
| I used the internet to determine the **exact retail location** where I purchased my most recent pair of readers. | 9 | 11.8% |
| I used the internet to examine **customer reviews** and satisfaction for **specific types and brands** of readers. | 21 | 27.6% |
| I used the internet to examine **customer reviews** and satisfaction for **specific retailers** of readers. | 9 | 11.8% |
| I used the internet to compare **prices** and benchmark prices for **specific brands or retailers** of readers. | 28 | 36.8% |
| I purchased the readers I wanted through a particular website directly over the internet. | 24 | 31.6% |
| Other | 3 | 3.9% |
| No Answer | 0 | 0.0% |

**Q17: What type of website did you visit and use when deciding on your last readers purchase?**

| Among Resps. That Used the Internet To Purchase OTC Readers in the Past 6 Months |
|---------------------------------|-----------------|-----------------|
| The website of a **conventional optical chain** (LensCrafters, Americas Best Contacts and Eyeglasses, For Eyes, etc.) | 7 | 9.2% |
| The website of a optical **mass merchandiser** (Wal-Mart, Costco, Target, etc.) | 18 | 23.7% |
| The website of a **department store** (JC Penney, Macys, etc.) | 1 | 1.3% |
| The website of a **drug store** or **convenience store** (CVS, Walgreens, Rite Aid, etc.) | 11 | 14.5% |
| A **fashion oriented** website (starstyle.com, eyecessorize.com, fashionclub.com, etc.) | 1 | 1.3% |
| A **consumer information / consumer ratings** website (consumerreports.org, consumerwebwatch.org, affiliatefirst.com, etc.) | 3 | 3.9% |
| A website that **features celebrities** (E! Online, MTV.com, etc.) | 3 | 3.9% |
| An **internet search engine** (Google, Yahoo, etc.) | 21 | 27.6% |
| **General online retailers** (Amazon.com, Shopzilla.com, Overstock.com, etc.) | 26 | 34.2% |
| Other | 10 | 13.2% |
| Don't know / Can't remember | 3 | 3.9% |

**Used one** internet site when deciding which readers to purchase | 34 | 56.7% |
**Used two** + internet sites when deciding which readers to purchase | 26 | 43.3% |
Q18: What website did you visit and use to make your last readers purchase?

<table>
<thead>
<tr>
<th>Website Description</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The website of a conventional optical chain (LensCrafters, Americas Best Contacts and Eyeglasses, For Eyes, etc.)</td>
<td>1</td>
<td>4.2%</td>
</tr>
<tr>
<td>The website of a mass merchandiser (Walmart, Costco, Target, etc.)</td>
<td>1</td>
<td>4.2%</td>
</tr>
<tr>
<td>The website of a department store (JCPenney, Macys, etc.)</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>The website of a drug store or convenience store (CVS, Walgreens, Rite Aid, etc.)</td>
<td>2</td>
<td>8.3%</td>
</tr>
<tr>
<td>An eyewear retailer that only has an on-line presence</td>
<td>3</td>
<td>12.5%</td>
</tr>
<tr>
<td>(39dollarglasses.com, framesdirect.com, eyeglasses.com, etc.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A general online retailer that offers eyewear (Amazon.com, Shopzilla.com, Overstock.com, etc.)</td>
<td>9</td>
<td>37.5%</td>
</tr>
<tr>
<td>An online auctioning service (eBay.com, etc.)</td>
<td>1</td>
<td>4.2%</td>
</tr>
<tr>
<td>Other</td>
<td>7</td>
<td>29.2%</td>
</tr>
<tr>
<td>Don't know / Can't remember</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>No Answer</td>
<td>0</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

Q19: How would you rate your experience of purchasing your most recent pair of readers online?

<table>
<thead>
<tr>
<th>Rating</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>15</td>
<td>62.5%</td>
</tr>
<tr>
<td>Good</td>
<td>9</td>
<td>37.5%</td>
</tr>
<tr>
<td>Neutral</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Poor</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Very bad</td>
<td>0</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

Q20: Did you use the internet in any capacity whatsoever (including any basic searching and comparisons) during your most recent purchase of contact lenses? (Select one)

<table>
<thead>
<tr>
<th>Response</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>446</td>
<td>30.7%</td>
</tr>
<tr>
<td>No</td>
<td>904</td>
<td>62.3%</td>
</tr>
<tr>
<td>Can't remember</td>
<td>102</td>
<td>7.0%</td>
</tr>
</tbody>
</table>
Q21: Why did you not use the internet during your most recent purchase of contact lenses? (Select all that apply)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is too much of a hassle or inconvenience to research or purchase contact lenses online.</td>
<td>74</td>
<td>8.2%</td>
</tr>
<tr>
<td>I can not get advise from a qualified eyecare professional over the internet.</td>
<td>103</td>
<td>11.4%</td>
</tr>
<tr>
<td>I do not trust the internet</td>
<td>39</td>
<td>4.3%</td>
</tr>
<tr>
<td>I enjoy the experience of purchasing contacts in-person at a retailer or eye care practice.</td>
<td>142</td>
<td>15.7%</td>
</tr>
<tr>
<td>I have a trusted relationship with my eye care professional.</td>
<td>352</td>
<td>38.9%</td>
</tr>
<tr>
<td>I am happy with purchasing contact lenses through my current supplier in-person.</td>
<td>325</td>
<td>36.0%</td>
</tr>
<tr>
<td>Other</td>
<td>63</td>
<td>7.0%</td>
</tr>
<tr>
<td>Don't know / Can't remember</td>
<td>59</td>
<td>6.5%</td>
</tr>
<tr>
<td>Just one factor preventing the use of the internet</td>
<td>744</td>
<td>82.3%</td>
</tr>
<tr>
<td>Two factors preventing the use of the internet</td>
<td>96</td>
<td>10.6%</td>
</tr>
<tr>
<td>More than two factors preventing the use of the internet</td>
<td>64</td>
<td>7.1%</td>
</tr>
</tbody>
</table>

Q22: Why did you purchase contact lenses online and not in-person at a physical retailer? (Select all that apply)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is easier to purchase contact lenses online</td>
<td>183</td>
<td>41.0%</td>
</tr>
<tr>
<td>Online retailers have a better selection of contact lenses</td>
<td>86</td>
<td>19.3%</td>
</tr>
<tr>
<td>Online retailers charge less for contact lenses</td>
<td>206</td>
<td>46.2%</td>
</tr>
<tr>
<td>I receive the contact lenses sooner when I purchase them online</td>
<td>92</td>
<td>20.6%</td>
</tr>
<tr>
<td>Other</td>
<td>39</td>
<td>8.7%</td>
</tr>
<tr>
<td>Don't know / Can't remember</td>
<td>16</td>
<td>3.6%</td>
</tr>
<tr>
<td>Just one factor behind the use of the internet</td>
<td>327</td>
<td>73.3%</td>
</tr>
<tr>
<td>Two or more factors behind the use of the internet</td>
<td>119</td>
<td>26.7%</td>
</tr>
</tbody>
</table>

Q23: How would you rate your experience of purchasing contact lenses online?

<table>
<thead>
<tr>
<th>Rating</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>228</td>
<td>51.1%</td>
</tr>
<tr>
<td>Good</td>
<td>169</td>
<td>37.9%</td>
</tr>
<tr>
<td>Neutral</td>
<td>48</td>
<td>10.8%</td>
</tr>
<tr>
<td>Poor</td>
<td>1</td>
<td>0.2%</td>
</tr>
<tr>
<td>Very bad</td>
<td>0</td>
<td>0.0%</td>
</tr>
</tbody>
</table>
Q24: Will you ever go back to purchasing contact lenses in-person from a retailer or eyecare professional?

<table>
<thead>
<tr>
<th></th>
<th>Among Resps. That Used the Internet To Purchase Contact Lenses in the Past 6 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Count</td>
</tr>
<tr>
<td>Yes, Definitely</td>
<td>107</td>
</tr>
<tr>
<td>Yes, Possibly</td>
<td>212</td>
</tr>
<tr>
<td>No</td>
<td>67</td>
</tr>
<tr>
<td>Don’t Know / Not Sure</td>
<td>60</td>
</tr>
</tbody>
</table>

Q25: Please indicate how you will probably use the internet for future eyewear purchases.

<table>
<thead>
<tr>
<th></th>
<th>Among Resps. That Purchased Eyewear in the Past 6 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>I will not use the internet at all for future eyewear purchases.</td>
<td>1,859 34.4%</td>
</tr>
<tr>
<td>I will use the internet to examine <strong>possible brands</strong> and types of eyewear.</td>
<td>1,098 20.3%</td>
</tr>
<tr>
<td>I will use the internet to determine the <strong>exact brand</strong> and type of eyewear I will buy.</td>
<td>469 8.7%</td>
</tr>
<tr>
<td>I will use the internet to examine <strong>possible retailers</strong> of eyewear.</td>
<td>956 17.7%</td>
</tr>
<tr>
<td>I will use the internet to determine the <strong>exact retail location</strong> to purchase eyewear.</td>
<td>509 9.4%</td>
</tr>
<tr>
<td>I will use the internet to examine <strong>customer reviews</strong> and <strong>satisfaction</strong> with specific eyewear.</td>
<td>819 15.1%</td>
</tr>
<tr>
<td>I will use the internet to <strong>compare prices</strong> and benchmark prices for specific brands or retailers of eyewear.</td>
<td>1,205 22.3%</td>
</tr>
<tr>
<td>I will <strong>possibly purchase</strong> the eyewear I want over the internet.</td>
<td>1,045 19.3%</td>
</tr>
<tr>
<td>I will <strong>probably purchase</strong> the eyewear I want over the internet.</td>
<td>613 11.3%</td>
</tr>
<tr>
<td>Will use the internet for just <strong>one</strong> function.</td>
<td>4,076 75.4%</td>
</tr>
<tr>
<td>Will use the internet for <strong>two</strong> functions.</td>
<td>492 9.1%</td>
</tr>
<tr>
<td>Will use the internet for <strong>three</strong> functions.</td>
<td>349 6.5%</td>
</tr>
<tr>
<td>Will use the internet for <strong>more than three</strong> functions.</td>
<td>492 9.1%</td>
</tr>
</tbody>
</table>

Q26: Please indicate which of the following eyewear products you may purchase with the assistance of the internet in the future. (“Assistance” would include using the internet for searching and research purposes as well as directly purchasing the product online). (Select all that apply)

<table>
<thead>
<tr>
<th></th>
<th>Among Resps. That Purchased Eyewear in the Past 6 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>A complete set of eyeglasses (lenses and frames)</td>
<td>918 17.0%</td>
</tr>
<tr>
<td>Eyeglass frames only</td>
<td>511 9.4%</td>
</tr>
<tr>
<td>Prescription eyeglass lenses only</td>
<td>235 4.3%</td>
</tr>
<tr>
<td>Prescription contact lenses</td>
<td>837 15.5%</td>
</tr>
<tr>
<td>Prescription Sunglasses</td>
<td>503 9.3%</td>
</tr>
<tr>
<td>Plano (non-prescription) sunglasses</td>
<td>1,196 22.1%</td>
</tr>
<tr>
<td>Non-prescription reading glasses (magnifying readers)</td>
<td>435 8.0%</td>
</tr>
<tr>
<td>Other</td>
<td>98 1.8%</td>
</tr>
<tr>
<td>Not sure / Don’t know</td>
<td>637 11.8%</td>
</tr>
</tbody>
</table>
Q26: Please indicate which of the following eyewear products you may purchase with the assistance of the internet in the future. (“Assistance” would include using the internet for searching and research purposes as well as directly purchasing the product online). (Select all that apply)

<table>
<thead>
<tr>
<th>May use the internet to purchase</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>just one type of eyewear</td>
<td>2,399</td>
<td>67.6%</td>
</tr>
<tr>
<td>two types of eyewear</td>
<td>728</td>
<td>20.5%</td>
</tr>
<tr>
<td>more than two types of eyewear</td>
<td>423</td>
<td>11.9%</td>
</tr>
</tbody>
</table>

Q69: Are you...?

<table>
<thead>
<tr>
<th>Male</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5,177</td>
<td>50.1%</td>
</tr>
<tr>
<td>Female</td>
<td>5,166</td>
<td>49.9%</td>
</tr>
<tr>
<td>No Answer</td>
<td>0</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

Q74: Which of the following best describes your current employment status?

<table>
<thead>
<tr>
<th>Work full-time</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4,628</td>
<td>44.7%</td>
</tr>
<tr>
<td>Work part-time</td>
<td>967</td>
<td>9.3%</td>
</tr>
<tr>
<td>Self-employed</td>
<td>737</td>
<td>7.1%</td>
</tr>
<tr>
<td>Student</td>
<td>482</td>
<td>4.7%</td>
</tr>
<tr>
<td>Homemaker</td>
<td>928</td>
<td>9.0%</td>
</tr>
<tr>
<td>Retired</td>
<td>1,657</td>
<td>16.0%</td>
</tr>
<tr>
<td>Not employed currently/unable to work</td>
<td>893</td>
<td>8.6%</td>
</tr>
<tr>
<td>Prefer not to answer</td>
<td>51</td>
<td>0.5%</td>
</tr>
</tbody>
</table>

Q71: Do you have children living at home?

<table>
<thead>
<tr>
<th>Yes</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3,642</td>
<td>35.2%</td>
</tr>
<tr>
<td>No</td>
<td>6,652</td>
<td>64.3%</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>49</td>
<td>0.5%</td>
</tr>
<tr>
<td>No Answer</td>
<td>0</td>
<td>0.0%</td>
</tr>
</tbody>
</table>
### Q75: Which of the following categories includes your annual household income before taxes?

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $20,000</td>
<td>1,128</td>
<td>10.9%</td>
</tr>
<tr>
<td>$20,000 to $29,999</td>
<td>1,013</td>
<td>9.6%</td>
</tr>
<tr>
<td>$30,000 to $39,999</td>
<td>1,144</td>
<td>11.1%</td>
</tr>
<tr>
<td>$40,000 to $49,999</td>
<td>925</td>
<td>8.9%</td>
</tr>
<tr>
<td>$50,000 to $59,999</td>
<td>1,016</td>
<td>9.8%</td>
</tr>
<tr>
<td>$60,000 to $74,999</td>
<td>1,349</td>
<td>13.0%</td>
</tr>
<tr>
<td>$75,000 to $99,999</td>
<td>1,712</td>
<td>16.6%</td>
</tr>
<tr>
<td>$100,000 to $124,999</td>
<td>961</td>
<td>9.3%</td>
</tr>
<tr>
<td>$125,000 to $149,999</td>
<td>487</td>
<td>4.7%</td>
</tr>
<tr>
<td>$150,000 or more</td>
<td>608</td>
<td>5.9%</td>
</tr>
<tr>
<td>No Answer</td>
<td>0</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

#### Up to $40K
- 3,285 (31.8%)

#### $40K up to $75K
- 3,290 (31.8%)

#### Over $75K
- 3,768 (36.4%)

### Q58. Which of the following ranges includes your age? (Select one)

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>18 - 24</td>
<td>897</td>
<td>8.7%</td>
</tr>
<tr>
<td>25 - 29</td>
<td>1,046</td>
<td>10.1%</td>
</tr>
<tr>
<td>30 - 34</td>
<td>1,264</td>
<td>12.2%</td>
</tr>
<tr>
<td>35 - 39</td>
<td>1,049</td>
<td>10.1%</td>
</tr>
<tr>
<td>40 - 44</td>
<td>898</td>
<td>8.7%</td>
</tr>
<tr>
<td>45 - 49</td>
<td>817</td>
<td>7.9%</td>
</tr>
<tr>
<td>50 - 54</td>
<td>920</td>
<td>8.9%</td>
</tr>
<tr>
<td>55 - 59</td>
<td>1,144</td>
<td>11.1%</td>
</tr>
<tr>
<td>60 - 64</td>
<td>949</td>
<td>9.2%</td>
</tr>
<tr>
<td>65 or older</td>
<td>1,359</td>
<td>13.1%</td>
</tr>
</tbody>
</table>

#### 18 - 34
- 3,207 (31.0%)

#### 35 - 44
- 1,947 (18.8%)

#### 45 - 54
- 1,737 (16.8%)

#### 55 or older
- 3,452 (33.4%)
Nov. 2015 Vision Council Internet Influence Report: All Respondents

Q78. In which region do you live?

<table>
<thead>
<tr>
<th>Region</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>1,868</td>
<td>18.1%</td>
</tr>
<tr>
<td>Midwest</td>
<td>2,231</td>
<td>21.6%</td>
</tr>
<tr>
<td>Southeast</td>
<td>3,809</td>
<td>36.8%</td>
</tr>
<tr>
<td>Mountain-Pacific</td>
<td>2,435</td>
<td>23.5%</td>
</tr>
<tr>
<td>No Answer</td>
<td>0</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

Q28a. At which of the following places did you buy your new pair of prescription eyeglasses? (Select one)

<table>
<thead>
<tr>
<th>Place</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>An independent optical practitioner</td>
<td>532</td>
<td>33.3%</td>
</tr>
<tr>
<td>Conventional Chain</td>
<td>384</td>
<td>24.0%</td>
</tr>
<tr>
<td>Mass Merchandiser / Wholesale Club</td>
<td>339</td>
<td>21.2%</td>
</tr>
<tr>
<td>Department Store</td>
<td>82</td>
<td>5.1%</td>
</tr>
<tr>
<td>Other</td>
<td>262</td>
<td>16.4%</td>
</tr>
</tbody>
</table>

Q29g. Which of the following statements best describes how your vision insurance, employee discount program or health plan helped you pay for your most recent eyeglass purchase? (We mean the coverage for the cost of the eyeglasses only, not for the eye exam.) (Select one)

<table>
<thead>
<tr>
<th>Statement</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I paid only a co-payment/deductible/discounted price at the time of purchase</td>
<td>722</td>
<td>45.2%</td>
</tr>
<tr>
<td>I didn’t pay anything, my entire purchase was covered by my vision insurance</td>
<td>220</td>
<td>13.8%</td>
</tr>
<tr>
<td>I paid at the time of purchase and was reimbursed later</td>
<td>107</td>
<td>6.7%</td>
</tr>
<tr>
<td>I did not use my vision insurance coverage for my most recent purchase</td>
<td>164</td>
<td>10.3%</td>
</tr>
<tr>
<td>I don’t have any vision insurance or health plan that covers my eyeglass purchases</td>
<td>386</td>
<td>24.1%</td>
</tr>
</tbody>
</table>

Q8. Which form of vision correction do you currently use? (Select all that apply)

<table>
<thead>
<tr>
<th>Form of Vision Correction</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prescription eyeglasses</td>
<td>6,681</td>
<td>64.6%</td>
</tr>
<tr>
<td>Prescription sunglasses</td>
<td>1,288</td>
<td>12.5%</td>
</tr>
<tr>
<td>OTC readers</td>
<td>1,310</td>
<td>12.7%</td>
</tr>
<tr>
<td>Contact lenses</td>
<td>1,836</td>
<td>17.8%</td>
</tr>
<tr>
<td>Plano Sunglasses</td>
<td>9,145</td>
<td>88.4%</td>
</tr>
<tr>
<td>No Answer</td>
<td>0</td>
<td>0.0%</td>
</tr>
</tbody>
</table>
Q37. At which of the following types of places did you buy your new pair of sunglasses?  (Please click on underlined words for definitions.)  (Select one)

<table>
<thead>
<tr>
<th>Venue</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>An independent optical practitioner</td>
<td>65</td>
<td>1.8%</td>
</tr>
<tr>
<td>An optical chain (such as LensCrafters or Pearle Vision)</td>
<td>78</td>
<td>2.2%</td>
</tr>
<tr>
<td>A mass merchandiser (such as Wal*Mart or Target)</td>
<td>801</td>
<td>22.5%</td>
</tr>
<tr>
<td>A warehouse club (such as Sam’s or Costco)</td>
<td>98</td>
<td>2.8%</td>
</tr>
<tr>
<td>A pharmacy/drugstore</td>
<td>185</td>
<td>5.2%</td>
</tr>
<tr>
<td>A department store (such as JC Penney or Macy’s or Sak’s)</td>
<td>432</td>
<td>12.1%</td>
</tr>
<tr>
<td>A grocery store</td>
<td>60</td>
<td>1.7%</td>
</tr>
<tr>
<td>A specialty sunglass store which specializes in non-prescription sunglasses</td>
<td>175</td>
<td>4.9%</td>
</tr>
<tr>
<td>A surf shop</td>
<td>40</td>
<td>1.1%</td>
</tr>
<tr>
<td>A ski shop</td>
<td>3</td>
<td>0.1%</td>
</tr>
<tr>
<td>A bike shop</td>
<td>24</td>
<td>0.7%</td>
</tr>
<tr>
<td>A tennis shop</td>
<td>6</td>
<td>0.2%</td>
</tr>
<tr>
<td>A golf shop</td>
<td>9</td>
<td>0.3%</td>
</tr>
<tr>
<td>A general sporting shop</td>
<td>94</td>
<td>2.6%</td>
</tr>
<tr>
<td>A catalog showroom</td>
<td>8</td>
<td>0.2%</td>
</tr>
<tr>
<td>A mail-order catalog</td>
<td>27</td>
<td>0.8%</td>
</tr>
<tr>
<td>A camera/electronic store</td>
<td>4</td>
<td>0.1%</td>
</tr>
<tr>
<td>A gift shop/hotel/airport</td>
<td>56</td>
<td>1.6%</td>
</tr>
<tr>
<td>A military base/exchange</td>
<td>34</td>
<td>1.0%</td>
</tr>
<tr>
<td>A designer boutique eyewear store</td>
<td>102</td>
<td>2.9%</td>
</tr>
<tr>
<td>A designer clothes store</td>
<td>130</td>
<td>3.6%</td>
</tr>
<tr>
<td>A convenience store/gas station</td>
<td>96</td>
<td>2.7%</td>
</tr>
<tr>
<td>A variety/dollar store</td>
<td>289</td>
<td>8.1%</td>
</tr>
<tr>
<td>A flea market/street vendor</td>
<td>119</td>
<td>3.3%</td>
</tr>
<tr>
<td>A duty-free store</td>
<td>14</td>
<td>0.4%</td>
</tr>
<tr>
<td>Out of the country</td>
<td>29</td>
<td>0.8%</td>
</tr>
<tr>
<td>A website</td>
<td>343</td>
<td>9.6%</td>
</tr>
<tr>
<td>Other</td>
<td>189</td>
<td>5.3%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>53</td>
<td>1.5%</td>
</tr>
</tbody>
</table>
Q23. At which of the following types of places did you buy the most recently purchased readers? (Please place mouse over underlined words for definitions.)

<table>
<thead>
<tr>
<th>Place</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>An independent optical practitioner</td>
<td>8</td>
<td>0.9%</td>
</tr>
<tr>
<td>An optical chain (such as LensCrafters or Pearle Vision)</td>
<td>5</td>
<td>0.6%</td>
</tr>
<tr>
<td>A mass merchandiser (such as Wal*Mart or Costco)</td>
<td>233</td>
<td>27.6%</td>
</tr>
<tr>
<td>A pharmacy/drugstore</td>
<td>168</td>
<td>19.9%</td>
</tr>
<tr>
<td>A department store (such as a JC Penney or Sears)</td>
<td>16</td>
<td>1.9%</td>
</tr>
<tr>
<td>A designer boutique</td>
<td>10</td>
<td>1.2%</td>
</tr>
<tr>
<td>A gas station/convenience store</td>
<td>4</td>
<td>0.5%</td>
</tr>
<tr>
<td>A book store</td>
<td>5</td>
<td>0.6%</td>
</tr>
<tr>
<td>A computer/electronics store</td>
<td>2</td>
<td>0.2%</td>
</tr>
<tr>
<td>A grocery store</td>
<td>27</td>
<td>3.2%</td>
</tr>
<tr>
<td>A warehouse club</td>
<td>41</td>
<td>4.9%</td>
</tr>
<tr>
<td>A website</td>
<td>30</td>
<td>3.6%</td>
</tr>
<tr>
<td>Other</td>
<td>43</td>
<td>5.1%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>3</td>
<td>0.4%</td>
</tr>
</tbody>
</table>

Q56x. Where did you make your most recent contact lens purchase? (Select one)

<table>
<thead>
<tr>
<th>Place</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>An independent optical practitioner</td>
<td>819</td>
<td>42.5%</td>
</tr>
<tr>
<td>An optical chain (such as LensCrafters or Pearle Vision)</td>
<td>347</td>
<td>18.0%</td>
</tr>
<tr>
<td>Mass merchandiser / Wholesale club</td>
<td>492</td>
<td>25.5%</td>
</tr>
<tr>
<td>A department store (such as a JC Penney or Sears)</td>
<td>53</td>
<td>2.8%</td>
</tr>
<tr>
<td>A website</td>
<td>590</td>
<td>30.6%</td>
</tr>
<tr>
<td>Other</td>
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<tr>
<td>Don’t know</td>
<td>60</td>
<td>3.1%</td>
</tr>
</tbody>
</table>
**November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations**

**Custom Q1:** Please indicate which phrase below best describes your online shopping habits for general retail goods.

### Among Resps. That Purchased Eyewear in the Past 6 Months

<table>
<thead>
<tr>
<th>I Do Not Use the Internet At</th>
<th>I Do Not Use the Internet At</th>
<th>I Do Not Use the Internet At</th>
<th>I Do Not Use the Internet At</th>
<th>I Do Not Use the Internet At</th>
<th>I Do Not Use the Internet At</th>
<th>I Do Not Use the Internet At</th>
<th>I Do Not Use the Internet At</th>
</tr>
</thead>
<tbody>
<tr>
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<td>All Respondents</td>
<td>All Respondents</td>
<td>All Respondents</td>
<td>All Respondents</td>
<td>All Respondents</td>
<td>All Respondents</td>
<td>All Respondents</td>
</tr>
<tr>
<td>7.6%</td>
<td>29.2%</td>
<td>22.5%</td>
<td>32.3%</td>
<td>33.3%</td>
<td>33.0%</td>
<td>33.6%</td>
<td></td>
</tr>
<tr>
<td>Weighted National Average</td>
<td>7.4%</td>
<td>29.2%</td>
<td>22.5%</td>
<td>32.3%</td>
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<td>33.3%</td>
<td>33.3%</td>
</tr>
<tr>
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<td>9.6%</td>
<td>26.6%</td>
<td>20.5%</td>
<td>29.5%</td>
<td>29.6%</td>
<td>30.9%</td>
<td>31.4%</td>
</tr>
<tr>
<td>Women</td>
<td>4.8%</td>
<td>31.6%</td>
<td>24.3%</td>
<td>34.8%</td>
<td>36.8%</td>
<td>34.9%</td>
<td>35.7%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>8.2%</td>
<td>26.1%</td>
<td>20.4%</td>
<td>30.3%</td>
<td>31.5%</td>
<td>29.6%</td>
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<tr>
<td>35 to 44 Years Old</td>
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<td>22.4%</td>
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<td>24.9%</td>
<td>33.7%</td>
<td>35.9%</td>
<td>31.2%</td>
<td>37.4%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>7.7%</td>
<td>32.0%</td>
<td>23.9%</td>
<td>33.1%</td>
<td>34.7%</td>
<td>42.9%</td>
<td>27.4%</td>
</tr>
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<td>Annual Household Income Up to $40K</td>
<td>10.0%</td>
<td>27.9%</td>
<td>22.9%</td>
<td>30.1%</td>
<td>32.5%</td>
<td>36.4%</td>
<td>24.0%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
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<td>21.9%</td>
<td>32.0%</td>
<td>32.8%</td>
<td>35.2%</td>
<td>31.7%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>6.2%</td>
<td>29.8%</td>
<td>22.7%</td>
<td>34.2%</td>
<td>34.5%</td>
<td>28.7%</td>
<td>42.7%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>7.7%</td>
<td>27.5%</td>
<td>20.8%</td>
<td>30.5%</td>
<td>30.2%</td>
<td>34.0%</td>
<td>33.3%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>6.8%</td>
<td>29.8%</td>
<td>22.5%</td>
<td>32.1%</td>
<td>33.6%</td>
<td>32.7%</td>
<td>32.6%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>7.3%</td>
<td>28.5%</td>
<td>22.5%</td>
<td>33.1%</td>
<td>33.0%</td>
<td>33.9%</td>
<td>33.8%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>6.5%</td>
<td>30.1%</td>
<td>23.9%</td>
<td>33.2%</td>
<td>35.5%</td>
<td>31.9%</td>
<td>35.5%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>6.9%</td>
<td>27.5%</td>
<td>21.4%</td>
<td>31.0%</td>
<td>32.1%</td>
<td>28.7%</td>
<td>38.8%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>8.0%</td>
<td>30.5%</td>
<td>23.2%</td>
<td>33.3%</td>
<td>34.4%</td>
<td>36.0%</td>
<td>30.2%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>0.0%</td>
<td>33.5%</td>
<td>25.8%</td>
<td>37.0%</td>
<td>38.2%</td>
<td>37.8%</td>
<td>38.5%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>100.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>4.0%</td>
<td>28.6%</td>
<td>21.8%</td>
<td>35.3%</td>
<td>37.9%</td>
<td>29.5%</td>
<td>45.8%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>3.5%</td>
<td>31.1%</td>
<td>23.3%</td>
<td>36.3%</td>
<td>37.5%</td>
<td>32.0%</td>
<td>39.8%</td>
</tr>
<tr>
<td>Will NOT use the Web To Shop for Eyewear</td>
<td>15.4%</td>
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<td>20.9%</td>
<td>24.7%</td>
<td>25.3%</td>
<td>35.0%</td>
<td>21.9%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>2.6%</td>
<td>33.6%</td>
<td>24.9%</td>
<td>41.3%</td>
<td>43.4%</td>
<td>32.5%</td>
<td>49.1%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>11.6%</td>
<td>26.0%</td>
<td>19.5%</td>
<td>28.3%</td>
<td>29.8%</td>
<td>30.4%</td>
<td>32.1%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>7.0%</td>
<td>28.8%</td>
<td>22.2%</td>
<td>32.0%</td>
<td>32.8%</td>
<td>31.8%</td>
<td>34.3%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>5.5%</td>
<td>34.3%</td>
<td>26.7%</td>
<td>36.7%</td>
<td>39.0%</td>
<td>40.5%</td>
<td>35.6%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>7.7%</td>
<td>28.7%</td>
<td>21.2%</td>
<td>31.4%</td>
<td>32.1%</td>
<td>29.9%</td>
<td>34.8%</td>
</tr>
<tr>
<td>Recently Purchased From an Conventional Chain</td>
<td>12.4%</td>
<td>27.9%</td>
<td>20.2%</td>
<td>30.0%</td>
<td>30.3%</td>
<td>27.9%</td>
<td>32.3%</td>
</tr>
<tr>
<td>Recently Purchased From an Mass Merchandiser</td>
<td>7.7%</td>
<td>30.1%</td>
<td>24.3%</td>
<td>31.9%</td>
<td>33.0%</td>
<td>34.5%</td>
<td>32.7%</td>
</tr>
</tbody>
</table>
### November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

Custom Q1: Please indicate which phrase below best describes your online shopping habits for general retail goods.

<table>
<thead>
<tr>
<th>Among Resps. That Purchased Eyewear in the Past 6 Months</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>All Respondents</strong></td>
<td>5.1%</td>
</tr>
<tr>
<td>Weighted National Average</td>
<td>5.1%</td>
</tr>
<tr>
<td>Men</td>
<td>6.6%</td>
</tr>
<tr>
<td>Women</td>
<td>3.7%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>6.9%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>3.9%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>5.0%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>3.7%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>6.5%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>4.6%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>4.4%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>5.1%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>5.0%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>4.9%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>5.3%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>5.6%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
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</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>0.0%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>0.0%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>1.2%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>3.9%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>7.3%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>3.1%</td>
</tr>
<tr>
<td>Recently Purchased <em>Rx Eyeglasses</em></td>
<td>6.9%</td>
</tr>
<tr>
<td>Recently Purchased <em>Plano Sunglasses</em></td>
<td>5.0%</td>
</tr>
<tr>
<td>Recently Purchased <em>OTC Readers</em></td>
<td>2.0%</td>
</tr>
<tr>
<td>Recently Purchased From an <em>Independent</em></td>
<td>5.9%</td>
</tr>
<tr>
<td>Recently Purchased From an <em>Conventional Chain</em></td>
<td>5.9%</td>
</tr>
<tr>
<td>Recently Purchased From an <em>Mass Merchandiser</em></td>
<td>4.7%</td>
</tr>
</tbody>
</table>
**November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations**

Custom Q2: Did you use the internet in any capacity whatsoever (including any basic searching and comparisons) when purchasing your most recent pair of eyeglasses?

**Among Resps. That Purchased **Rx Eyeglasses** in the Past 6 Months**

<table>
<thead>
<tr>
<th>All Respondents</th>
<th>Yes</th>
<th>No</th>
<th>Can't Remember</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weighted National Average</td>
<td>22.4%</td>
<td>72.5%</td>
<td>5.1%</td>
</tr>
<tr>
<td>Men</td>
<td>23.4%</td>
<td>70.0%</td>
<td>6.6%</td>
</tr>
<tr>
<td>Women</td>
<td>21.8%</td>
<td>74.7%</td>
<td>3.7%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>31.1%</td>
<td>60.0%</td>
<td>9.0%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>26.1%</td>
<td>69.7%</td>
<td>4.2%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>20.7%</td>
<td>75.0%</td>
<td>4.3%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>12.6%</td>
<td>85.3%</td>
<td>2.1%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>21.0%</td>
<td>73.9%</td>
<td>5.1%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>21.7%</td>
<td>74.1%</td>
<td>4.2%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>24.0%</td>
<td>70.2%</td>
<td>5.8%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>18.2%</td>
<td>78.8%</td>
<td>3.0%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>19.9%</td>
<td>73.0%</td>
<td>7.0%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>25.1%</td>
<td>70.8%</td>
<td>4.1%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>27.4%</td>
<td>67.9%</td>
<td>4.7%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>27.0%</td>
<td>66.6%</td>
<td>6.4%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>19.3%</td>
<td>76.6%</td>
<td>4.2%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>25.8%</td>
<td>71.2%</td>
<td>3.0%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>10.5%</td>
<td>86.0%</td>
<td>3.4%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>96.2%</td>
<td>3.8%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>36.1%</td>
<td>57.0%</td>
<td>6.9%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>2.9%</td>
<td>94.5%</td>
<td>2.6%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>44.5%</td>
<td>49.6%</td>
<td>5.9%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>22.7%</td>
<td>72.2%</td>
<td>5.1%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>29.1%</td>
<td>62.9%</td>
<td>8.0%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>25.9%</td>
<td>69.8%</td>
<td>4.3%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>13.0%</td>
<td>84.3%</td>
<td>2.7%</td>
</tr>
<tr>
<td>Recently Purchased From an Conventional Chain</td>
<td>23.7%</td>
<td>71.1%</td>
<td>5.2%</td>
</tr>
<tr>
<td>Recently Purchased From an Mass Merchandiser</td>
<td>22.5%</td>
<td>69.2%</td>
<td>8.3%</td>
</tr>
</tbody>
</table>
### November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

**Custom Q3: Why did you not use the internet when purchasing your most recent pair of eyeglasses?**

| Resps. That Did NOT Use the Internet When Purchasing Rx Eyeglasses in the Past 6 Months | All Respondents | Weighted National Average | Men | Women | 18 to 34 Years Old | 35 to 44 Years Old | 45 to 54 Years Old | 55+ Years Old | Annual Household Income Up to $40K | Annual Household Income $40K-$75K | Annual Household Income $75K+ | Northeast Region | Southeast Region | Midwest Region | Mountain Pacific Region | Resps. w/Children Living At Home | Resps. w/out Children Living At Home | Using the Web for Retail Shopping | NOT Using the Web for Retail Shopping | Using the Web for Eyewear Shopping | Will Use the Web To Shop for Eyewear | Will NOT Use the Web To Shop for Eyewear | May Use the Web To Purchase Eyewear | Recently Purchased Rx Eyeglasses | Recently Purchased Plano Sunglasses | Recently Purchased OTC Readers | Recently Purchased From an Independent | Recently Purchased From an Conventional Chain | Recently Purchased From an Mass Merchandiser |
| Too much of a hassle or inconvenience | 8.9% | 8.8% | 8.1% | 9.4% | 10.3% | 7.2% | 6.0% | 9.8% | 9.7% | 7.5% | 9.2% | 9.5% | 9.5% | 7.1% | 8.4% | 8.6% | 8.8% | 7.9% | 11.9% | 2.4% | 7.2% | 10.2% | 6.5% | 8.8% | 8.9% | 8.0% | 8.3% | 8.5% | 12.9% |
| I could not physically try on eyeglasses in-person | 40.0% | 39.1% | 30.5% | 47.4% | 35.1% | 39.4% | 40.7% | 41.5% | 36.8% | 41.3% | 39.3% | 40.1% | 38.1% | 40.4% | 39.3% | 37.3% | 40.4% | 44.0% | 23.3% | 48.8% | 39.1% | 39.4% | 37.7% | 40.5% | 35.1% | 42.0% | 40.7% | 37.9% |
| I do not trust the internet | 4.1% | 4.1% | 5.3% | 2.8% | 5.0% | 0.4% | 5.2% | 4.4% | 5.7% | 3.3% | 3.5% | 5.0% | 3.3% | 2.9% | 5.4% | 3.0% | 4.6% | 2.1% | 13.6% | 4.9% | 1.9% | 5.9% | 1.7% | 3.8% | 4.7% | 6.0% | 2.6% | 6.4% |
| I enjoy buying glasses in-person | 25.6% | 25.1% | 22.7% | 27.4% | 28.7% | 22.9% | 24.2% | 24.1% | 23.4% | 25.2% | 26.2% | 28.2% | 24.3% | 22.5% | 26.2% | 26.5% | 24.4% | 25.0% | 30.1% | 24.4% | 24.7% | 25.5% | 21.6% | 25.7% | 26.8% | 24.5% | 25.4% |
| I have a trusted relationship with my eyewear retailer | 29.3% | 28.5% | 29.0% | 28.6% | 20.9% | 24.2% | 29.8% | 36.3% | 28.2% | 28.0% | 29.7% | 32.4% | 26.8% | 33.2% | 24.5% | 24.6% | 31.3% | 31.1% | 22.7% | 29.3% | 31.8% | 23.8% | 27.2% | 22.9% | 26.0% | 33.9% | 23.1% |
### Custom Q3: Why did you not use the internet when purchasing your most recent pair of eyeglasses?

<table>
<thead>
<tr>
<th>Resps. That Did NOT Use the Internet When Purchasing Rx Eyeglasses in the Past 6 Months</th>
<th>One factor preventing the use of the internet</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>I already knew what eyeglasses I wanted to buy and did not need</strong></td>
<td><strong>Other</strong></td>
</tr>
<tr>
<td>All Respondents</td>
<td>14.9%</td>
</tr>
<tr>
<td>Weighted National Average</td>
<td>14.7%</td>
</tr>
<tr>
<td>Men</td>
<td>17.6%</td>
</tr>
<tr>
<td>Women</td>
<td>11.9%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>13.6%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>16.5%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>14.1%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>14.7%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>16.5%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>13.3%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>14.5%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>13.0%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>15.9%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>11.1%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>17.4%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>14.0%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>15.1%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>14.4%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>18.2%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>14.6%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>16.4%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>13.0%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>15.6%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>14.3%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>14.2%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>14.0%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>13.7%</td>
</tr>
<tr>
<td>Recently Purchased From an Conventional Chain</td>
<td>16.4%</td>
</tr>
<tr>
<td>Recently Purchased From an Mass Merchandiser</td>
<td>12.5%</td>
</tr>
</tbody>
</table>
## November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

**Custom Q3: Why did you not use the internet when purchasing your most recent pair of eyeglasses?**

<table>
<thead>
<tr>
<th>Resps. That Did NOT Use the Internet When Purchasing Rx Eyeglasses in the Past 6 Months</th>
<th>Two factors preventing the use of the internet</th>
<th>More than two factors preventing the use of the internet</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>All Respondents</strong></td>
<td><strong>15.2%</strong></td>
<td><strong>7.9%</strong></td>
</tr>
<tr>
<td>Weighted National Average</td>
<td>14.7%</td>
<td>7.8%</td>
</tr>
<tr>
<td>Men</td>
<td>13.4%</td>
<td>5.8%</td>
</tr>
<tr>
<td>Women</td>
<td>16.3%</td>
<td>9.7%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>12.8%</td>
<td>6.7%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>13.1%</td>
<td>3.0%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>12.9%</td>
<td>8.5%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>18.3%</td>
<td>10.6%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>13.7%</td>
<td>9.4%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>15.6%</td>
<td>6.5%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>15.0%</td>
<td>7.7%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>14.5%</td>
<td>10.3%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>15.5%</td>
<td>6.4%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>16.1%</td>
<td>6.1%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>13.1%</td>
<td>9.4%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>11.2%</td>
<td>6.8%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>17.1%</td>
<td>8.4%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>15.9%</td>
<td>8.3%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>14.2%</td>
<td>7.4%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>14.6%</td>
<td>4.9%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>14.2%</td>
<td>6.9%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>15.5%</td>
<td>8.6%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>13.9%</td>
<td>5.6%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>14.3%</td>
<td>8.0%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>11.5%</td>
<td>6.2%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>10.0%</td>
<td>6.0%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>15.8%</td>
<td>9.8%</td>
</tr>
<tr>
<td>Recently Purchased From a Conventional Chain</td>
<td>13.0%</td>
<td>6.8%</td>
</tr>
<tr>
<td>Recently Purchased From a Mass Merchandiser</td>
<td>12.9%</td>
<td>7.2%</td>
</tr>
</tbody>
</table>
November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

Custom Q4: Please indicate how you used the internet for your last eyeglass purchase?

<table>
<thead>
<tr>
<th>Resps. That Did Use the Internet When Shopping For Rx Eyeglasses in the Past 6 Months</th>
<th>To Examine Possible Brands</th>
<th>To Determine the Exact Brand</th>
<th>To Examine Possible Retailers</th>
<th>To Determine the Exact Retail Location</th>
<th>To Examine Reviews on Brands</th>
<th>To Examine Reviews on Retailers</th>
<th>To Compare Prices (Brands and Retailers)</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Respondents</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Weighted National Average</td>
<td>26.5%</td>
<td>19.1%</td>
<td>23.8%</td>
<td>13.1%</td>
<td>17.3%</td>
<td>18.3%</td>
<td>31.4%</td>
</tr>
<tr>
<td>Men</td>
<td>27.4%</td>
<td>21.3%</td>
<td>24.4%</td>
<td>13.2%</td>
<td>20.3%</td>
<td>20.3%</td>
<td>31.5%</td>
</tr>
<tr>
<td>Women</td>
<td>29.1%</td>
<td>19.2%</td>
<td>26.4%</td>
<td>14.8%</td>
<td>16.5%</td>
<td>18.7%</td>
<td>35.7%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>29.6%</td>
<td>20.1%</td>
<td>20.1%</td>
<td>10.7%</td>
<td>21.3%</td>
<td>17.2%</td>
<td>34.3%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>29.6%</td>
<td>27.2%</td>
<td>29.6%</td>
<td>14.8%</td>
<td>19.8%</td>
<td>27.2%</td>
<td>30.9%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>22.2%</td>
<td>19.0%</td>
<td>25.4%</td>
<td>19.0%</td>
<td>11.1%</td>
<td>20.6%</td>
<td>31.7%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>28.8%</td>
<td>13.6%</td>
<td>33.3%</td>
<td>16.7%</td>
<td>16.7%</td>
<td>15.2%</td>
<td>36.4%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>21.7%</td>
<td>19.6%</td>
<td>21.7%</td>
<td>4.3%</td>
<td>15.2%</td>
<td>18.5%</td>
<td>28.3%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>31.9%</td>
<td>18.1%</td>
<td>28.4%</td>
<td>12.9%</td>
<td>22.4%</td>
<td>20.7%</td>
<td>36.2%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>29.2%</td>
<td>22.2%</td>
<td>25.1%</td>
<td>19.9%</td>
<td>17.5%</td>
<td>19.3%</td>
<td>34.5%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>30.4%</td>
<td>17.9%</td>
<td>8.9%</td>
<td>10.7%</td>
<td>17.9%</td>
<td>16.1%</td>
<td>37.5%</td>
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<tr>
<td>Southeast Region</td>
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<td>21.3%</td>
<td>27.0%</td>
<td>14.8%</td>
<td>21.3%</td>
<td>18.0%</td>
<td>36.1%</td>
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<tr>
<td>Midwest Region</td>
<td>29.7%</td>
<td>14.3%</td>
<td>23.1%</td>
<td>14.3%</td>
<td>14.3%</td>
<td>16.5%</td>
<td>29.7%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>33.6%</td>
<td>25.5%</td>
<td>33.6%</td>
<td>14.5%</td>
<td>19.1%</td>
<td>25.5%</td>
<td>31.8%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>28.6%</td>
<td>23.8%</td>
<td>22.2%</td>
<td>11.4%</td>
<td>21.1%</td>
<td>20.0%</td>
<td>35.7%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>28.3%</td>
<td>17.3%</td>
<td>28.8%</td>
<td>16.8%</td>
<td>15.7%</td>
<td>19.4%</td>
<td>31.4%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>28.2%</td>
<td>20.6%</td>
<td>26.6%</td>
<td>14.4%</td>
<td>19.2%</td>
<td>20.3%</td>
<td>34.5%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>25.0%</td>
<td>15.0%</td>
<td>5.0%</td>
<td>10.0%</td>
<td>10.0%</td>
<td>10.0%</td>
<td>15.0%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>28.2%</td>
<td>20.3%</td>
<td>25.3%</td>
<td>14.0%</td>
<td>18.5%</td>
<td>19.5%</td>
<td>33.5%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>28.7%</td>
<td>21.2%</td>
<td>25.9%</td>
<td>13.6%</td>
<td>18.9%</td>
<td>19.8%</td>
<td>34.8%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>20.0%</td>
<td>5.0%</td>
<td>15.0%</td>
<td>20.0%</td>
<td>10.0%</td>
<td>15.0%</td>
<td>10.0%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>27.7%</td>
<td>23.4%</td>
<td>22.8%</td>
<td>8.7%</td>
<td>17.4%</td>
<td>18.5%</td>
<td>37.5%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>29.0%</td>
<td>19.6%</td>
<td>25.8%</td>
<td>14.1%</td>
<td>18.8%</td>
<td>19.1%</td>
<td>32.8%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>27.3%</td>
<td>24.4%</td>
<td>25.4%</td>
<td>12.7%</td>
<td>22.9%</td>
<td>19.5%</td>
<td>33.7%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>41.2%</td>
<td>29.4%</td>
<td>41.2%</td>
<td>17.6%</td>
<td>23.5%</td>
<td>17.6%</td>
<td>35.3%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
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<td>27.6%</td>
<td>27.6%</td>
<td>22.4%</td>
<td>25.0%</td>
<td>34.2%</td>
<td>35.5%</td>
</tr>
<tr>
<td>Recently Purchased From an Conventional Chain</td>
<td>36.7%</td>
<td>24.4%</td>
<td>30.0%</td>
<td>14.4%</td>
<td>21.1%</td>
<td>17.8%</td>
<td>36.7%</td>
</tr>
<tr>
<td>Recently Purchased From an Mass Merchandiser</td>
<td>27.8%</td>
<td>12.7%</td>
<td>27.8%</td>
<td>16.5%</td>
<td>22.8%</td>
<td>21.5%</td>
<td>31.6%</td>
</tr>
</tbody>
</table>
## November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

### Custom Q4: Please indicate how you used the internet for your last eyeglass purchase?

**Resps. That Did Use the Internet When Shopping For Rx Eyeglasses in the Past 6 Months**

<table>
<thead>
<tr>
<th>All Respondents</th>
<th>I Purchased Eyeglasses Directly Online</th>
<th>Other</th>
<th>No Answer</th>
<th>Used the Internet for One Function</th>
<th>Used the Internet for Two Functions</th>
<th>Used the Internet for More Than Two Functions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>29.2%</td>
<td>5.7%</td>
<td>0.0%</td>
<td>55.9%</td>
<td>14.6%</td>
<td>23.3%</td>
</tr>
<tr>
<td>Weighted National Average</td>
<td>31.6%</td>
<td>6.5%</td>
<td>0.0%</td>
<td>60.3%</td>
<td>15.3%</td>
<td>24.5%</td>
</tr>
<tr>
<td>Men</td>
<td>25.9%</td>
<td>6.1%</td>
<td>0.0%</td>
<td>61.9%</td>
<td>17.8%</td>
<td>20.3%</td>
</tr>
<tr>
<td>Women</td>
<td>36.8%</td>
<td>6.0%</td>
<td>0.0%</td>
<td>57.1%</td>
<td>13.2%</td>
<td>29.7%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>30.2%</td>
<td>2.4%</td>
<td>0.0%</td>
<td>64.5%</td>
<td>13.6%</td>
<td>21.9%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>30.9%</td>
<td>4.9%</td>
<td>0.0%</td>
<td>51.9%</td>
<td>19.8%</td>
<td>28.4%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>34.9%</td>
<td>9.5%</td>
<td>0.0%</td>
<td>60.3%</td>
<td>12.7%</td>
<td>27.0%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>30.3%</td>
<td>13.6%</td>
<td>0.0%</td>
<td>56.1%</td>
<td>18.2%</td>
<td>25.8%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>38.0%</td>
<td>6.5%</td>
<td>0.0%</td>
<td>73.9%</td>
<td>7.6%</td>
<td>18.5%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>35.3%</td>
<td>6.0%</td>
<td>0.0%</td>
<td>56.9%</td>
<td>13.8%</td>
<td>29.3%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>24.6%</td>
<td>5.8%</td>
<td>0.0%</td>
<td>53.8%</td>
<td>21.1%</td>
<td>25.1%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>23.2%</td>
<td>3.6%</td>
<td>0.0%</td>
<td>69.6%</td>
<td>16.1%</td>
<td>14.3%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>31.1%</td>
<td>7.4%</td>
<td>0.0%</td>
<td>59.8%</td>
<td>17.2%</td>
<td>23.0%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>38.5%</td>
<td>5.5%</td>
<td>0.0%</td>
<td>60.4%</td>
<td>14.3%</td>
<td>25.3%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>29.1%</td>
<td>6.4%</td>
<td>0.0%</td>
<td>53.6%</td>
<td>14.5%</td>
<td>31.8%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>28.1%</td>
<td>3.2%</td>
<td>0.0%</td>
<td>58.9%</td>
<td>16.2%</td>
<td>24.9%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>34.0%</td>
<td>8.9%</td>
<td>0.0%</td>
<td>59.7%</td>
<td>15.2%</td>
<td>25.1%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>32.8%</td>
<td>5.9%</td>
<td>0.0%</td>
<td>57.3%</td>
<td>16.4%</td>
<td>26.3%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>10.0%</td>
<td>5.0%</td>
<td>0.0%</td>
<td>95.0%</td>
<td>5.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>31.1%</td>
<td>6.1%</td>
<td>0.0%</td>
<td>59.6%</td>
<td>15.6%</td>
<td>24.8%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>32.3%</td>
<td>5.0%</td>
<td>0.0%</td>
<td>58.2%</td>
<td>16.2%</td>
<td>25.6%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
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<td>25.0%</td>
<td>0.0%</td>
<td>85.0%</td>
<td>5.0%</td>
<td>10.0%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>52.7%</td>
<td>4.3%</td>
<td>0.0%</td>
<td>58.2%</td>
<td>13.0%</td>
<td>28.8%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>32.3%</td>
<td>5.9%</td>
<td>0.0%</td>
<td>60.4%</td>
<td>15.0%</td>
<td>24.6%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>24.4%</td>
<td>4.4%</td>
<td>0.0%</td>
<td>62.0%</td>
<td>14.1%</td>
<td>23.9%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>29.4%</td>
<td>11.8%</td>
<td>0.0%</td>
<td>58.8%</td>
<td>5.9%</td>
<td>35.3%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>27.6%</td>
<td>7.9%</td>
<td>0.0%</td>
<td>48.7%</td>
<td>15.8%</td>
<td>35.5%</td>
</tr>
<tr>
<td>Recently Purchased From an Conventional Chain</td>
<td>18.9%</td>
<td>6.7%</td>
<td>0.0%</td>
<td>53.3%</td>
<td>20.0%</td>
<td>26.7%</td>
</tr>
<tr>
<td>Recently Purchased From an Mass Merchandiser</td>
<td>7.6%</td>
<td>2.5%</td>
<td>0.0%</td>
<td>67.1%</td>
<td>13.9%</td>
<td>19.0%</td>
</tr>
</tbody>
</table>
### November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

**Custom Q5: What type of website did you visit and use when deciding on your last eyeglass purchase?**

<table>
<thead>
<tr>
<th>Resps. That Did Use the Internet When Shopping For Rx Eyeglasses in the Past 6 Months</th>
<th>Resps. That Did Use the Internet When Shopping For Rx Eyeglasses in the Past 6 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The website of a known</strong></td>
<td><strong>A fashion oriented website</strong></td>
</tr>
<tr>
<td><strong>All Respondents</strong></td>
<td></td>
</tr>
<tr>
<td><strong>All Respondents</strong></td>
<td>29.5%</td>
</tr>
<tr>
<td><strong>Weighted National Average</strong></td>
<td>31.0%</td>
</tr>
<tr>
<td><strong>Men</strong></td>
<td>31.5%</td>
</tr>
<tr>
<td><strong>Women</strong></td>
<td>31.3%</td>
</tr>
<tr>
<td><strong>18 to 34 Years Old</strong></td>
<td>32.5%</td>
</tr>
<tr>
<td><strong>35 to 44 Years Old</strong></td>
<td>33.3%</td>
</tr>
<tr>
<td><strong>45 to 54 Years Old</strong></td>
<td>30.2%</td>
</tr>
<tr>
<td><strong>55+ Years Old</strong></td>
<td>27.3%</td>
</tr>
<tr>
<td><strong>Annual Household Income Up to $40K</strong></td>
<td>26.1%</td>
</tr>
<tr>
<td><strong>Annual Household Income $40K-$75K</strong></td>
<td>34.5%</td>
</tr>
<tr>
<td><strong>Annual Household Income $75K+</strong></td>
<td>32.2%</td>
</tr>
<tr>
<td><strong>Northeast Region</strong></td>
<td>32.1%</td>
</tr>
<tr>
<td><strong>Southeast Region</strong></td>
<td>33.6%</td>
</tr>
<tr>
<td><strong>Midwest Region</strong></td>
<td>31.9%</td>
</tr>
<tr>
<td><strong>Mountain Pacific Region</strong></td>
<td>28.2%</td>
</tr>
<tr>
<td><strong>Resps. w/Children Living At Home</strong></td>
<td>32.4%</td>
</tr>
<tr>
<td><strong>Resps. w/out Children Living At Home</strong></td>
<td>30.9%</td>
</tr>
<tr>
<td><strong>Using the Web for Retail Shopping</strong></td>
<td>32.8%</td>
</tr>
<tr>
<td><strong>NOT Using the Web for Retail Shopping</strong></td>
<td>15.0%</td>
</tr>
<tr>
<td><strong>Using the Web for Eyewear Shopping</strong></td>
<td>31.4%</td>
</tr>
<tr>
<td><strong>Will Use the Web To Shop for Eyewear</strong></td>
<td>32.3%</td>
</tr>
<tr>
<td><strong>Will NOT Use the Web To Shop for Eyewear</strong></td>
<td>15.0%</td>
</tr>
<tr>
<td><strong>May Use the Web To Purchase Eyewear</strong></td>
<td>25.5%</td>
</tr>
<tr>
<td><strong>Recently Purchased Rx Eyeglasses</strong></td>
<td>31.1%</td>
</tr>
<tr>
<td><strong>Recently Purchased Plano Sunglasses</strong></td>
<td>27.8%</td>
</tr>
<tr>
<td><strong>Recently Purchased OTC Readers</strong></td>
<td>29.4%</td>
</tr>
<tr>
<td><strong>Recently Purchased From an Independent</strong></td>
<td>34.2%</td>
</tr>
<tr>
<td><strong>Recently Purchased From an Conventional Chain</strong></td>
<td>41.1%</td>
</tr>
<tr>
<td><strong>Recently Purchased From an Mass Merchandiser</strong></td>
<td>35.4%</td>
</tr>
</tbody>
</table>
Custom Q5: What type of website did you visit and use when deciding on your last eyeglass purchase?

<table>
<thead>
<tr>
<th>All Respondents</th>
<th>1.5%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weighted National Average</td>
<td>1.6%</td>
</tr>
<tr>
<td>Men</td>
<td>1.0%</td>
</tr>
<tr>
<td>Women</td>
<td>2.2%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>1.2%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>2.5%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>3.2%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>0.0%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>1.1%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>1.7%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>1.8%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>3.6%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>2.5%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>1.1%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>0.0%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>0.5%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>2.6%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>1.7%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>0.0%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>1.6%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>1.4%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>5.0%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>1.1%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>1.8%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>1.5%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>5.9%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>1.3%</td>
</tr>
<tr>
<td>Recently Purchased From an Conventional Chain</td>
<td>3.3%</td>
</tr>
<tr>
<td>Recently Purchased From an Mass Merchandiser</td>
<td>0.0%</td>
</tr>
</tbody>
</table>
### November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

**Custom Q6: What website did you visit and use to make your last eyeglass purchase?**

#### Among Resps. That Did Use the Internet To Purchase Rx Eyeglasses in the Past 6 Months

<table>
<thead>
<tr>
<th></th>
<th>Eyewear retailer with physical locations</th>
<th>Eyewear retailer with only a Web presence</th>
<th>General online retailer that offers eyewear</th>
<th>An online auctioning service</th>
<th>Other</th>
<th>Don't Know / Can't Remember</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>All Respondents</strong></td>
<td>8.5%</td>
<td>74.6%</td>
<td>4.2%</td>
<td>3.4%</td>
<td>7.6%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Weighted National Average</td>
<td>8.4%</td>
<td>75.4%</td>
<td>3.9%</td>
<td>2.9%</td>
<td>7.7%</td>
<td>1.7%</td>
</tr>
<tr>
<td><strong>Men</strong></td>
<td>11.8%</td>
<td>68.6%</td>
<td>5.9%</td>
<td>3.9%</td>
<td>7.8%</td>
<td>2.0%</td>
</tr>
<tr>
<td><strong>Women</strong></td>
<td>6.0%</td>
<td>79.1%</td>
<td>3.0%</td>
<td>3.0%</td>
<td>7.5%</td>
<td>1.5%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>5.9%</td>
<td>72.5%</td>
<td>7.8%</td>
<td>7.8%</td>
<td>2.0%</td>
<td>3.9%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>16.0%</td>
<td>76.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>8.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>13.6%</td>
<td>72.7%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>13.6%</td>
<td>0.0%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>0.0%</td>
<td>80.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>15.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>11.4%</td>
<td>88.6%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>7.3%</td>
<td>61.0%</td>
<td>9.8%</td>
<td>9.8%</td>
<td>9.8%</td>
<td>2.4%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>7.1%</td>
<td>76.2%</td>
<td>2.4%</td>
<td>0.0%</td>
<td>11.9%</td>
<td>2.4%</td>
</tr>
<tr>
<td><strong>Northeast Region</strong></td>
<td>0.0%</td>
<td>92.3%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>7.7%</td>
</tr>
<tr>
<td><strong>Southeast Region</strong></td>
<td>13.2%</td>
<td>65.8%</td>
<td>7.9%</td>
<td>2.6%</td>
<td>7.9%</td>
<td>2.6%</td>
</tr>
<tr>
<td><strong>Midwest Region</strong></td>
<td>0.0%</td>
<td>88.6%</td>
<td>5.7%</td>
<td>0.0%</td>
<td>5.7%</td>
<td>0.0%</td>
</tr>
<tr>
<td><strong>Mountain Pacific Region</strong></td>
<td>15.6%</td>
<td>62.5%</td>
<td>0.0%</td>
<td>9.4%</td>
<td>12.5%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>9.6%</td>
<td>76.9%</td>
<td>3.8%</td>
<td>3.8%</td>
<td>3.8%</td>
<td>1.9%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>7.7%</td>
<td>73.8%</td>
<td>4.6%</td>
<td>3.1%</td>
<td>10.8%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>8.6%</td>
<td>75.0%</td>
<td>4.3%</td>
<td>2.6%</td>
<td>7.8%</td>
<td>1.7%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>0.0%</td>
<td>50.0%</td>
<td>0.0%</td>
<td>50.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>8.5%</td>
<td>74.6%</td>
<td>4.2%</td>
<td>3.4%</td>
<td>7.6%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>8.6%</td>
<td>75.0%</td>
<td>3.4%</td>
<td>3.4%</td>
<td>7.8%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Will NOT use the Web To Shop for Eyewear</td>
<td>0.0%</td>
<td>50.0%</td>
<td>50.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>8.2%</td>
<td>77.3%</td>
<td>3.1%</td>
<td>3.1%</td>
<td>7.2%</td>
<td>1.0%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>8.2%</td>
<td>75.5%</td>
<td>4.5%</td>
<td>3.6%</td>
<td>7.3%</td>
<td>0.9%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>8.0%</td>
<td>72.0%</td>
<td>8.0%</td>
<td>8.0%</td>
<td>2.0%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>0.0%</td>
<td>80.0%</td>
<td>20.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>14.3%</td>
<td>57.1%</td>
<td>14.3%</td>
<td>4.8%</td>
<td>9.5%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased From a Conventional Chain</td>
<td>11.8%</td>
<td>64.7%</td>
<td>5.9%</td>
<td>5.9%</td>
<td>11.8%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased From a Mass Merchandiser</td>
<td>16.7%</td>
<td>50.0%</td>
<td>16.7%</td>
<td>16.7%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>
### November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

**Custom Q7:** How would you rate your experience of purchasing your most recent pair of eyeglasses online?

<table>
<thead>
<tr>
<th>Among Resps. That Did Use the Internet To Purchase Rx Eyeglasses in the Past 6 Months</th>
<th>Excellent</th>
<th>Good</th>
<th>Neutral</th>
<th>Poor</th>
<th>Very bad</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Respondents</td>
<td>69.5%</td>
<td>26.3%</td>
<td>3.4%</td>
<td>0.8%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Weighted National Average</td>
<td>70.1%</td>
<td>25.9%</td>
<td>3.3%</td>
<td>0.7%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Men</td>
<td>72.5%</td>
<td>21.6%</td>
<td>3.9%</td>
<td>2.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Women</td>
<td>67.2%</td>
<td>29.9%</td>
<td>3.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>62.7%</td>
<td>29.4%</td>
<td>5.9%</td>
<td>2.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>80.0%</td>
<td>20.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>72.7%</td>
<td>27.3%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>70.0%</td>
<td>25.0%</td>
<td>5.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>71.4%</td>
<td>28.6%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>65.9%</td>
<td>26.8%</td>
<td>4.9%</td>
<td>2.4%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>71.4%</td>
<td>23.8%</td>
<td>4.8%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>69.2%</td>
<td>23.1%</td>
<td>7.7%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>76.3%</td>
<td>21.1%</td>
<td>2.6%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>62.9%</td>
<td>31.4%</td>
<td>5.7%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>68.8%</td>
<td>28.1%</td>
<td>0.0%</td>
<td>3.1%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>71.2%</td>
<td>26.9%</td>
<td>0.0%</td>
<td>1.9%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>69.2%</td>
<td>24.6%</td>
<td>6.2%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>69.8%</td>
<td>26.7%</td>
<td>3.4%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>50.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>50.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>69.5%</td>
<td>26.3%</td>
<td>3.4%</td>
<td>0.8%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>69.0%</td>
<td>26.7%</td>
<td>3.4%</td>
<td>0.9%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>100.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>68.0%</td>
<td>27.8%</td>
<td>4.1%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>72.7%</td>
<td>22.7%</td>
<td>3.6%</td>
<td>0.9%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>72.0%</td>
<td>22.0%</td>
<td>4.0%</td>
<td>2.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>80.0%</td>
<td>20.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>76.2%</td>
<td>19.0%</td>
<td>4.8%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased From an Conventional Chain</td>
<td>70.6%</td>
<td>23.5%</td>
<td>5.9%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased From an Mass Merchandiser</td>
<td>33.3%</td>
<td>66.7%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>
## November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

Custom Q8: Did you use the internet in any capacity whatsoever (including any basic searching and comparisons) when purchasing your most recent pair of sunglasses?

### Among Resps. That Purchased Plano Sunglasses in the Past 6 Months

<table>
<thead>
<tr>
<th>All Respondents</th>
<th>Yes (%)</th>
<th>No (%)</th>
<th>Can't Remember (%)</th>
<th>No Answer (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weighted National Average</td>
<td>20.9%</td>
<td>74.6%</td>
<td>4.5%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Men</td>
<td>25.5%</td>
<td>69.2%</td>
<td>5.3%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Women</td>
<td>16.7%</td>
<td>79.4%</td>
<td>3.9%</td>
<td>0.0%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>25.9%</td>
<td>68.1%</td>
<td>6.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>21.4%</td>
<td>74.9%</td>
<td>3.7%</td>
<td>0.0%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>17.3%</td>
<td>78.3%</td>
<td>4.4%</td>
<td>0.0%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>13.2%</td>
<td>84.2%</td>
<td>2.6%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>17.1%</td>
<td>78.4%</td>
<td>4.5%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>20.7%</td>
<td>75.3%</td>
<td>4.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>24.1%</td>
<td>70.9%</td>
<td>5.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>24.0%</td>
<td>71.6%</td>
<td>4.4%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>21.6%</td>
<td>73.5%</td>
<td>5.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>15.8%</td>
<td>80.1%</td>
<td>4.1%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>22.1%</td>
<td>73.5%</td>
<td>4.3%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>23.3%</td>
<td>71.8%</td>
<td>4.8%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>19.0%</td>
<td>76.8%</td>
<td>4.2%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>22.5%</td>
<td>74.4%</td>
<td>3.1%</td>
<td>0.0%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>11.6%</td>
<td>84.7%</td>
<td>3.6%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>76.7%</td>
<td>21.9%</td>
<td>1.4%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>28.2%</td>
<td>66.6%</td>
<td>5.2%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>3.2%</td>
<td>93.9%</td>
<td>2.9%</td>
<td>0.0%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>31.1%</td>
<td>64.5%</td>
<td>4.4%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

### Recently Purchased Rx Eyeglasses

<table>
<thead>
<tr>
<th>Recently Purchased Rx Eyeglasses</th>
<th>Yes (%)</th>
<th>No (%)</th>
<th>Can't Remember (%)</th>
<th>No Answer (%)</th>
</tr>
</thead>
</table>

### Recently Purchased Plano Sunglasses

<table>
<thead>
<tr>
<th>Recently Purchased Plano Sunglasses</th>
<th>Yes (%)</th>
<th>No (%)</th>
<th>Can't Remember (%)</th>
<th>No Answer (%)</th>
</tr>
</thead>
</table>

### Recently Purchased OTC Readers

<table>
<thead>
<tr>
<th>Recently Purchased OTC Readers</th>
<th>Yes (%)</th>
<th>No (%)</th>
<th>Can't Remember (%)</th>
<th>No Answer (%)</th>
</tr>
</thead>
</table>

### Recently Purchased From an Independent

<table>
<thead>
<tr>
<th>Recently Purchased From an Independent</th>
<th>Yes (%)</th>
<th>No (%)</th>
<th>Can't Remember (%)</th>
<th>No Answer (%)</th>
</tr>
</thead>
</table>

### Recently Purchased From an Conventional Chain

<table>
<thead>
<tr>
<th>Recently Purchased From an Conventional Chain</th>
<th>Yes (%)</th>
<th>No (%)</th>
<th>Can't Remember (%)</th>
<th>No Answer (%)</th>
</tr>
</thead>
</table>

### Recently Purchased From an Mass Merchandiser

<table>
<thead>
<tr>
<th>Recently Purchased From an Mass Merchandiser</th>
<th>Yes (%)</th>
<th>No (%)</th>
<th>Can't Remember (%)</th>
<th>No Answer (%)</th>
</tr>
</thead>
</table>
### November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

**Custom Q9: Why did you not use the internet when purchasing your most recent pair of sunglasses?**

<table>
<thead>
<tr>
<th>Resps. That Did NOT Use the Web When Purchasing Plano Sunglasses in the Past 6 Months</th>
<th>All Respondents</th>
<th>Weighted National Average</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Too much of a hassle or inconvenience</strong></td>
<td>7.7%</td>
<td>7.8%</td>
<td>8.4%</td>
<td>7.2%</td>
</tr>
<tr>
<td><strong>I could not physically try on sunglasses in-person</strong></td>
<td>37.8%</td>
<td>37.7%</td>
<td>33.6%</td>
<td>41.1%</td>
</tr>
<tr>
<td><strong>I do not trust the internet</strong></td>
<td>2.2%</td>
<td>2.2%</td>
<td>3.2%</td>
<td>1.3%</td>
</tr>
<tr>
<td><strong>I enjoy buying sunglasses in-person</strong></td>
<td>24.0%</td>
<td>24.0%</td>
<td>21.1%</td>
<td>26.4%</td>
</tr>
<tr>
<td><strong>I have a trusted relationship with my eyewear retailer</strong></td>
<td>3.8%</td>
<td>3.8%</td>
<td>5.2%</td>
<td>2.8%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age Group</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>18 to 34 Years Old</td>
<td>8.6%</td>
<td>35.4%</td>
<td>2.0%</td>
<td>23.6%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>5.5%</td>
<td>34.8%</td>
<td>2.2%</td>
<td>22.1%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>8.0%</td>
<td>40.1%</td>
<td>2.3%</td>
<td>25.8%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>8.1%</td>
<td>42.7%</td>
<td>2.3%</td>
<td>25.4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Income Group</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>8.2%</td>
<td>34.7%</td>
<td>3.0%</td>
<td>24.9%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>6.3%</td>
<td>41.5%</td>
<td>1.5%</td>
<td>26.2%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>8.6%</td>
<td>37.0%</td>
<td>2.1%</td>
<td>21.3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Region</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast Region</td>
<td>7.1%</td>
<td>39.7%</td>
<td>1.9%</td>
<td>26.0%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>7.0%</td>
<td>36.5%</td>
<td>1.8%</td>
<td>24.4%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>7.9%</td>
<td>39.6%</td>
<td>2.8%</td>
<td>21.2%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>9.2%</td>
<td>36.8%</td>
<td>2.4%</td>
<td>24.9%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Family Structure</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>7.4%</td>
<td>35.8%</td>
<td>1.8%</td>
<td>23.9%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>7.9%</td>
<td>39.4%</td>
<td>2.5%</td>
<td>24.2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Web Shopping Experience</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>7.4%</td>
<td>39.9%</td>
<td>1.2%</td>
<td>24.2%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>11.4%</td>
<td>26.1%</td>
<td>11.4%</td>
<td>27.5%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>5.7%</td>
<td>33.2%</td>
<td>2.8%</td>
<td>19.4%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>6.7%</td>
<td>35.9%</td>
<td>1.4%</td>
<td>22.8%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>9.5%</td>
<td>41.1%</td>
<td>3.5%</td>
<td>26.1%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>8.3%</td>
<td>34.7%</td>
<td>0.6%</td>
<td>19.7%</td>
</tr>
</tbody>
</table>

**2015 Internet Influence Report: Detailed Cross Tabulations**
November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

Custom Q9: Why did you not use the internet when purchasing your most recent pair of sunglasses?

<table>
<thead>
<tr>
<th>All Respondents</th>
<th>Resps. That Did NOT Use the Web When Purchasing Plano Sunglasses in the Past 6 Months</th>
<th>Other</th>
<th>Can't Remember</th>
<th>No Answer</th>
<th>One factor preventing the use of the internet</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>I already knew the sunglasses I wanted to buy and did not need</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All Respondents</td>
<td>22.1% 13.8% 6.3% 0.0%</td>
<td>86.3%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Weighted National Average</td>
<td>22.2% 13.7% 6.4% 0.0%</td>
<td></td>
<td></td>
<td></td>
<td>86.2%</td>
</tr>
<tr>
<td>Men</td>
<td>24.6% 12.6% 7.4% 0.0%</td>
<td></td>
<td></td>
<td></td>
<td>87.4%</td>
</tr>
<tr>
<td>Women</td>
<td>20.0% 14.7% 5.4% 0.0%</td>
<td></td>
<td></td>
<td></td>
<td>85.5%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>21.1% 14.0% 6.8% 0.0%</td>
<td></td>
<td></td>
<td></td>
<td>87.4%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>22.3% 14.9% 6.3% 0.0%</td>
<td></td>
<td></td>
<td></td>
<td>90.1%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>20.4% 12.4% 5.4% 0.0%</td>
<td></td>
<td></td>
<td></td>
<td>86.4%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>24.4% 13.3% 5.9% 0.0%</td>
<td></td>
<td></td>
<td></td>
<td>81.2%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>23.3% 14.5% 8.8% 0.0%</td>
<td></td>
<td></td>
<td></td>
<td>84.7%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>20.9% 13.5% 4.9% 0.0%</td>
<td></td>
<td></td>
<td></td>
<td>84.9%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>22.1% 13.4% 5.4% 0.0%</td>
<td></td>
<td></td>
<td></td>
<td>89.1%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>17.0% 14.4% 8.0% 0.0%</td>
<td></td>
<td></td>
<td></td>
<td>85.3%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>23.1% 13.9% 6.3% 0.0%</td>
<td></td>
<td></td>
<td></td>
<td>86.5%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>21.9% 14.4% 4.3% 0.0%</td>
<td></td>
<td></td>
<td></td>
<td>87.7%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>24.0% 12.4% 7.1% 0.0%</td>
<td></td>
<td></td>
<td></td>
<td>85.4%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>21.6% 13.6% 6.0% 0.0%</td>
<td></td>
<td></td>
<td></td>
<td>88.9%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>22.5% 13.8% 6.4% 0.0%</td>
<td></td>
<td></td>
<td></td>
<td>84.3%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>22.5% 14.5% 5.1% 0.0%</td>
<td></td>
<td></td>
<td></td>
<td>85.6%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>20.9% 6.2% 7.6% 0.0%</td>
<td></td>
<td></td>
<td></td>
<td>89.6%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>28.4% 15.6% 5.7% 0.0%</td>
<td></td>
<td></td>
<td></td>
<td>86.7%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>24.7% 15.1% 6.3% 0.0%</td>
<td></td>
<td></td>
<td></td>
<td>86.6%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>17.5% 11.5% 6.3% 0.0%</td>
<td></td>
<td></td>
<td></td>
<td>86.0%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>29.0% 19.4% 4.4% 0.0%</td>
<td></td>
<td></td>
<td></td>
<td>84.4%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>21.4% 10.1% 7.1% 0.0%</td>
<td></td>
<td></td>
<td></td>
<td>85.1%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>22.1% 13.8% 6.3% 0.0%</td>
<td></td>
<td></td>
<td></td>
<td>86.3%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>23.0% 16.3% 1.9% 0.0%</td>
<td></td>
<td></td>
<td></td>
<td>81.2%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>21.3% 11.8% 2.6% 0.0%</td>
<td></td>
<td></td>
<td></td>
<td>87.4%</td>
</tr>
<tr>
<td>Recently Purchased From an Conventional Chain</td>
<td>14.9% 7.4% 10.1% 0.0%</td>
<td></td>
<td></td>
<td></td>
<td>85.1%</td>
</tr>
<tr>
<td>Recently Purchased From an Mass Merchandiser</td>
<td>20.1% 12.7% 4.9% 0.0%</td>
<td></td>
<td></td>
<td></td>
<td>84.5%</td>
</tr>
</tbody>
</table>
November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

Custom Q9: Why did you not use the internet when purchasing your most recent pair of sunglasses?

<table>
<thead>
<tr>
<th>Resps. That Did NOT Use the Web When Purchasing Plano Sunglasses in the Past 6 Months</th>
<th>Two factors preventing the use of the internet</th>
<th>More than two factors preventing the use of the internet</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Respondents</td>
<td>10.7%</td>
<td>3.0%</td>
</tr>
<tr>
<td>Weighted National Average</td>
<td>10.8%</td>
<td>3.0%</td>
</tr>
<tr>
<td>Men</td>
<td>9.8%</td>
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<td>1.9%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>10.1%</td>
<td>3.5%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>14.4%</td>
<td>4.4%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>11.9%</td>
<td>3.4%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>12.2%</td>
<td>2.8%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>8.2%</td>
<td>2.8%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>11.6%</td>
<td>3.1%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>10.7%</td>
<td>2.8%</td>
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<tr>
<td>Midwest Region</td>
<td>10.6%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>10.1%</td>
<td>4.5%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>8.9%</td>
<td>2.1%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>12.1%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>11.4%</td>
<td>3.0%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>6.6%</td>
<td>3.8%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>11.4%</td>
<td>1.9%</td>
</tr>
<tr>
<td>Will Use the Web To \textit{Shop} for Eyewear</td>
<td>11.0%</td>
<td>2.4%</td>
</tr>
<tr>
<td>Will NOT Use the Web To \textit{Shop} for Eyewear</td>
<td>10.1%</td>
<td>3.9%</td>
</tr>
<tr>
<td>May Use the Web To \textit{Purchase} Eyewear</td>
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<td>3.5%</td>
</tr>
<tr>
<td>Recently Purchased \textit{Rx Eyeglasses}</td>
<td>11.8%</td>
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</tr>
<tr>
<td>Recently Purchased \textit{Plano Sunglasses}</td>
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<td>3.0%</td>
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<tr>
<td>Recently Purchased \textit{OTC Readers}</td>
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<td>Recently Purchased From an \textit{Independent}</td>
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</tr>
<tr>
<td>Recently Purchased From an \textit{Mass Merchandiser}</td>
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<td>3.0%</td>
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### Custom Q10: Please indicate how you used the internet for your last sunglass purchase.

<table>
<thead>
<tr>
<th>To Examine</th>
<th>Among Resps. That Purchased Plano Sunglasses in the Past 6 Months</th>
<th>To Compare Prices (Brands and Retailers)</th>
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<tr>
<td>All Respondents</td>
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<tr>
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<td>32.2%</td>
<td>25.9%</td>
</tr>
<tr>
<td>Men</td>
<td>33.3%</td>
<td>27.5%</td>
</tr>
<tr>
<td>Women</td>
<td>31.1%</td>
<td>23.7%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>31.9%</td>
<td>25.3%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>35.9%</td>
<td>27.5%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
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<td>26.6%</td>
</tr>
<tr>
<td>55+ Years Old</td>
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<td>25.0%</td>
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<tr>
<td>Annual Household Income Up to $40K</td>
<td>31.5%</td>
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<tr>
<td>Annual Household Income $40K-$75K</td>
<td>32.5%</td>
<td>25.5%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>32.8%</td>
<td>26.3%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>32.4%</td>
<td>21.1%</td>
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<tr>
<td>Southeast Region</td>
<td>31.3%</td>
<td>28.0%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>35.3%</td>
<td>27.7%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>32.4%</td>
<td>25.1%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>32.7%</td>
<td>27.2%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>32.3%</td>
<td>24.8%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>33.3%</td>
<td>26.5%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
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<td>13.8%</td>
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<tr>
<td>Using the Web for Eyewear Shopping</td>
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<td>25.7%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>33.1%</td>
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</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>18.2%</td>
<td>15.2%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>34.0%</td>
<td>27.9%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>32.1%</td>
<td>26.0%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>32.4%</td>
<td>25.9%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
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<td>31.5%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
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<td>24.7%</td>
</tr>
<tr>
<td>Recently Purchased From an Conventional Chain</td>
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<td>23.8%</td>
</tr>
<tr>
<td>Recently Purchased From an Mass Merchandiser</td>
<td>38.8%</td>
<td>26.4%</td>
</tr>
</tbody>
</table>
### November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

#### Custom Q10: Please indicate how you used the internet for your last sunglass purchase.

Among Resps. That Purchased Plano Sunglasses in the Past 6 Months

<table>
<thead>
<tr>
<th>All Respondents</th>
<th>I Purchased Sunglasses Directly Online</th>
<th>Other / No Answer</th>
<th>Used the Internet for One Function</th>
<th>Used the Internet for Two Functions</th>
<th>Used the Internet for More Than Two Functions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>30.1%</td>
<td>3.0%</td>
<td>56.7%</td>
<td>13.6%</td>
<td>29.7%</td>
</tr>
<tr>
<td>Weighted National Average</td>
<td>30.8%</td>
<td>3.1%</td>
<td>56.3%</td>
<td>13.4%</td>
<td>30.3%</td>
</tr>
<tr>
<td>Men</td>
<td>28.7%</td>
<td>2.3%</td>
<td>55.8%</td>
<td>13.4%</td>
<td>30.8%</td>
</tr>
<tr>
<td>Women</td>
<td>32.1%</td>
<td>3.6%</td>
<td>58.0%</td>
<td>13.8%</td>
<td>28.2%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>26.1%</td>
<td>2.6%</td>
<td>58.0%</td>
<td>15.9%</td>
<td>26.1%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>30.5%</td>
<td>3.0%</td>
<td>56.9%</td>
<td>11.4%</td>
<td>31.7%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>44.7%</td>
<td>4.3%</td>
<td>58.5%</td>
<td>9.6%</td>
<td>31.9%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>31.0%</td>
<td>3.0%</td>
<td>50.0%</td>
<td>12.0%</td>
<td>38.0%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>30.9%</td>
<td>3.3%</td>
<td>55.8%</td>
<td>12.2%</td>
<td>32.0%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>30.5%</td>
<td>2.1%</td>
<td>59.3%</td>
<td>13.2%</td>
<td>27.6%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>29.4%</td>
<td>3.4%</td>
<td>55.3%</td>
<td>14.7%</td>
<td>30.0%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>26.8%</td>
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<td>63.4%</td>
<td>14.8%</td>
<td>21.8%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>28.9%</td>
<td>3.3%</td>
<td>56.9%</td>
<td>11.5%</td>
<td>31.6%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>32.8%</td>
<td>3.4%</td>
<td>51.3%</td>
<td>19.3%</td>
<td>29.4%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>33.0%</td>
<td>2.8%</td>
<td>54.7%</td>
<td>12.3%</td>
<td>33.0%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>26.4%</td>
<td>3.3%</td>
<td>55.3%</td>
<td>14.4%</td>
<td>30.2%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
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<td>2.4%</td>
<td>57.9%</td>
<td>12.8%</td>
<td>29.3%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>30.9%</td>
<td>2.7%</td>
<td>54.7%</td>
<td>14.2%</td>
<td>31.2%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
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<td>100.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>29.8%</td>
<td>3.0%</td>
<td>56.6%</td>
<td>13.6%</td>
<td>29.8%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>30.1%</td>
<td>2.7%</td>
<td>55.8%</td>
<td>13.8%</td>
<td>30.4%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>30.3%</td>
<td>9.1%</td>
<td>75.8%</td>
<td>9.1%</td>
<td>15.2%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>47.2%</td>
<td>2.6%</td>
<td>51.6%</td>
<td>12.3%</td>
<td>36.1%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>31.3%</td>
<td>1.5%</td>
<td>54.2%</td>
<td>16.0%</td>
<td>29.8%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>30.1%</td>
<td>3.0%</td>
<td>56.7%</td>
<td>13.6%</td>
<td>29.7%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>30.1%</td>
<td>2.7%</td>
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<td>11.0%</td>
<td>41.1%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
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<td>32.9%</td>
</tr>
<tr>
<td>Recently Purchased From an Conventional Chain</td>
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<td>50.8%</td>
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<td>33.3%</td>
</tr>
<tr>
<td>Recently Purchased From an Mass Merchandiser</td>
<td>18.5%</td>
<td>5.6%</td>
<td>57.9%</td>
<td>18.0%</td>
<td>24.2%</td>
</tr>
</tbody>
</table>
### November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

**Custom Q11: What type of website did you visit and use when deciding on your last sunglass purchase?**

<table>
<thead>
<tr>
<th></th>
<th>A conventional optical chain website</th>
<th>The website of a mass merchandiser</th>
<th>A sporting goods retailer website</th>
<th>The website of a sunglass specialty store</th>
<th>The website of a department store</th>
<th>A drug/convenience store website</th>
<th>A fashion oriented website</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>All Respondents</strong></td>
<td>9.7%</td>
<td>15.7%</td>
<td>9.1%</td>
<td>19.0%</td>
<td>16.5%</td>
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<td>7.0%</td>
</tr>
<tr>
<td>Weighted National Average</td>
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<td>15.7%</td>
<td>9.1%</td>
<td>18.6%</td>
<td>16.0%</td>
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<td>6.9%</td>
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<tr>
<td><strong>Men</strong></td>
<td>9.7%</td>
<td>17.6%</td>
<td>11.3%</td>
<td>20.6%</td>
<td>16.2%</td>
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<td>7.6%</td>
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<tr>
<td><strong>Women</strong></td>
<td>9.6%</td>
<td>13.1%</td>
<td>6.1%</td>
<td>16.7%</td>
<td>17.0%</td>
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<td>6.1%</td>
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<tr>
<td>18 to 34 Years Old</td>
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<td>7.6%</td>
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<td>17.5%</td>
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<td>6.5%</td>
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<tr>
<td>35 to 44 Years Old</td>
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<td>18.6%</td>
<td>21.0%</td>
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<tr>
<td>45 to 54 Years Old</td>
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<td>7.4%</td>
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<td>13.8%</td>
<td>5.3%</td>
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<tr>
<td>55+ Years Old</td>
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<td>16.0%</td>
<td>8.0%</td>
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<td>Annual Household Income Up to $40K</td>
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<td>9.5%</td>
<td>17.1%</td>
<td>16.6%</td>
<td>4.4%</td>
<td>3.9%</td>
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<tr>
<td>Annual Household Income $40K-$75K</td>
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<td>20.2%</td>
<td>14.4%</td>
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<tr>
<td>Annual Household Income $75K+</td>
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<td>19.1%</td>
<td>18.1%</td>
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<tr>
<td>Northeast Region</td>
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<td>8.9%</td>
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<td>15.5%</td>
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<td>6.6%</td>
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<tr>
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<td>22.7%</td>
<td>15.1%</td>
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<tr>
<td>Mountain Pacific Region</td>
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<td>15.1%</td>
<td>8.4%</td>
<td>16.2%</td>
<td>17.3%</td>
<td>4.5%</td>
<td>8.9%</td>
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<tr>
<td>Resps. w/Children Living At Home</td>
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<td>9.5%</td>
<td>18.0%</td>
<td>19.9%</td>
<td>5.7%</td>
<td>6.3%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>6.7%</td>
<td>12.8%</td>
<td>8.8%</td>
<td>20.0%</td>
<td>13.3%</td>
<td>4.5%</td>
<td>7.7%</td>
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<tr>
<td>Using the Web for Retail Shopping</td>
<td>9.5%</td>
<td>15.9%</td>
<td>9.3%</td>
<td>19.4%</td>
<td>16.9%</td>
<td>5.0%</td>
<td>7.1%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>10.3%</td>
<td>17.2%</td>
<td>6.9%</td>
<td>10.3%</td>
<td>10.3%</td>
<td>6.9%</td>
<td>6.9%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>9.6%</td>
<td>15.7%</td>
<td>9.1%</td>
<td>19.1%</td>
<td>16.7%</td>
<td>5.0%</td>
<td>6.9%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>10.1%</td>
<td>15.5%</td>
<td>9.3%</td>
<td>19.1%</td>
<td>16.7%</td>
<td>4.9%</td>
<td>7.0%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>0.0%</td>
<td>21.2%</td>
<td>6.1%</td>
<td>15.2%</td>
<td>12.1%</td>
<td>9.1%</td>
<td>6.1%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>6.7%</td>
<td>13.5%</td>
<td>10.0%</td>
<td>17.9%</td>
<td>15.8%</td>
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</tr>
<tr>
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<td>15.3%</td>
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<td>15.3%</td>
<td>19.8%</td>
<td>6.9%</td>
<td>8.4%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>9.7%</td>
<td>15.7%</td>
<td>9.1%</td>
<td>19.0%</td>
<td>16.5%</td>
<td>5.1%</td>
<td>7.0%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>5.5%</td>
<td>17.8%</td>
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<td>9.6%</td>
<td>9.6%</td>
<td>6.8%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>10.6%</td>
<td>21.2%</td>
<td>9.4%</td>
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<td>14.1%</td>
<td>9.4%</td>
<td>4.7%</td>
</tr>
<tr>
<td>Recently Purchased From a Conventional Chain</td>
<td>30.2%</td>
<td>17.5%</td>
<td>4.8%</td>
<td>25.4%</td>
<td>14.3%</td>
<td>9.5%</td>
<td>7.9%</td>
</tr>
<tr>
<td>Recently Purchased From a Mass Merchandiser</td>
<td>10.1%</td>
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<td>17.4%</td>
<td>18.0%</td>
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</table>
### Custom Q11: What type of website did you visit and use when deciding on your last sunglass purchase?

<table>
<thead>
<tr>
<th></th>
<th>A consumer info / ratings website</th>
<th>A website that features celebrities</th>
<th>An internet search engine</th>
<th>The website of a general online retailer</th>
<th>Other</th>
<th>Don’t Know / Can’t Remember</th>
</tr>
</thead>
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<tr>
<td>All Respondents</td>
<td>8.7%</td>
<td>2.7%</td>
<td>35.3%</td>
<td>32.9%</td>
<td>5.1%</td>
<td>1.2%</td>
</tr>
<tr>
<td>Weighted National Average</td>
<td>8.3%</td>
<td>2.5%</td>
<td>35.7%</td>
<td>33.3%</td>
<td>5.1%</td>
<td>1.3%</td>
</tr>
<tr>
<td>Men</td>
<td>10.0%</td>
<td>2.8%</td>
<td>37.3%</td>
<td>32.9%</td>
<td>6.3%</td>
<td>1.4%</td>
</tr>
<tr>
<td>Women</td>
<td>7.1%</td>
<td>2.6%</td>
<td>32.7%</td>
<td>33.0%</td>
<td>3.5%</td>
<td>1.0%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>10.2%</td>
<td>2.6%</td>
<td>32.6%</td>
<td>29.8%</td>
<td>5.2%</td>
<td>1.3%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>7.8%</td>
<td>5.4%</td>
<td>38.9%</td>
<td>35.9%</td>
<td>4.8%</td>
<td>0.0%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>6.4%</td>
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<td>36.2%</td>
<td>36.2%</td>
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</tr>
<tr>
<td>55+ Years Old</td>
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<td>39.0%</td>
<td>37.0%</td>
<td>5.0%</td>
<td>4.0%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>6.1%</td>
<td>1.1%</td>
<td>38.7%</td>
<td>33.7%</td>
<td>5.5%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>7.4%</td>
<td>2.5%</td>
<td>30.9%</td>
<td>32.9%</td>
<td>4.1%</td>
<td>1.2%</td>
</tr>
<tr>
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<td>3.8%</td>
<td>36.9%</td>
<td>32.5%</td>
<td>5.6%</td>
<td>0.9%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>4.9%</td>
<td>2.8%</td>
<td>34.5%</td>
<td>34.5%</td>
<td>6.3%</td>
<td>2.1%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>11.2%</td>
<td>2.3%</td>
<td>38.8%</td>
<td>33.2%</td>
<td>4.3%</td>
<td>1.3%</td>
</tr>
<tr>
<td>Midwest Region</td>
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<td>5.0%</td>
<td>36.1%</td>
<td>27.7%</td>
<td>5.0%</td>
<td>0.8%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>7.8%</td>
<td>1.7%</td>
<td>29.6%</td>
<td>34.6%</td>
<td>5.6%</td>
<td>0.6%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>8.4%</td>
<td>3.5%</td>
<td>35.4%</td>
<td>32.4%</td>
<td>4.6%</td>
<td>0.5%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>9.1%</td>
<td>1.9%</td>
<td>35.2%</td>
<td>33.6%</td>
<td>5.6%</td>
<td>1.9%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>8.9%</td>
<td>2.5%</td>
<td>36.5%</td>
<td>34.3%</td>
<td>5.2%</td>
<td>0.8%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>3.4%</td>
<td>6.9%</td>
<td>13.8%</td>
<td>6.9%</td>
<td>3.4%</td>
<td>6.9%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>8.8%</td>
<td>2.7%</td>
<td>35.5%</td>
<td>33.1%</td>
<td>5.0%</td>
<td>1.2%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>8.7%</td>
<td>2.3%</td>
<td>36.4%</td>
<td>33.5%</td>
<td>5.1%</td>
<td>1.1%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
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<td>12.1%</td>
<td>21.2%</td>
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</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
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<td>36.4%</td>
<td>34.3%</td>
<td>5.9%</td>
<td>0.6%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>8.4%</td>
<td>7.6%</td>
<td>36.6%</td>
<td>29.0%</td>
<td>3.8%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>8.7%</td>
<td>2.7%</td>
<td>35.3%</td>
<td>32.9%</td>
<td>5.1%</td>
<td>1.2%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>15.1%</td>
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<td>42.5%</td>
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</tr>
<tr>
<td>Recently Purchased From an Independent</td>
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<td>31.6%</td>
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<tr>
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<td>4.8%</td>
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</tr>
<tr>
<td>Recently Purchased From a Mass Merchandiser</td>
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<td>2.8%</td>
<td>37.1%</td>
<td>36.5%</td>
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</tbody>
</table>
### Custom Q12: What website did you visit and use to make your last sunglass purchase?

#### Resps. That Used the Internet To Purchase Plano Sunglasses in the Past 6 Months

<table>
<thead>
<tr>
<th></th>
<th>A conventional optical chain website</th>
<th>The website of a mass merchandiser</th>
<th>A sporting goods retailer website</th>
<th>The website of a sunglass specialty store</th>
<th>The website of a department store</th>
<th>A drug / convenience store website</th>
<th>Eyewear retailer w/ only a Web presence</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Respondents</td>
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<td>3.1%</td>
<td>10.7%</td>
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<td>5.4%</td>
</tr>
<tr>
<td>Weighted National Average</td>
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<td>5.7%</td>
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</tr>
<tr>
<td>Men</td>
<td>2.4%</td>
<td>9.7%</td>
<td>4.8%</td>
<td>11.3%</td>
<td>6.5%</td>
<td>1.6%</td>
<td>5.6%</td>
</tr>
<tr>
<td>Women</td>
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<td>1.0%</td>
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<td>14.0%</td>
<td>0.0%</td>
<td>5.0%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>3.0%</td>
<td>5.0%</td>
<td>5.0%</td>
<td>13.0%</td>
<td>15.0%</td>
<td>0.0%</td>
<td>6.0%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>2.0%</td>
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<td>0.0%</td>
<td>13.7%</td>
<td>9.8%</td>
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</tr>
<tr>
<td>45 to 54 Years Old</td>
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<td>2.4%</td>
<td>2.4%</td>
<td>4.8%</td>
</tr>
<tr>
<td>55+ Years Old</td>
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<td>3.2%</td>
<td>6.5%</td>
<td>3.2%</td>
<td>3.2%</td>
<td>12.9%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>1.8%</td>
<td>7.1%</td>
<td>1.8%</td>
<td>12.5%</td>
<td>1.8%</td>
<td>0.0%</td>
<td>1.8%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>1.4%</td>
<td>4.1%</td>
<td>4.1%</td>
<td>16.2%</td>
<td>14.9%</td>
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<td>4.1%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
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<td>6.4%</td>
<td>3.2%</td>
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<td>8.5%</td>
</tr>
<tr>
<td>Northeast Region</td>
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<td>2.6%</td>
<td>5.3%</td>
<td>13.2%</td>
<td>0.0%</td>
<td>7.9%</td>
</tr>
<tr>
<td>Southeast Region</td>
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<td>6.8%</td>
<td>1.1%</td>
<td>8.0%</td>
<td>10.2%</td>
<td>1.1%</td>
<td>5.7%</td>
</tr>
<tr>
<td>Midwest Region</td>
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<td>2.6%</td>
<td>17.9%</td>
<td>7.7%</td>
<td>0.0%</td>
<td>5.1%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>3.4%</td>
<td>5.1%</td>
<td>6.8%</td>
<td>13.6%</td>
<td>8.5%</td>
<td>1.7%</td>
<td>3.4%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
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<td>4.1%</td>
<td>2.1%</td>
<td>8.2%</td>
<td>12.4%</td>
<td>0.0%</td>
<td>3.1%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>1.6%</td>
<td>7.1%</td>
<td>3.9%</td>
<td>12.6%</td>
<td>7.9%</td>
<td>1.6%</td>
<td>7.1%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>1.8%</td>
<td>5.5%</td>
<td>3.2%</td>
<td>10.1%</td>
<td>10.1%</td>
<td>0.9%</td>
<td>5.5%</td>
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<td>0.0%</td>
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<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>1.4%</td>
<td>5.9%</td>
<td>3.2%</td>
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<td>10.0%</td>
<td>0.9%</td>
<td>5.4%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>1.9%</td>
<td>6.1%</td>
<td>2.8%</td>
<td>10.7%</td>
<td>9.8%</td>
<td>0.9%</td>
<td>5.1%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
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<td>0.0%</td>
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<td>10.0%</td>
<td>10.0%</td>
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<td>10.0%</td>
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<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>1.9%</td>
<td>5.6%</td>
<td>2.5%</td>
<td>10.6%</td>
<td>8.7%</td>
<td>1.2%</td>
<td>6.2%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>4.9%</td>
<td>4.9%</td>
<td>2.4%</td>
<td>9.8%</td>
<td>7.3%</td>
<td>0.0%</td>
<td>7.3%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
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<td>5.8%</td>
<td>3.1%</td>
<td>10.7%</td>
<td>9.8%</td>
<td>0.9%</td>
<td>5.4%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
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<td>0.0%</td>
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<tr>
<td>Recently Purchased From an Independent</td>
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<td>24.2%</td>
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<td>9.1%</td>
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<td>6.1%</td>
</tr>
</tbody>
</table>
**November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations**

**Custom Q12: What website did you visit and use to make your last sunglass purchase?**

<table>
<thead>
<tr>
<th>Resps. That Used the Internet</th>
<th>To Purchase Plano Sunglasses in the Past 6 Months</th>
<th>Don't Know / Can't Remember</th>
</tr>
</thead>
<tbody>
<tr>
<td>General online retailer that offers eyewear</td>
<td>An online auctioning service</td>
<td>Other</td>
</tr>
<tr>
<td>All Respondents</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Weighted National Average</td>
<td>27.7%</td>
<td>9.4%</td>
</tr>
<tr>
<td>Men</td>
<td>27.8%</td>
<td>9.4%</td>
</tr>
<tr>
<td>Women</td>
<td>28.2%</td>
<td>5.6%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>27.0%</td>
<td>14.0%</td>
</tr>
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<td>35 to 44 Years Old</td>
<td>23.5%</td>
<td>15.7%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>40.5%</td>
<td>11.9%</td>
</tr>
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</tr>
<tr>
<td>Southeast Region</td>
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<tr>
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<tr>
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<tr>
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<td>9.8%</td>
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<tr>
<td>Will NOT use the Web To Shop for Eyewear</td>
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<td>0.0%</td>
</tr>
<tr>
<td>May use the Web To Purchase Eyewear</td>
<td>28.6%</td>
<td>9.9%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>34.1%</td>
<td>14.6%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>27.7%</td>
<td>9.4%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>40.9%</td>
<td>13.6%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>28.6%</td>
<td>21.4%</td>
</tr>
<tr>
<td>Recently Purchased From a Conventional Chain</td>
<td>15.4%</td>
<td>15.4%</td>
</tr>
<tr>
<td>Recently Purchased From a Mass Merchandiser</td>
<td>30.3%</td>
<td>6.1%</td>
</tr>
</tbody>
</table>
**November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations**

Custom Q13: How would you rate your experience of purchasing your most recent pair of sunglasses online?

<table>
<thead>
<tr>
<th>All Respondents</th>
<th>Resps. That Used the Internet To Purchase Plano Sunglasses in the Past 6 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Excellent</td>
</tr>
<tr>
<td>Weighted National Average</td>
<td>62.3%</td>
</tr>
<tr>
<td>Men</td>
<td>62.9%</td>
</tr>
<tr>
<td>Women</td>
<td>61.0%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>57.0%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>66.7%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>64.3%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>67.7%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>57.1%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>60.8%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>66.0%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>60.5%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>65.9%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>66.7%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>54.2%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>58.8%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>64.6%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>63.3%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>0.0%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>62.0%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>61.2%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>80.0%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>63.4%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>51.2%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>62.1%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>72.7%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>60.7%</td>
</tr>
<tr>
<td>Recently Purchased From an Conventional Chain</td>
<td>76.9%</td>
</tr>
<tr>
<td>Recently Purchased From an Mass Merchandiser</td>
<td>72.7%</td>
</tr>
</tbody>
</table>
Custom Q14: Did you use the internet in any capacity whatsoever (including any basic searching and comparisons) when purchasing your most recent pair of readers?

### Among Resps. That Purchased OTC Readers in the Past 6 Months

<table>
<thead>
<tr>
<th>All Respondents</th>
<th>Yes</th>
<th>No</th>
<th>Can't Remember</th>
<th>No Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weighted National Average</td>
<td>9.9%</td>
<td>89.7%</td>
<td>1.3%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Men</td>
<td>12.6%</td>
<td>86.3%</td>
<td>1.1%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Women</td>
<td>6.3%</td>
<td>92.2%</td>
<td>1.5%</td>
<td>0.0%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>18.2%</td>
<td>77.3%</td>
<td>4.5%</td>
<td>0.0%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>16.9%</td>
<td>78.9%</td>
<td>4.2%</td>
<td>0.0%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>7.7%</td>
<td>91.1%</td>
<td>1.2%</td>
<td>0.0%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>7.7%</td>
<td>91.7%</td>
<td>0.6%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>7.9%</td>
<td>91.0%</td>
<td>1.1%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>9.4%</td>
<td>89.1%</td>
<td>1.6%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>9.7%</td>
<td>89.1%</td>
<td>1.2%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>7.7%</td>
<td>91.5%</td>
<td>0.7%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>9.4%</td>
<td>89.0%</td>
<td>1.7%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>7.5%</td>
<td>91.8%</td>
<td>0.7%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>10.4%</td>
<td>88.0%</td>
<td>1.6%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>10.7%</td>
<td>86.4%</td>
<td>2.8%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>8.3%</td>
<td>90.9%</td>
<td>0.8%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>9.6%</td>
<td>89.2%</td>
<td>1.2%</td>
<td>0.0%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>0.0%</td>
<td>100.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>48.5%</td>
<td>50.5%</td>
<td>1.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>14.3%</td>
<td>83.6%</td>
<td>2.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>1.4%</td>
<td>98.3%</td>
<td>0.3%</td>
<td>0.0%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>19.2%</td>
<td>79.0%</td>
<td>1.7%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>9.4%</td>
<td>90.6%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>11.0%</td>
<td>87.7%</td>
<td>1.3%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>9.0%</td>
<td>89.7%</td>
<td>1.3%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>11.1%</td>
<td>88.9%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased From an Conventional Chain</td>
<td>25.0%</td>
<td>75.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased From an Mass Merchandiser</td>
<td>8.8%</td>
<td>89.7%</td>
<td>1.5%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>
Custom Q15: Why did you not use the internet when purchasing your most recent pair of readers?

<table>
<thead>
<tr>
<th>Resps. That Did NOT Use the Internet When Purchasing OTC Readers in the Past 6 Months</th>
<th>I enjoy buying readers in-person</th>
<th>I do not trust the internet in-person</th>
<th>I could not physically try on readers in-person</th>
<th>Too much of a hassle or inconvenience</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Respondents</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Weighted National Average</td>
<td>9.0%</td>
<td>49.6%</td>
<td>2.3%</td>
<td>21.2%</td>
</tr>
<tr>
<td>Men</td>
<td>7.6%</td>
<td>49.7%</td>
<td>2.5%</td>
<td>19.6%</td>
</tr>
<tr>
<td>Women</td>
<td>8.9%</td>
<td>53.2%</td>
<td>1.4%</td>
<td>22.5%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>14.7%</td>
<td>26.5%</td>
<td>5.9%</td>
<td>20.6%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>12.5%</td>
<td>39.3%</td>
<td>7.1%</td>
<td>21.4%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>6.7%</td>
<td>55.8%</td>
<td>0.4%</td>
<td>21.0%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>8.1%</td>
<td>53.2%</td>
<td>1.6%</td>
<td>21.5%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>9.9%</td>
<td>62.0%</td>
<td>1.2%</td>
<td>25.2%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>8.3%</td>
<td>49.1%</td>
<td>3.1%</td>
<td>21.9%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>7.0%</td>
<td>45.1%</td>
<td>1.4%</td>
<td>17.5%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>6.2%</td>
<td>52.3%</td>
<td>1.5%</td>
<td>16.9%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>7.4%</td>
<td>54.8%</td>
<td>1.5%</td>
<td>23.8%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>8.2%</td>
<td>47.0%</td>
<td>3.7%</td>
<td>20.9%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>11.8%</td>
<td>49.1%</td>
<td>1.2%</td>
<td>20.1%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>10.3%</td>
<td>49.7%</td>
<td>3.2%</td>
<td>18.9%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>7.7%</td>
<td>52.5%</td>
<td>1.4%</td>
<td>22.1%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>8.3%</td>
<td>52.7%</td>
<td>1.3%</td>
<td>22.3%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>8.7%</td>
<td>43.5%</td>
<td>10.9%</td>
<td>13.0%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>11.5%</td>
<td>46.2%</td>
<td>0.0%</td>
<td>15.4%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>6.3%</td>
<td>46.9%</td>
<td>0.7%</td>
<td>20.0%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>10.8%</td>
<td>57.6%</td>
<td>3.2%</td>
<td>22.8%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>6.6%</td>
<td>44.8%</td>
<td>0.0%</td>
<td>13.8%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>5.2%</td>
<td>44.8%</td>
<td>3.4%</td>
<td>13.8%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>9.2%</td>
<td>50.6%</td>
<td>2.3%</td>
<td>25.1%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>8.3%</td>
<td>51.7%</td>
<td>1.9%</td>
<td>21.3%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>6.9%</td>
<td>45.8%</td>
<td>2.8%</td>
<td>16.7%</td>
</tr>
<tr>
<td>Recently Purchased From a Conventional Chain</td>
<td>13.3%</td>
<td>26.7%</td>
<td>6.7%</td>
<td>6.7%</td>
</tr>
<tr>
<td>Recently Purchased From a Mass Merchandiser</td>
<td>10.2%</td>
<td>53.6%</td>
<td>1.7%</td>
<td>24.7%</td>
</tr>
</tbody>
</table>
### November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

**Custom Q15: Why did you not use the internet when purchasing your most recent pair of readers?**

<table>
<thead>
<tr>
<th>All Respondents</th>
<th>Did NOT Use the Internet When Purchasing OTC Readers in the Past 6 Months</th>
<th>Other</th>
<th>Can't Remember</th>
<th>No Answer</th>
<th>One factor preventing the use of the internet</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>I already knew the readers I wanted to buy and did not need</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Weighted National Average</td>
<td>33.5%</td>
<td>11.0%</td>
<td>2.0%</td>
<td>0.0%</td>
<td>77.0%</td>
</tr>
<tr>
<td>Men</td>
<td>38.9%</td>
<td>9.2%</td>
<td>1.9%</td>
<td>0.0%</td>
<td>77.2%</td>
</tr>
<tr>
<td>Women</td>
<td>29.5%</td>
<td>12.3%</td>
<td>2.0%</td>
<td>0.0%</td>
<td>76.8%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>26.5%</td>
<td>8.8%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>88.2%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>39.3%</td>
<td>12.5%</td>
<td>1.8%</td>
<td>0.0%</td>
<td>80.4%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>28.6%</td>
<td>9.8%</td>
<td>1.3%</td>
<td>0.0%</td>
<td>79.5%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>35.7%</td>
<td>11.5%</td>
<td>2.5%</td>
<td>0.0%</td>
<td>74.4%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>36.8%</td>
<td>9.1%</td>
<td>2.1%</td>
<td>0.0%</td>
<td>67.4%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>32.9%</td>
<td>11.8%</td>
<td>1.3%</td>
<td>0.0%</td>
<td>75.9%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>31.1%</td>
<td>11.9%</td>
<td>2.4%</td>
<td>0.0%</td>
<td>86.0%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>28.5%</td>
<td>8.5%</td>
<td>3.1%</td>
<td>0.0%</td>
<td>81.5%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>33.7%</td>
<td>10.5%</td>
<td>1.9%</td>
<td>0.0%</td>
<td>74.3%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>33.6%</td>
<td>14.9%</td>
<td>2.2%</td>
<td>0.0%</td>
<td>76.9%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>36.7%</td>
<td>10.7%</td>
<td>1.2%</td>
<td>0.0%</td>
<td>78.7%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>29.2%</td>
<td>10.3%</td>
<td>2.7%</td>
<td>0.0%</td>
<td>81.1%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>34.9%</td>
<td>11.1%</td>
<td>1.8%</td>
<td>0.0%</td>
<td>75.6%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>33.3%</td>
<td>10.8%</td>
<td>2.0%</td>
<td>0.0%</td>
<td>76.7%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>32.6%</td>
<td>8.7%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>78.3%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>44.2%</td>
<td>9.6%</td>
<td>1.9%</td>
<td>0.0%</td>
<td>78.8%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>36.0%</td>
<td>13.8%</td>
<td>1.9%</td>
<td>0.0%</td>
<td>79.0%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>30.4%</td>
<td>7.6%</td>
<td>2.0%</td>
<td>0.0%</td>
<td>74.6%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>38.7%</td>
<td>16.0%</td>
<td>3.3%</td>
<td>0.0%</td>
<td>79.6%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>34.5%</td>
<td>8.6%</td>
<td>1.7%</td>
<td>0.0%</td>
<td>84.5%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>28.4%</td>
<td>11.5%</td>
<td>1.0%</td>
<td>0.0%</td>
<td>78.5%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>33.5%</td>
<td>11.0%</td>
<td>2.0%</td>
<td>0.0%</td>
<td>77.0%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>26.4%</td>
<td>19.4%</td>
<td>1.4%</td>
<td>0.0%</td>
<td>77.8%</td>
</tr>
<tr>
<td>Recently Purchased From an Conventional Chain</td>
<td>33.3%</td>
<td>20.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>86.7%</td>
</tr>
<tr>
<td>Recently Purchased From an Mass Merchandiser</td>
<td>29.5%</td>
<td>7.8%</td>
<td>1.4%</td>
<td>0.0%</td>
<td>76.6%</td>
</tr>
</tbody>
</table>
### November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

#### Custom Q15: Why did you not use the internet when purchasing your most recent pair of readers?

| Resps. That Did NOT Use the Internet When Purchasing OTC Readers in the Past 6 Months |
| --- | --- |
| **Two factors preventing the use of the internet** | **More than two factors preventing the use of the internet** |
| All Respondents | 15.7% | 7.3% |
| Weighted National Average | 15.1% | 7.1% |
| Men | 15.5% | 7.3% |
| Women | 15.9% | 7.3% |
| 18 to 34 Years Old | 8.8% | 2.9% |
| 35 to 44 Years Old | 10.7% | 8.9% |
| 45 to 54 Years Old | 15.2% | 5.4% |
| 55+ Years Old | 17.2% | 8.4% |
| Annual Household Income Up to $40K | 20.7% | 12.0% |
| Annual Household Income $40K-$75K | 17.5% | 6.6% |
| Annual Household Income $75K+ | 10.1% | 3.8% |
| Northeast Region | 16.9% | 1.5% |
| Southeast Region | 18.0% | 7.7% |
| Midwest Region | 14.2% | 9.0% |
| Mountain Pacific Region | 11.8% | 9.5% |
| Resps. w/Children Living At Home | 12.4% | 6.5% |
| Resps. w/out Children Living At Home | 16.8% | 7.5% |
| Using the Web for Retail Shopping | 15.9% | 7.3% |
| NOT Using the Web for Retail Shopping | 17.4% | 4.3% |
| Using the Web for Eyewear Shopping | 11.5% | 9.6% |
| Will Use the Web To Shop for Eyewear | 15.5% | 5.6% |
| Will NOT Use the Web To Shop for Eyewear | 16.1% | 9.4% |
| May Use the Web To Purchase Eyewear | 16.0% | 4.4% |
| Recently Purchased Rx Eyeglasses | 13.8% | 1.7% |
| Recently Purchased Plano Sunglasses | 14.1% | 7.4% |
| Recently Purchased OTC Readers | 15.7% | 7.3% |
| Recently Purchased From an Independent | 18.1% | 4.2% |
| Recently Purchased From a Conventional Chain | 13.3% | 0.0% |
| Recently Purchased From a Mass Merchandiser | 17.6% | 5.8% |
### November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

**Custom Q16: Please indicate how you used the internet for your last readers purchase?**

<table>
<thead>
<tr>
<th>All Respondents</th>
<th>Resps. That Used the Internet When Shopping For OTC Readers in the Past 6 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>To Examine Possible Brands</td>
</tr>
<tr>
<td>Weighted National Average</td>
<td>34.2%</td>
</tr>
<tr>
<td>Men</td>
<td>34.8%</td>
</tr>
<tr>
<td>Women</td>
<td>30.0%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>37.5%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>66.7%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>31.6%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>21.6%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>38.1%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>33.3%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>29.0%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>27.3%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>38.2%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>45.5%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>20.0%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>60.9%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>21.2%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>33.3%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>--</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>40.0%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>33.8%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>20.0%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>36.4%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>33.3%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>38.8%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>32.9%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>33.3%</td>
</tr>
<tr>
<td>Recently Purchased From an Conventional Chain</td>
<td>60.0%</td>
</tr>
<tr>
<td>Recently Purchased From an Mass Merchandiser</td>
<td>41.4%</td>
</tr>
</tbody>
</table>
November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

Custom Q16: Please indicate how you used the internet for your last readers purchase.

<table>
<thead>
<tr>
<th>Resps. That Used the Internet When Shopping For OTC Readers in the Past 6 Months</th>
<th>I Purchased Readers Directly Online</th>
<th>Other / No Answer</th>
<th>Don’t know / Can’t remember</th>
<th>Used the Internet for One Function</th>
<th>Used the Internet for Two Functions</th>
<th>Used the Internet for More Than Two Functions</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Respondents</td>
<td>31.6%</td>
<td>3.9%</td>
<td>0.0%</td>
<td>57.9%</td>
<td>18.4%</td>
<td>23.7%</td>
</tr>
<tr>
<td>Weighted National Average</td>
<td>30.7%</td>
<td>3.9%</td>
<td>0.0%</td>
<td>57.6%</td>
<td>19.1%</td>
<td>23.3%</td>
</tr>
<tr>
<td>Men</td>
<td>30.4%</td>
<td>2.2%</td>
<td>0.0%</td>
<td>54.3%</td>
<td>15.2%</td>
<td>30.4%</td>
</tr>
<tr>
<td>Women</td>
<td>33.3%</td>
<td>6.7%</td>
<td>0.0%</td>
<td>63.3%</td>
<td>23.3%</td>
<td>13.3%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>25.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>62.5%</td>
<td>12.5%</td>
<td>25.0%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>25.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>41.7%</td>
<td>16.7%</td>
<td>41.7%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>15.8%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>63.2%</td>
<td>10.5%</td>
<td>26.3%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>43.2%</td>
<td>8.1%</td>
<td>0.0%</td>
<td>59.5%</td>
<td>24.3%</td>
<td>16.2%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>28.6%</td>
<td>4.8%</td>
<td>0.0%</td>
<td>52.4%</td>
<td>33.3%</td>
<td>14.3%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>41.7%</td>
<td>4.2%</td>
<td>0.0%</td>
<td>58.3%</td>
<td>20.8%</td>
<td>20.8%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>25.8%</td>
<td>3.2%</td>
<td>0.0%</td>
<td>61.3%</td>
<td>6.5%</td>
<td>32.3%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>27.3%</td>
<td>18.2%</td>
<td>0.0%</td>
<td>54.5%</td>
<td>9.1%</td>
<td>36.4%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>23.5%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>55.9%</td>
<td>14.7%</td>
<td>29.4%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>27.3%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>45.5%</td>
<td>36.4%</td>
<td>18.2%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>50.0%</td>
<td>5.0%</td>
<td>0.0%</td>
<td>70.0%</td>
<td>20.0%</td>
<td>10.0%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>17.4%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>34.8%</td>
<td>17.4%</td>
<td>47.8%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>38.5%</td>
<td>5.8%</td>
<td>0.0%</td>
<td>67.3%</td>
<td>19.2%</td>
<td>13.5%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>32.0%</td>
<td>4.0%</td>
<td>0.0%</td>
<td>57.3%</td>
<td>18.7%</td>
<td>24.0%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>28.0%</td>
<td>4.0%</td>
<td>0.0%</td>
<td>54.0%</td>
<td>18.0%</td>
<td>28.0%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>33.8%</td>
<td>2.8%</td>
<td>0.0%</td>
<td>54.9%</td>
<td>19.7%</td>
<td>25.4%</td>
</tr>
<tr>
<td>Will NOT use the Web To Shop for Eyewear</td>
<td>0.0%</td>
<td>20.0%</td>
<td>0.0%</td>
<td>100.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>52.3%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>50.0%</td>
<td>20.5%</td>
<td>29.5%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>50.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>50.0%</td>
<td>0.0%</td>
<td>50.0%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>28.6%</td>
<td>4.1%</td>
<td>0.0%</td>
<td>55.1%</td>
<td>18.4%</td>
<td>26.5%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>31.8%</td>
<td>3.9%</td>
<td>0.0%</td>
<td>57.9%</td>
<td>18.4%</td>
<td>23.7%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>44.4%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>44.4%</td>
<td>0.0%</td>
<td>55.6%</td>
</tr>
<tr>
<td>Recently Purchased From a Conventional Chain</td>
<td>40.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>60.0%</td>
<td>0.0%</td>
<td>40.0%</td>
</tr>
<tr>
<td>Recently Purchased From a Mass Merchandiser</td>
<td>13.8%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>62.1%</td>
<td>17.2%</td>
<td>20.7%</td>
</tr>
</tbody>
</table>
### November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

**Custom Q17: What type of website did you visit and use when deciding on your last readers purchase?**

<table>
<thead>
<tr>
<th>Among Resps. <em>That Used the Internet</em> When Shopping For OTC Readers in the Past 6 Months</th>
<th>A conventional optical chain website</th>
<th>The website of a mass merchandiser</th>
<th>The website of a department store</th>
<th>A drug / convenience store website</th>
<th>A fashion oriented website</th>
<th>A consumer info / ratings website</th>
<th>A website that features celebrities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>All Respondents</strong></td>
<td>9.2%</td>
<td>23.7%</td>
<td>1.3%</td>
<td>14.5%</td>
<td>1.3%</td>
<td>3.9%</td>
<td>3.9%</td>
</tr>
<tr>
<td>Weighted National Average</td>
<td>9.6%</td>
<td>24.6%</td>
<td>1.9%</td>
<td>13.2%</td>
<td>1.9%</td>
<td>3.9%</td>
<td>4.1%</td>
</tr>
<tr>
<td>Men</td>
<td>13.0%</td>
<td>32.6%</td>
<td>2.2%</td>
<td>21.7%</td>
<td>0.0%</td>
<td>4.3%</td>
<td>4.3%</td>
</tr>
<tr>
<td>Women</td>
<td>3.3%</td>
<td>10.0%</td>
<td>0.0%</td>
<td>3.3%</td>
<td>3.3%</td>
<td>3.3%</td>
<td>3.3%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>25.0%</td>
<td>37.5%</td>
<td>12.5%</td>
<td>0.0%</td>
<td>12.5%</td>
<td>0.0%</td>
<td>12.5%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>16.7%</td>
<td>33.3%</td>
<td>0.0%</td>
<td>33.3%</td>
<td>0.0%</td>
<td>16.7%</td>
<td>0.0%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>10.5%</td>
<td>26.3%</td>
<td>0.0%</td>
<td>10.5%</td>
<td>0.0%</td>
<td>5.3%</td>
<td>10.5%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>2.7%</td>
<td>16.2%</td>
<td>0.0%</td>
<td>13.5%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>0.0%</td>
<td>28.6%</td>
<td>0.0%</td>
<td>19.0%</td>
<td>0.0%</td>
<td>4.8%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>8.3%</td>
<td>20.8%</td>
<td>0.0%</td>
<td>12.5%</td>
<td>0.0%</td>
<td>4.2%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>16.1%</td>
<td>22.6%</td>
<td>3.2%</td>
<td>12.9%</td>
<td>3.2%</td>
<td>3.2%</td>
<td>9.7%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>18.2%</td>
<td>9.1%</td>
<td>9.1%</td>
<td>9.1%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>8.8%</td>
<td>23.5%</td>
<td>0.0%</td>
<td>20.6%</td>
<td>2.9%</td>
<td>5.9%</td>
<td>5.9%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>0.0%</td>
<td>45.5%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>10.0%</td>
<td>20.0%</td>
<td>0.0%</td>
<td>15.0%</td>
<td>0.0%</td>
<td>5.0%</td>
<td>5.0%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>17.4%</td>
<td>30.4%</td>
<td>0.0%</td>
<td>21.7%</td>
<td>4.3%</td>
<td>8.7%</td>
<td>13.0%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>5.8%</td>
<td>21.2%</td>
<td>1.9%</td>
<td>11.5%</td>
<td>0.0%</td>
<td>1.9%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>9.3%</td>
<td>24.0%</td>
<td>1.3%</td>
<td>14.7%</td>
<td>1.3%</td>
<td>4.0%</td>
<td>4.0%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>10.0%</td>
<td>26.0%</td>
<td>2.0%</td>
<td>12.0%</td>
<td>2.0%</td>
<td>6.0%</td>
<td>6.0%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>9.9%</td>
<td>23.9%</td>
<td>0.0%</td>
<td>15.5%</td>
<td>1.4%</td>
<td>4.2%</td>
<td>2.8%</td>
</tr>
<tr>
<td>Will NOT use the Web To Shop for Eyewear</td>
<td>0.0%</td>
<td>20.0%</td>
<td>20.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>20.0%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>6.8%</td>
<td>13.6%</td>
<td>0.0%</td>
<td>11.4%</td>
<td>0.0%</td>
<td>2.3%</td>
<td>4.5%</td>
</tr>
<tr>
<td>Recently Purchased <em>Rx Eyeglasses</em></td>
<td>0.0%</td>
<td>0.0%</td>
<td>16.7%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased <em>Plano Sunglasses</em></td>
<td>10.2%</td>
<td>26.5%</td>
<td>2.0%</td>
<td>12.2%</td>
<td>2.0%</td>
<td>6.1%</td>
<td>6.1%</td>
</tr>
<tr>
<td>Recently Purchased <em>OTC Readers</em></td>
<td>9.2%</td>
<td>23.7%</td>
<td>1.3%</td>
<td>14.5%</td>
<td>1.3%</td>
<td>3.9%</td>
<td>3.9%</td>
</tr>
<tr>
<td>Recently Purchased From an <em>Independent</em></td>
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Custom Q17: What type of website did you visit and use when deciding on your last readers purchase?

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<th>An internet search engine</th>
<th>The website of a general online retailer</th>
<th>Other</th>
<th>Don't Know / Can't Remember</th>
<th>Used 1 website only</th>
<th>Used 2 types of websites</th>
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<td>56.7%</td>
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<td>33.9%</td>
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<td>28.3%</td>
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<td>2.2%</td>
<td>43.5%</td>
<td>39.1%</td>
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<tr>
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<td>26.7%</td>
<td>23.3%</td>
<td>20.0%</td>
<td>6.7%</td>
<td>46.7%</td>
<td>26.7%</td>
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<tr>
<td>18 to 34 Years Old</td>
<td>37.5%</td>
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<td>37.5%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
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<td>50.0%</td>
<td>41.7%</td>
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<tr>
<td>45 to 54 Years Old</td>
<td>36.8%</td>
<td>42.1%</td>
<td>10.5%</td>
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<td>42.1%</td>
<td>47.4%</td>
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<td>47.1%</td>
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<td>Resps. w/Children Living At Home</td>
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<td>56.5%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>19.2%</td>
<td>32.7%</td>
<td>15.4%</td>
<td>3.8%</td>
<td>46.2%</td>
<td>25.0%</td>
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<tr>
<td>Using the Web for Retail Shopping</td>
<td>28.0%</td>
<td>34.7%</td>
<td>12.0%</td>
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<tr>
<td>NOT Using the Web for Retail Shopping</td>
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<tr>
<td>Using the Web for Eyewear Shopping</td>
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<td>28.0%</td>
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<tr>
<td>Will Use the Web To Shop for Eyewear</td>
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<td>36.6%</td>
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<td>2.8%</td>
<td>42.3%</td>
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</tr>
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<td>33.3%</td>
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<td>Recently Purchased Plano Sunglasses</td>
<td>34.7%</td>
<td>26.5%</td>
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<td>48.3%</td>
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## November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

### Custom Q18: What website did you visit and use to make your last readers purchase?

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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Readers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

**Note:** The table above contains data from the November 2015 Vision Council Internet Influence Report, detailing respondents’ usage of different types of websites for their last readers purchase. The data includes cross-tabulations for various categories such as website type, age, income, region, whether respondents have children living at home, and more. The report provides insights into how consumers utilize the internet for shopping, particularly for eyewear.
### November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

**Custom Q18: What website did you visit and use to make your last readers purchase?**

<table>
<thead>
<tr>
<th>Among Resps. That Used the Internet When Purchasing OTC Readers in the Past 6 Months</th>
<th>Don't Know / Can't Remember</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>All Respondents</strong></td>
<td><strong>Other</strong></td>
</tr>
<tr>
<td>29.2%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Weighted National Average</td>
<td>13.4%</td>
</tr>
<tr>
<td>Men</td>
<td>14.3%</td>
</tr>
<tr>
<td>Women</td>
<td>50.0%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>0.0%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>0.0%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>0.0%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>43.8%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>33.3%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>30.0%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>25.0%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>0.0%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>25.0%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>66.7%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>30.0%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>0.0%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>35.0%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>29.2%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>--</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>28.6%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>29.2%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>--</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>30.4%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>33.3%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>28.6%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>29.2%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>25.0%</td>
</tr>
<tr>
<td>Recently Purchased From a Conventional Chain</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased From a Mass Merchandiser</td>
<td>0.0%</td>
</tr>
</tbody>
</table>
### November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

Custom Q19: How would you rate your experience of purchasing your most recent pair of readers online?

<table>
<thead>
<tr>
<th>Resps. That Used the Internet To Purchase OTC Readers in the Past 6 Months</th>
<th>Excellent</th>
<th>Good</th>
<th>Neutral</th>
<th>Poor</th>
<th>Very bad</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Respondents</td>
<td>62.5%</td>
<td>37.5%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Weighted National Average</td>
<td>61.7%</td>
<td>33.4%</td>
<td>4.9%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Men</td>
<td>64.3%</td>
<td>35.7%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Women</td>
<td>60.0%</td>
<td>40.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>0.0%</td>
<td>100.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>33.3%</td>
<td>66.7%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>100.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>68.8%</td>
<td>31.3%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>50.0%</td>
<td>50.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>50.0%</td>
<td>50.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>87.5%</td>
<td>12.5%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>100.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>75.0%</td>
<td>25.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>33.3%</td>
<td>66.7%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>50.0%</td>
<td>50.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>50.0%</td>
<td>50.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>65.0%</td>
<td>35.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>62.5%</td>
<td>37.5%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>64.3%</td>
<td>35.7%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>62.5%</td>
<td>37.5%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>65.2%</td>
<td>34.8%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>66.7%</td>
<td>33.3%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>64.3%</td>
<td>35.7%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>62.5%</td>
<td>37.5%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>75.0%</td>
<td>25.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased From a Conventional Chain</td>
<td>0.0%</td>
<td>100.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased From a Mass Merchandiser</td>
<td>50.0%</td>
<td>50.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>
## November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

**Custom Q20:** Did you use the internet in any capacity whatsoever (including any basic searching and comparisons) during your most recent purchase of contact lenses? (Select one)

Among Resps. That Purchased Contact Lenses in the Past 6 Months

<table>
<thead>
<tr>
<th>All Respondents</th>
<th>Yes</th>
<th>No</th>
<th>Can't Remember</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weighted National Average</td>
<td>30.1%</td>
<td>62.8%</td>
<td>7.1%</td>
</tr>
<tr>
<td>Men</td>
<td>30.2%</td>
<td>61.5%</td>
<td>8.3%</td>
</tr>
<tr>
<td>Women</td>
<td>31.2%</td>
<td>63.0%</td>
<td>5.8%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>31.7%</td>
<td>60.4%</td>
<td>7.9%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>33.0%</td>
<td>62.3%</td>
<td>4.8%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>29.3%</td>
<td>63.1%</td>
<td>7.6%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>24.2%</td>
<td>68.7%</td>
<td>7.1%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>26.0%</td>
<td>65.1%</td>
<td>9.0%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>30.3%</td>
<td>64.7%</td>
<td>5.0%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>33.5%</td>
<td>59.0%</td>
<td>7.5%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>33.2%</td>
<td>60.4%</td>
<td>6.4%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>29.5%</td>
<td>62.4%</td>
<td>8.1%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>31.4%</td>
<td>63.7%</td>
<td>5.0%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>30.4%</td>
<td>62.0%</td>
<td>7.6%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>32.5%</td>
<td>60.9%</td>
<td>6.6%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>29.0%</td>
<td>63.8%</td>
<td>7.2%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>34.3%</td>
<td>60.5%</td>
<td>5.2%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>14.8%</td>
<td>82.0%</td>
<td>3.1%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>66.5%</td>
<td>29.3%</td>
<td>4.2%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>38.7%</td>
<td>53.4%</td>
<td>7.9%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>7.3%</td>
<td>88.3%</td>
<td>4.3%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>46.6%</td>
<td>45.8%</td>
<td>7.7%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>25.0%</td>
<td>67.5%</td>
<td>7.5%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>34.6%</td>
<td>57.7%</td>
<td>7.7%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>17.4%</td>
<td>74.4%</td>
<td>8.1%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>13.5%</td>
<td>82.8%</td>
<td>3.7%</td>
</tr>
<tr>
<td>Recently Purchased From an Conventional Chain</td>
<td>27.1%</td>
<td>68.3%</td>
<td>4.5%</td>
</tr>
<tr>
<td>Recently Purchased From an Mass Merchandiser</td>
<td>28.9%</td>
<td>63.6%</td>
<td>7.5%</td>
</tr>
</tbody>
</table>
### November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

Custom Q21: Why did you not use the internet during your most recent purchase of contact lenses? (Select all that apply)

| Resps. That Did NOT Use the Internet When Purchasing Contact Lenses in the Past 6 Months | All Respondents | Weighted National Average | Men | Women | 18 to 34 Years Old | 35 to 44 Years Old | 45 to 54 Years Old | 55+ Years Old | Annual Household Income Up to $40K | Annual Household Income $40K-$75K | Annual Household Income $75K+ | Northeast Region | Southeast Region | Midwest Region | Mountain Pacific Region | Resps. w/Children Living At Home | Resps. w/out Children Living At Home | Using the Web for Retail Shopping | NOT Using the Web for Retail Shopping | Using the Web for Eyewear Shopping | Will Use the Web To Shop for Eyewear | Will NOT Use the Web To Shop for Eyewear | May Use the Web To Purchase Eyewear | Recently Purchased Rx Eyeglasses | Recently Purchased Plano Sunglasses | Recently Purchased OTC Readers | Recently Purchased From an Independent | Recently Purchased From an Conventional Chain | Recently Purchased From an Mass Merchandiser |
| Too much of a hassle or inconvenience | 8.2% | 8.2% | 9.4% | 7.0% | 9.7% | 6.3% | 7.2% | 7.2% | 9.6% | 7.8% | 7.7% | 7.9% | 7.7% | 7.3% | 10.2% | 8.5% | 7.8% | 8.3% | 8.6% | 7.1% | 8.0% | 8.6% | 5.7% | 10.5% | 8.4% | 9.4% | 7.2% | 4.4% | 8.9% |
| I can not get advise from a qualified eyecare professional over the internet | 11.4% | 11.3% | 12.1% | 10.7% | 12.7% | 11.8% | 8.8% | 8.8% | 12.8% | 11.4% | 10.6% | 15.2% | 11.0% | 9.8% | 10.7% | 10.6% | 12.0% | 12.2% | 9.5% | 6.3% | 10.0% | 13.8% | 11.9% | 11.9% | 15.4% | 12.5% | 12.5% | 13.0% | 14.0% | 10.7% |
| I do not trust the internet | 4.3% | 4.2% | 6.3% | 2.4% | 6.0% | 3.2% | 1.6% | 1.6% | 6.4% | 4.5% | 2.9% | 6.6% | 4.4% | 2.6% | 4.1% | 3.3% | 5.3% | 2.5% | 13.3% | 0.9% | 3.1% | 6.4% | 2.2% | 5.2% | 4.3% | 4.7% | 1.4% | 4.3% | 5.7% |
| I enjoy buying contacts in-person | 15.7% | 15.3% | 16.4% | 15.0% | 19.2% | 16.3% | 10.4% | 8.0% | 19.3% | 16.6% | 13.0% | 15.2% | 18.1% | 10.9% | 16.3% | 16.2% | 15.3% | 15.0% | 23.8% | 17.0% | 15.6% | 16.0% | 13.7% | 17.0% | 17.2% | 10.9% | 13.5% | 17.1% | 31.5% |
| I have a trusted relationship with my eyewear retailer | 38.9% | 39.2% | 36.9% | 41.0% | 36.5% | 38.0% | 41.6% | 46.4% | 35.8% | 37.0% | 42.3% | 38.4% | 40.7% | 42.5% | 32.7% | 37.9% | 39.9% | 41.1% | 30.5% | 42.9% | 35.6% | 44.8% | 36.1% | 35.8% | 39.2% | 46.9% | 50.6% | 29.4% | 34.6% |
### November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

#### Custom Q21: Why did you not use the internet during your most recent purchase of contact lenses? (Select all that apply)

<table>
<thead>
<tr>
<th>Resps. That Did NOT Use the Internet When Purchasing Contact Lenses in the Past 6 Months</th>
<th>I am happy with purchasing contact lenses through my current supplier in-person.</th>
<th>Other</th>
<th>Don’t Know / Can’t Remember</th>
<th>One factor preventing the use of the internet</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Respondents</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Weighted National Average</td>
<td>36.0%</td>
<td>7.0%</td>
<td>6.5%</td>
<td>82.3%</td>
</tr>
<tr>
<td>Men</td>
<td>36.2%</td>
<td>7.2%</td>
<td>6.5%</td>
<td>82.2%</td>
</tr>
<tr>
<td>Women</td>
<td>42.3%</td>
<td>7.6%</td>
<td>4.4%</td>
<td>81.0%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>30.9%</td>
<td>6.5%</td>
<td>5.8%</td>
<td>83.1%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>40.3%</td>
<td>5.4%</td>
<td>6.3%</td>
<td>83.3%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>39.2%</td>
<td>7.2%</td>
<td>10.4%</td>
<td>80.0%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>42.4%</td>
<td>11.2%</td>
<td>5.6%</td>
<td>80.0%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>30.7%</td>
<td>7.3%</td>
<td>6.0%</td>
<td>84.9%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>35.7%</td>
<td>7.1%</td>
<td>6.8%</td>
<td>82.8%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>39.2%</td>
<td>6.6%</td>
<td>6.6%</td>
<td>80.4%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>37.7%</td>
<td>4.6%</td>
<td>7.3%</td>
<td>78.1%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>31.9%</td>
<td>8.0%</td>
<td>7.1%</td>
<td>83.0%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>40.9%</td>
<td>8.8%</td>
<td>4.1%</td>
<td>81.3%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>37.2%</td>
<td>5.1%</td>
<td>7.1%</td>
<td>85.2%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>32.0%</td>
<td>7.1%</td>
<td>7.8%</td>
<td>85.2%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>39.5%</td>
<td>6.9%</td>
<td>5.5%</td>
<td>79.8%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>38.4%</td>
<td>6.4%</td>
<td>5.8%</td>
<td>81.0%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>23.8%</td>
<td>7.6%</td>
<td>5.7%</td>
<td>88.6%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>37.5%</td>
<td>4.5%</td>
<td>8.0%</td>
<td>82.1%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>37.5%</td>
<td>9.0%</td>
<td>6.9%</td>
<td>84.1%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>33.1%</td>
<td>3.4%</td>
<td>5.8%</td>
<td>79.1%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>39.6%</td>
<td>13.7%</td>
<td>6.2%</td>
<td>82.4%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>32.5%</td>
<td>5.2%</td>
<td>7.2%</td>
<td>84.3%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>32.0%</td>
<td>6.8%</td>
<td>6.1%</td>
<td>82.8%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>48.4%</td>
<td>10.9%</td>
<td>4.7%</td>
<td>76.6%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>39.8%</td>
<td>4.7%</td>
<td>3.3%</td>
<td>78.5%</td>
</tr>
<tr>
<td>Recently Purchased From an Conventional Chain</td>
<td>34.6%</td>
<td>3.7%</td>
<td>8.8%</td>
<td>88.2%</td>
</tr>
<tr>
<td>Recently Purchased From an Mass Merchandiser</td>
<td>37.1%</td>
<td>6.8%</td>
<td>4.6%</td>
<td>83.9%</td>
</tr>
</tbody>
</table>
## November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

**Custom Q21: Why did you not use the internet during your most recent purchase of contact lenses? (Select all that apply)**

<table>
<thead>
<tr>
<th>All Respondents</th>
<th>Two factors preventing the use of the internet</th>
<th>More than two factors preventing the use of the internet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weighted National Average</td>
<td>10.6%</td>
<td>7.1%</td>
</tr>
<tr>
<td>Men</td>
<td>9.4%</td>
<td>7.0%</td>
</tr>
<tr>
<td>Women</td>
<td>11.8%</td>
<td>7.2%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>9.5%</td>
<td>7.4%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>9.0%</td>
<td>7.7%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>14.4%</td>
<td>5.6%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>13.6%</td>
<td>6.4%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>7.3%</td>
<td>7.8%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>9.7%</td>
<td>7.5%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>13.2%</td>
<td>6.3%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>13.2%</td>
<td>8.6%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>9.3%</td>
<td>7.7%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>12.4%</td>
<td>6.2%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>9.2%</td>
<td>5.6%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>9.6%</td>
<td>5.2%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>11.3%</td>
<td>8.8%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>11.5%</td>
<td>7.5%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>4.8%</td>
<td>6.7%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>13.4%</td>
<td>4.5%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>9.2%</td>
<td>6.7%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>13.2%</td>
<td>7.7%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>10.6%</td>
<td>7.0%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>9.2%</td>
<td>6.6%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>11.3%</td>
<td>5.9%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>7.8%</td>
<td>15.6%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>13.3%</td>
<td>8.3%</td>
</tr>
<tr>
<td>Recently Purchased From a Conventional Chain</td>
<td>4.4%</td>
<td>7.4%</td>
</tr>
<tr>
<td>Recently Purchased From a Mass Merchandiser</td>
<td>9.6%</td>
<td>6.4%</td>
</tr>
</tbody>
</table>
November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

Custom Q22: Why did you purchase contact lenses online and not in-person at a physical retailer? (Select all that apply)

<table>
<thead>
<tr>
<th>Resps. That Did Use the Internet When Purchasing Contact Lenses in the Past 6 Months</th>
<th>It is easier to purchase contact lenses online</th>
<th>Online retailers have a better selection of contact lenses</th>
<th>Online retailers charge less for contact lenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Respondents</td>
<td>41.0%</td>
<td>19.3%</td>
<td>46.2%</td>
</tr>
<tr>
<td>Weighted National Average</td>
<td>40.2%</td>
<td>18.8%</td>
<td>46.4%</td>
</tr>
<tr>
<td>Men</td>
<td>38.8%</td>
<td>22.4%</td>
<td>42.5%</td>
</tr>
<tr>
<td>Women</td>
<td>43.2%</td>
<td>16.3%</td>
<td>49.6%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>44.9%</td>
<td>18.5%</td>
<td>46.3%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>35.9%</td>
<td>24.8%</td>
<td>47.9%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>46.6%</td>
<td>15.5%</td>
<td>48.3%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>27.3%</td>
<td>13.6%</td>
<td>38.6%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>39.1%</td>
<td>18.4%</td>
<td>55.2%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>36.8%</td>
<td>20.1%</td>
<td>47.9%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>44.7%</td>
<td>19.1%</td>
<td>41.4%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>44.6%</td>
<td>19.3%</td>
<td>50.6%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>39.0%</td>
<td>20.9%</td>
<td>44.2%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>37.9%</td>
<td>18.9%</td>
<td>50.5%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>44.8%</td>
<td>16.7%</td>
<td>41.7%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>42.3%</td>
<td>22.0%</td>
<td>42.7%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>39.4%</td>
<td>16.7%</td>
<td>49.5%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>41.7%</td>
<td>19.1%</td>
<td>47.4%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>21.1%</td>
<td>26.3%</td>
<td>21.1%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>40.2%</td>
<td>23.2%</td>
<td>44.1%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>41.8%</td>
<td>18.6%</td>
<td>47.5%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>29.6%</td>
<td>29.6%</td>
<td>25.9%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>48.1%</td>
<td>19.0%</td>
<td>53.2%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>36.3%</td>
<td>25.7%</td>
<td>39.8%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>37.9%</td>
<td>23.5%</td>
<td>45.1%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>13.3%</td>
<td>46.7%</td>
<td>46.7%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>18.6%</td>
<td>25.4%</td>
<td>33.9%</td>
</tr>
<tr>
<td>Recently Purchased From a Conventional Chain</td>
<td>31.5%</td>
<td>18.5%</td>
<td>42.6%</td>
</tr>
<tr>
<td>Recently Purchased From a Mass Merchandiser</td>
<td>34.6%</td>
<td>20.5%</td>
<td>37.0%</td>
</tr>
<tr>
<td>Custom Q22: Why did you purchase contact lenses online and not in-person at a physical retailer? (Select all that apply)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------------------------------------------------------------</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Resps. That Did Use the Internet When Purchasing Contact Lenses in the Past 6 Months</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I receive the contacts sooner when I purchase online</td>
<td>Don't Know / Can't Remember</td>
<td>One factor behind the use of the Internet</td>
<td>2 or more factors behind the use of the Internet</td>
</tr>
<tr>
<td>All Respondents</td>
<td>20.6%</td>
<td>8.7%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Weighted National Average</td>
<td>20.2%</td>
<td>8.8%</td>
<td>3.7%</td>
</tr>
<tr>
<td>Men</td>
<td>17.8%</td>
<td>8.7%</td>
<td>3.7%</td>
</tr>
<tr>
<td>Women</td>
<td>23.3%</td>
<td>8.8%</td>
<td>3.5%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>22.9%</td>
<td>6.6%</td>
<td>4.0%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>17.1%</td>
<td>9.4%</td>
<td>3.4%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>20.7%</td>
<td>13.8%</td>
<td>0.0%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>18.2%</td>
<td>11.4%</td>
<td>6.8%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>16.1%</td>
<td>5.7%</td>
<td>3.4%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>21.5%</td>
<td>6.3%</td>
<td>4.2%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>21.9%</td>
<td>11.6%</td>
<td>3.3%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>24.1%</td>
<td>7.2%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>15.7%</td>
<td>10.5%</td>
<td>2.9%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>29.5%</td>
<td>8.4%</td>
<td>5.3%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>17.7%</td>
<td>7.3%</td>
<td>3.1%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>20.7%</td>
<td>8.8%</td>
<td>2.6%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>20.8%</td>
<td>8.8%</td>
<td>4.6%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>20.3%</td>
<td>9.2%</td>
<td>3.8%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>31.6%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>22.0%</td>
<td>8.3%</td>
<td>2.8%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>20.8%</td>
<td>8.6%</td>
<td>3.3%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>18.5%</td>
<td>11.1%</td>
<td>7.4%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>19.9%</td>
<td>10.0%</td>
<td>2.2%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>23.0%</td>
<td>8.0%</td>
<td>2.7%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>22.7%</td>
<td>8.0%</td>
<td>3.0%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>6.7%</td>
<td>6.7%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>18.6%</td>
<td>11.9%</td>
<td>6.8%</td>
</tr>
<tr>
<td>Recently Purchased From a Conventional Chain</td>
<td>27.8%</td>
<td>9.3%</td>
<td>3.7%</td>
</tr>
<tr>
<td>Recently Purchased From a Mass Merchandiser</td>
<td>20.5%</td>
<td>10.2%</td>
<td>6.3%</td>
</tr>
</tbody>
</table>
### November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

#### Custom Q23: How would you rate your experience of purchasing **contact lenses** online?

<table>
<thead>
<tr>
<th>Resps. That Used the Internet</th>
<th>To Purchase Contact Lenses in the Past 6 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Excellent</td>
</tr>
<tr>
<td>All Respondents</td>
<td>51.1%</td>
</tr>
<tr>
<td>Weighted National Average</td>
<td>51.1%</td>
</tr>
<tr>
<td>Men</td>
<td>47.0%</td>
</tr>
<tr>
<td>Women</td>
<td>55.1%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>53.3%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>47.9%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>50.0%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>50.0%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>54.0%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>49.3%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>51.2%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>47.0%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>56.4%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>52.6%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>43.8%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>48.0%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>54.2%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>52.4%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>21.1%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>53.5%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>50.6%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>59.3%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>53.2%</td>
</tr>
<tr>
<td>Recently Purchased <strong>Rx Eyeglasses</strong></td>
<td>50.4%</td>
</tr>
<tr>
<td>Recently Purchased <strong>Plano Sunglasses</strong></td>
<td>53.0%</td>
</tr>
<tr>
<td>Recently Purchased <strong>OTC Readers</strong></td>
<td>60.0%</td>
</tr>
<tr>
<td>Recently Purchased From an <strong>Independent</strong></td>
<td>39.0%</td>
</tr>
<tr>
<td>Recently Purchased From an <strong>Conventional Chain</strong></td>
<td>61.1%</td>
</tr>
<tr>
<td>Recently Purchased From an <strong>Mass Merchandiser</strong></td>
<td>51.2%</td>
</tr>
</tbody>
</table>

2015 Internet Influence Report: Detailed Cross Tabulations
November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

Custom Q24: Will you ever go back to purchasing contact lenses in-person from a retailer or eyecare professional?

| Resps. That Used the Internet To Purchase Contact Lenses in the Past 6 Months | Don’t Know / |
|---|---|---|---|---|
| All Respondents | Yes, Definitely | Yes, Possibly | No | Not Sure |
| Weighted National Average | 23.4% | 47.0% | 15.4% | 14.1% |
| Men | 29.7% | 52.5% | 9.6% | 8.2% |
| Women | 18.5% | 42.7% | 20.3% | 18.5% |
| 18 to 34 Years Old | 22.9% | 50.7% | 15.9% | 10.6% |
| 35 to 44 Years Old | 28.2% | 44.4% | 11.1% | 16.2% |
| 45 to 54 Years Old | 20.7% | 46.6% | 19.0% | 13.8% |
| 55+ Years Old | 22.7% | 40.9% | 15.9% | 20.5% |
| Annual Household Income Up to $40K | 18.4% | 46.0% | 18.4% | 17.2% |
| Annual Household Income $40K-$75K | 18.1% | 52.1% | 18.8% | 11.1% |
| Annual Household Income $75K+ | 30.2% | 45.1% | 11.2% | 13.5% |
| Northeast Region | 28.9% | 42.2% | 19.3% | 9.6% |
| Southeast Region | 25.6% | 45.3% | 13.4% | 15.7% |
| Midwest Region | 14.7% | 51.6% | 14.7% | 18.9% |
| Mountain Pacific Region | 26.0% | 52.1% | 14.6% | 7.3% |
| Resps. w/Children Living At Home | 27.8% | 50.2% | 9.7% | 12.3% |
| Resps. w/out Children Living At Home | 20.4% | 44.9% | 20.4% | 14.4% |
| Using the Web for Retail Shopping | 22.6% | 47.9% | 15.3% | 14.2% |
| NOT Using the Web for Retail Shopping | 57.9% | 42.1% | 0.0% | 0.0% |
| Using the Web for Eyewear Shopping | 26.4% | 48.4% | 13.4% | 11.8% |
| Will Use the Web To Shop for Eyewear | 22.4% | 49.2% | 14.6% | 13.8% |
| Will NOT Use the Web To Shop for Eyewear | 48.1% | 22.2% | 22.2% | 7.4% |
| May Use the Web To Purchase Eyewear | 15.2% | 50.2% | 17.3% | 17.3% |
| Recently Purchased Rx Eyeglasses | 21.2% | 53.1% | 13.3% | 12.4% |
| Recently Purchased Plano Sunglasses | 26.1% | 48.9% | 14.4% | 10.6% |
| Recently Purchased OTC Readers | 46.7% | 33.3% | 6.7% | 13.3% |
| Recently Purchased From an Independent | 35.6% | 55.9% | 1.7% | 6.8% |
| Recently Purchased From a Conventional Chain | 29.6% | 50.0% | 9.3% | 11.1% |
| Recently Purchased From a Mass Merchandiser | 33.9% | 47.2% | 11.0% | 7.9% |
## November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

### Custom Q25: Please indicate how you will probably use the internet for future eyewear purchases?

<table>
<thead>
<tr>
<th>I will not use the internet at all</th>
<th>To examine possible brands</th>
<th>To determine the exact brand</th>
<th>To examine possible retailers</th>
<th>To determine the exact retail location</th>
<th>To examine customer reviews</th>
<th>To compare &amp; benchmark prices</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>All Respondents</strong></td>
<td>34.4%</td>
<td>20.3%</td>
<td>8.7%</td>
<td>17.7%</td>
<td>9.4%</td>
<td>15.1%</td>
</tr>
<tr>
<td>Weighted National Average</td>
<td>34.8%</td>
<td>20.2%</td>
<td>8.6%</td>
<td>17.6%</td>
<td>9.4%</td>
<td>15.1%</td>
</tr>
<tr>
<td>Men</td>
<td>33.3%</td>
<td>20.1%</td>
<td>9.8%</td>
<td>17.3%</td>
<td>9.9%</td>
<td>14.8%</td>
</tr>
<tr>
<td>Women</td>
<td>35.4%</td>
<td>20.5%</td>
<td>7.6%</td>
<td>18.0%</td>
<td>8.9%</td>
<td>15.4%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>24.2%</td>
<td>22.1%</td>
<td>10.0%</td>
<td>18.6%</td>
<td>10.6%</td>
<td>17.2%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>28.5%</td>
<td>21.8%</td>
<td>11.2%</td>
<td>20.3%</td>
<td>11.5%</td>
<td>17.2%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>37.2%</td>
<td>19.1%</td>
<td>7.5%</td>
<td>18.5%</td>
<td>8.4%</td>
<td>13.4%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>50.3%</td>
<td>17.6%</td>
<td>5.8%</td>
<td>14.0%</td>
<td>6.9%</td>
<td>12.0%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>38.4%</td>
<td>19.6%</td>
<td>7.8%</td>
<td>15.9%</td>
<td>9.6%</td>
<td>15.3%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>35.0%</td>
<td>19.9%</td>
<td>8.0%</td>
<td>16.1%</td>
<td>8.8%</td>
<td>13.7%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>30.7%</td>
<td>21.2%</td>
<td>9.9%</td>
<td>20.3%</td>
<td>9.8%</td>
<td>16.2%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>37.4%</td>
<td>18.0%</td>
<td>8.8%</td>
<td>16.5%</td>
<td>9.1%</td>
<td>14.7%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>32.0%</td>
<td>21.5%</td>
<td>9.6%</td>
<td>19.3%</td>
<td>9.7%</td>
<td>16.1%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>37.8%</td>
<td>19.0%</td>
<td>6.7%</td>
<td>15.9%</td>
<td>9.2%</td>
<td>14.6%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>33.0%</td>
<td>21.3%</td>
<td>8.8%</td>
<td>17.4%</td>
<td>9.3%</td>
<td>14.3%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>29.2%</td>
<td>20.3%</td>
<td>9.2%</td>
<td>18.6%</td>
<td>9.6%</td>
<td>15.6%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>37.9%</td>
<td>20.3%</td>
<td>8.2%</td>
<td>17.1%</td>
<td>9.2%</td>
<td>14.8%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>30.4%</td>
<td>22.4%</td>
<td>9.4%</td>
<td>19.2%</td>
<td>10.2%</td>
<td>16.6%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>69.7%</td>
<td>5.1%</td>
<td>2.7%</td>
<td>5.6%</td>
<td>3.4%</td>
<td>3.9%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>4.9%</td>
<td>32.0%</td>
<td>22.2%</td>
<td>25.8%</td>
<td>16.0%</td>
<td>26.8%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>0.0%</td>
<td>30.9%</td>
<td>13.2%</td>
<td>26.9%</td>
<td>14.3%</td>
<td>23.1%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>100.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>0.0%</td>
<td>24.8%</td>
<td>12.2%</td>
<td>20.7%</td>
<td>11.0%</td>
<td>21.6%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>40.8%</td>
<td>16.6%</td>
<td>7.9%</td>
<td>15.7%</td>
<td>8.8%</td>
<td>11.8%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>29.2%</td>
<td>22.1%</td>
<td>9.6%</td>
<td>19.2%</td>
<td>10.1%</td>
<td>16.8%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>41.3%</td>
<td>20.8%</td>
<td>8.1%</td>
<td>16.8%</td>
<td>8.1%</td>
<td>13.2%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>41.7%</td>
<td>17.7%</td>
<td>5.2%</td>
<td>14.7%</td>
<td>7.0%</td>
<td>11.6%</td>
</tr>
<tr>
<td>Recently Purchased From an Conventional Chain</td>
<td>37.2%</td>
<td>17.4%</td>
<td>9.2%</td>
<td>18.7%</td>
<td>10.5%</td>
<td>13.2%</td>
</tr>
<tr>
<td>Recently Purchased From an Mass Merchandiser</td>
<td>35.0%</td>
<td>19.4%</td>
<td>6.9%</td>
<td>16.7%</td>
<td>8.5%</td>
<td>14.5%</td>
</tr>
</tbody>
</table>
### November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

Custom Q25: Please indicate how you will probably use the internet for future eyewear purchases.

<table>
<thead>
<tr>
<th>All Respondents</th>
<th>To possibly purchase eyewear online (%)</th>
<th>To probably purchase eyewear online (%)</th>
<th>Will use the Web for 1 Function (%)</th>
<th>Will use the Web for 2 Functions (%)</th>
<th>Will use the Web for 3 Functions (%)</th>
<th>Will use the Web for 4+ Functions (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weighted National Average</td>
<td>19.3%</td>
<td>11.3%</td>
<td>75.4%</td>
<td>9.1%</td>
<td>6.5%</td>
<td>9.1%</td>
</tr>
<tr>
<td>Men</td>
<td>19.6%</td>
<td>12.2%</td>
<td>75.3%</td>
<td>9.3%</td>
<td>6.4%</td>
<td>9.0%</td>
</tr>
<tr>
<td>Women</td>
<td>19.1%</td>
<td>10.6%</td>
<td>75.4%</td>
<td>8.9%</td>
<td>6.5%</td>
<td>9.2%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>21.6%</td>
<td>14.2%</td>
<td>73.2%</td>
<td>10.2%</td>
<td>7.2%</td>
<td>9.4%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>21.7%</td>
<td>13.1%</td>
<td>72.0%</td>
<td>10.4%</td>
<td>6.4%</td>
<td>11.2%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>20.5%</td>
<td>10.6%</td>
<td>77.3%</td>
<td>6.7%</td>
<td>6.4%</td>
<td>9.6%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>13.8%</td>
<td>6.7%</td>
<td>79.5%</td>
<td>8.2%</td>
<td>5.6%</td>
<td>6.8%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>17.0%</td>
<td>10.8%</td>
<td>78.1%</td>
<td>7.7%</td>
<td>5.5%</td>
<td>8.7%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>19.2%</td>
<td>11.2%</td>
<td>76.1%</td>
<td>9.9%</td>
<td>5.7%</td>
<td>8.3%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>21.2%</td>
<td>11.8%</td>
<td>72.7%</td>
<td>9.5%</td>
<td>7.8%</td>
<td>10.1%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>17.0%</td>
<td>11.4%</td>
<td>76.8%</td>
<td>8.7%</td>
<td>5.9%</td>
<td>8.6%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>19.8%</td>
<td>11.8%</td>
<td>74.3%</td>
<td>9.4%</td>
<td>6.3%</td>
<td>10.0%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>20.4%</td>
<td>10.1%</td>
<td>75.9%</td>
<td>8.7%</td>
<td>7.2%</td>
<td>8.2%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>19.2%</td>
<td>11.7%</td>
<td>75.6%</td>
<td>9.3%</td>
<td>6.4%</td>
<td>8.8%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>20.3%</td>
<td>12.5%</td>
<td>74.0%</td>
<td>10.4%</td>
<td>6.7%</td>
<td>8.8%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>18.8%</td>
<td>10.6%</td>
<td>76.2%</td>
<td>8.2%</td>
<td>6.2%</td>
<td>9.3%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>21.2%</td>
<td>12.0%</td>
<td>72.3%</td>
<td>10.0%</td>
<td>7.4%</td>
<td>10.3%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>4.6%</td>
<td>5.3%</td>
<td>97.1%</td>
<td>1.9%</td>
<td>0.2%</td>
<td>0.7%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>25.3%</td>
<td>27.4%</td>
<td>55.2%</td>
<td>13.3%</td>
<td>12.2%</td>
<td>19.3%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>29.4%</td>
<td>17.3%</td>
<td>62.5%</td>
<td>13.9%</td>
<td>9.8%</td>
<td>13.9%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>66.6%</td>
<td>39.0%</td>
<td>52.9%</td>
<td>13.8%</td>
<td>11.8%</td>
<td>21.5%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>14.6%</td>
<td>11.9%</td>
<td>79.2%</td>
<td>9.4%</td>
<td>5.4%</td>
<td>6.1%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>21.1%</td>
<td>11.3%</td>
<td>74.0%</td>
<td>8.8%</td>
<td>7.0%</td>
<td>10.2%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>20.6%</td>
<td>7.5%</td>
<td>75.2%</td>
<td>8.1%</td>
<td>6.9%</td>
<td>9.8%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>19.4%</td>
<td>7.4%</td>
<td>78.1%</td>
<td>10.7%</td>
<td>5.3%</td>
<td>6.0%</td>
</tr>
<tr>
<td>Recently Purchased From an Conventional Chain</td>
<td>14.3%</td>
<td>9.5%</td>
<td>77.9%</td>
<td>9.7%</td>
<td>5.7%</td>
<td>6.7%</td>
</tr>
<tr>
<td>Recently Purchased From an Mass Merchandiser</td>
<td>19.8%</td>
<td>8.7%</td>
<td>77.0%</td>
<td>8.7%</td>
<td>5.9%</td>
<td>8.3%</td>
</tr>
</tbody>
</table>
### November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

Custom Q26: Please indicate which of the following eyewear products you may purchase with the assistance of the internet in the future. ("Assistance" would include using the internet for searching and research purposes as well as directly purchasing the product online).

<table>
<thead>
<tr>
<th>Among Resps. That Purchased Eyewear in the Past 6 Months</th>
<th>A complete set of eyeglasses</th>
<th>Eyeglass frames only</th>
<th>Rx eyeglass lenses only</th>
<th>Prescription contact lenses</th>
<th>Prescription Sunglasses</th>
<th>Plano sunglasses</th>
<th>OTC Readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Respondents</td>
<td>17.0%</td>
<td>9.4%</td>
<td>4.3%</td>
<td>15.5%</td>
<td>9.3%</td>
<td>22.1%</td>
<td>8.0%</td>
</tr>
<tr>
<td>Weighted National Average</td>
<td>16.9%</td>
<td>9.3%</td>
<td>4.3%</td>
<td>15.2%</td>
<td>9.2%</td>
<td>21.9%</td>
<td>8.1%</td>
</tr>
<tr>
<td>Men</td>
<td>16.5%</td>
<td>9.2%</td>
<td>5.2%</td>
<td>13.0%</td>
<td>10.4%</td>
<td>23.6%</td>
<td>8.3%</td>
</tr>
<tr>
<td>Women</td>
<td>17.4%</td>
<td>9.7%</td>
<td>3.5%</td>
<td>17.7%</td>
<td>8.3%</td>
<td>20.8%</td>
<td>7.8%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>18.1%</td>
<td>11.9%</td>
<td>5.6%</td>
<td>19.5%</td>
<td>9.8%</td>
<td>29.1%</td>
<td>4.9%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>19.1%</td>
<td>10.6%</td>
<td>5.7%</td>
<td>19.5%</td>
<td>11.5%</td>
<td>25.1%</td>
<td>5.3%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>18.3%</td>
<td>7.7%</td>
<td>3.7%</td>
<td>15.8%</td>
<td>9.6%</td>
<td>18.2%</td>
<td>12.9%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>13.1%</td>
<td>6.5%</td>
<td>2.1%</td>
<td>6.9%</td>
<td>6.8%</td>
<td>13.1%</td>
<td>11.2%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>16.4%</td>
<td>7.3%</td>
<td>3.7%</td>
<td>11.3%</td>
<td>8.4%</td>
<td>21.1%</td>
<td>6.7%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>16.6%</td>
<td>9.6%</td>
<td>4.6%</td>
<td>15.7%</td>
<td>8.3%</td>
<td>21.7%</td>
<td>8.3%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>17.7%</td>
<td>10.8%</td>
<td>4.6%</td>
<td>18.4%</td>
<td>10.8%</td>
<td>23.2%</td>
<td>8.9%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>14.7%</td>
<td>10.7%</td>
<td>3.6%</td>
<td>14.7%</td>
<td>7.9%</td>
<td>22.6%</td>
<td>7.7%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>18.0%</td>
<td>10.3%</td>
<td>4.6%</td>
<td>16.1%</td>
<td>9.9%</td>
<td>21.7%</td>
<td>8.4%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>16.4%</td>
<td>7.8%</td>
<td>4.4%</td>
<td>18.4%</td>
<td>9.4%</td>
<td>20.4%</td>
<td>7.6%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>17.5%</td>
<td>8.5%</td>
<td>4.4%</td>
<td>12.3%</td>
<td>9.2%</td>
<td>24.0%</td>
<td>8.0%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>19.6%</td>
<td>10.5%</td>
<td>5.8%</td>
<td>18.8%</td>
<td>11.1%</td>
<td>23.9%</td>
<td>7.1%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>15.2%</td>
<td>8.8%</td>
<td>3.4%</td>
<td>13.3%</td>
<td>8.2%</td>
<td>21.1%</td>
<td>8.7%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>18.6%</td>
<td>10.2%</td>
<td>4.7%</td>
<td>17.0%</td>
<td>10.1%</td>
<td>24.6%</td>
<td>8.9%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>5.8%</td>
<td>4.4%</td>
<td>1.9%</td>
<td>5.1%</td>
<td>4.4%</td>
<td>5.8%</td>
<td>3.4%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>31.8%</td>
<td>14.2%</td>
<td>8.3%</td>
<td>24.8%</td>
<td>19.6%</td>
<td>43.2%</td>
<td>12.3%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>25.9%</td>
<td>14.4%</td>
<td>6.6%</td>
<td>23.6%</td>
<td>14.2%</td>
<td>33.7%</td>
<td>12.3%</td>
</tr>
<tr>
<td>Will NOT use the Web To Shop for Eyewear</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>30.8%</td>
<td>12.9%</td>
<td>6.5%</td>
<td>30.7%</td>
<td>15.9%</td>
<td>38.2%</td>
<td>14.6%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>21.5%</td>
<td>11.0%</td>
<td>5.4%</td>
<td>12.9%</td>
<td>12.6%</td>
<td>10.3%</td>
<td>4.3%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>15.8%</td>
<td>9.7%</td>
<td>4.4%</td>
<td>14.7%</td>
<td>9.1%</td>
<td>30.2%</td>
<td>8.3%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>14.2%</td>
<td>6.4%</td>
<td>1.9%</td>
<td>8.8%</td>
<td>6.8%</td>
<td>21.4%</td>
<td>25.9%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>15.6%</td>
<td>10.4%</td>
<td>3.7%</td>
<td>20.6%</td>
<td>8.5%</td>
<td>16.3%</td>
<td>5.0%</td>
</tr>
<tr>
<td>Recently Purchased From an Conventional Chain</td>
<td>17.4%</td>
<td>13.4%</td>
<td>7.1%</td>
<td>14.9%</td>
<td>11.6%</td>
<td>14.1%</td>
<td>5.2%</td>
</tr>
<tr>
<td>Recently Purchased From an Mass Merchandiser</td>
<td>15.4%</td>
<td>8.9%</td>
<td>4.8%</td>
<td>16.6%</td>
<td>8.6%</td>
<td>20.4%</td>
<td>9.8%</td>
</tr>
</tbody>
</table>
## November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

Custom Q26: Please indicate which of the following eyewear products you may purchase with the assistance of the internet in the future. (“Assistance” would include using the internet for searching and research purposes as well as directly purchasing the product online).

<table>
<thead>
<tr>
<th>All Respondents</th>
<th>Other</th>
<th>Not sure / Don't</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weighted National Average</td>
<td>1.8%</td>
<td>11.8%</td>
</tr>
<tr>
<td>Men</td>
<td>2.3%</td>
<td>11.7%</td>
</tr>
<tr>
<td>Women</td>
<td>1.4%</td>
<td>11.8%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>2.5%</td>
<td>11.3%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>2.2%</td>
<td>12.8%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>0.9%</td>
<td>12.0%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>1.2%</td>
<td>11.5%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>1.8%</td>
<td>12.6%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>1.5%</td>
<td>11.2%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>2.1%</td>
<td>11.6%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>1.5%</td>
<td>10.8%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>2.0%</td>
<td>12.9%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>1.1%</td>
<td>9.6%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>2.4%</td>
<td>12.7%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>2.0%</td>
<td>11.7%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>1.7%</td>
<td>11.7%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>1.7%</td>
<td>11.4%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>1.0%</td>
<td>6.6%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>1.8%</td>
<td>7.8%</td>
</tr>
<tr>
<td>Will Use the Web To <em>Shop</em> for Eyewear</td>
<td>2.8%</td>
<td>17.9%</td>
</tr>
<tr>
<td>Will NOT Use the Web To <em>Shop</em> for Eyewear</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>May Use the Web To <em>Purchase</em> Eyewear</td>
<td>2.9%</td>
<td>11.8%</td>
</tr>
<tr>
<td>Recently Purchased <em>Rx Eyeglasses</em></td>
<td>1.6%</td>
<td>12.4%</td>
</tr>
<tr>
<td>Recently Purchased <em>Plano Sunglasses</em></td>
<td>2.0%</td>
<td>12.3%</td>
</tr>
<tr>
<td>Recently Purchased <em>OTC Readers</em></td>
<td>0.9%</td>
<td>9.1%</td>
</tr>
<tr>
<td>Recently Purchased From an <em>Independent</em></td>
<td>1.4%</td>
<td>9.7%</td>
</tr>
<tr>
<td>Recently Purchased From an <em>Conventional Chain</em></td>
<td>1.5%</td>
<td>14.3%</td>
</tr>
<tr>
<td>Recently Purchased From an <em>Mass Merchandiser</em></td>
<td>1.5%</td>
<td>12.1%</td>
</tr>
</tbody>
</table>
## November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

### VisionWatch Q69: Are you...?

**Among Resps. That Purchased Eyewear in the Past 6 Months**

<table>
<thead>
<tr>
<th>All Respondents</th>
<th>Male</th>
<th>Female</th>
<th>No Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weighted National Average</td>
<td>49.6%</td>
<td>50.4%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Men</td>
<td>100.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Women</td>
<td>0.0%</td>
<td>100.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>51.3%</td>
<td>48.7%</td>
<td>0.0%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>50.3%</td>
<td>49.7%</td>
<td>0.0%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>49.1%</td>
<td>50.9%</td>
<td>0.0%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>49.3%</td>
<td>50.7%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>46.3%</td>
<td>53.7%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>49.5%</td>
<td>50.5%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>53.8%</td>
<td>46.2%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>50.1%</td>
<td>49.9%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>49.5%</td>
<td>50.5%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>49.7%</td>
<td>50.3%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>51.3%</td>
<td>48.7%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>46.8%</td>
<td>53.2%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>51.7%</td>
<td>48.3%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>45.8%</td>
<td>54.2%</td>
<td>0.0%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>60.0%</td>
<td>40.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>53.3%</td>
<td>46.7%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>48.5%</td>
<td>51.5%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>46.2%</td>
<td>53.8%</td>
<td>0.0%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>49.0%</td>
<td>51.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>50.0%</td>
<td>50.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>47.5%</td>
<td>52.5%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>43.4%</td>
<td>56.6%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>41.1%</td>
<td>58.9%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased From an Conventional Chain</td>
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<td>47.2%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased From an Mass Merchandiser</td>
<td>47.2%</td>
<td>52.8%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>
### November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

#### Q74: Which of the following best describes your current employment status?

**Among Resps. That Purchased Eyewear in the Past 6 Months**

<table>
<thead>
<tr>
<th>Employment Status</th>
<th>Work full-time</th>
<th>Work part-time</th>
<th>Self-employed</th>
<th>Student</th>
<th>Homemaker</th>
<th>Retired</th>
<th>Not employed currently / unable to work</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Respondents</td>
<td>44.7%</td>
<td>9.3%</td>
<td>7.1%</td>
<td>4.7%</td>
<td>9.0%</td>
<td>16.0%</td>
<td>8.6%</td>
</tr>
<tr>
<td>Weighted National Average</td>
<td>44.4%</td>
<td>9.4%</td>
<td>7.1%</td>
<td>4.7%</td>
<td>9.1%</td>
<td>15.9%</td>
<td>8.9%</td>
</tr>
<tr>
<td>Men</td>
<td>51.9%</td>
<td>7.3%</td>
<td>8.0%</td>
<td>5.1%</td>
<td>1.4%</td>
<td>17.0%</td>
<td>8.7%</td>
</tr>
<tr>
<td>Women</td>
<td>37.6%</td>
<td>11.4%</td>
<td>6.2%</td>
<td>4.2%</td>
<td>16.6%</td>
<td>15.0%</td>
<td>8.6%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>51.6%</td>
<td>11.8%</td>
<td>4.6%</td>
<td>13.8%</td>
<td>10.5%</td>
<td>0.3%</td>
<td>7.0%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>61.3%</td>
<td>8.5%</td>
<td>6.5%</td>
<td>1.3%</td>
<td>13.4%</td>
<td>0.6%</td>
<td>7.7%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>54.6%</td>
<td>6.6%</td>
<td>10.8%</td>
<td>0.3%</td>
<td>10.8%</td>
<td>4.3%</td>
<td>12.1%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>24.1%</td>
<td>9.0%</td>
<td>8.0%</td>
<td>0.3%</td>
<td>4.1%</td>
<td>45.2%</td>
<td>9.0%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>24.6%</td>
<td>12.6%</td>
<td>6.2%</td>
<td>7.2%</td>
<td>9.8%</td>
<td>20.5%</td>
<td>18.4%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>47.7%</td>
<td>8.7%</td>
<td>7.2%</td>
<td>3.9%</td>
<td>9.8%</td>
<td>16.8%</td>
<td>5.5%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>59.7%</td>
<td>7.1%</td>
<td>7.9%</td>
<td>3.1%</td>
<td>7.5%</td>
<td>11.4%</td>
<td>2.8%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>47.6%</td>
<td>10.0%</td>
<td>6.4%</td>
<td>4.4%</td>
<td>8.5%</td>
<td>14.5%</td>
<td>8.3%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>43.2%</td>
<td>8.5%</td>
<td>7.2%</td>
<td>4.5%</td>
<td>9.6%</td>
<td>17.3%</td>
<td>8.9%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>46.8%</td>
<td>9.6%</td>
<td>6.4%</td>
<td>4.6%</td>
<td>8.5%</td>
<td>15.4%</td>
<td>8.5%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>43.1%</td>
<td>9.9%</td>
<td>8.2%</td>
<td>5.2%</td>
<td>8.9%</td>
<td>15.8%</td>
<td>8.6%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>56.6%</td>
<td>9.0%</td>
<td>6.2%</td>
<td>3.1%</td>
<td>17.5%</td>
<td>2.0%</td>
<td>5.4%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>38.3%</td>
<td>9.6%</td>
<td>7.6%</td>
<td>5.5%</td>
<td>4.3%</td>
<td>23.8%</td>
<td>10.4%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>48.6%</td>
<td>10.1%</td>
<td>7.5%</td>
<td>5.0%</td>
<td>9.6%</td>
<td>12.0%</td>
<td>6.9%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>45.9%</td>
<td>9.0%</td>
<td>4.1%</td>
<td>9.5%</td>
<td>7.5%</td>
<td>13.8%</td>
<td>9.0%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>55.6%</td>
<td>10.9%</td>
<td>6.2%</td>
<td>6.8%</td>
<td>8.3%</td>
<td>6.5%</td>
<td>5.3%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>51.7%</td>
<td>9.6%</td>
<td>7.8%</td>
<td>6.3%</td>
<td>9.6%</td>
<td>8.3%</td>
<td>6.3%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>42.8%</td>
<td>10.7%</td>
<td>5.6%</td>
<td>3.8%</td>
<td>8.7%</td>
<td>19.0%</td>
<td>8.7%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>50.7%</td>
<td>9.5%</td>
<td>9.7%</td>
<td>6.2%</td>
<td>9.4%</td>
<td>7.5%</td>
<td>6.7%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>49.7%</td>
<td>9.4%</td>
<td>7.1%</td>
<td>5.4%</td>
<td>8.3%</td>
<td>13.1%</td>
<td>6.8%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>51.4%</td>
<td>9.9%</td>
<td>6.9%</td>
<td>5.9%</td>
<td>9.9%</td>
<td>9.1%</td>
<td>6.5%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>35.3%</td>
<td>9.8%</td>
<td>9.3%</td>
<td>0.8%</td>
<td>8.8%</td>
<td>25.0%</td>
<td>10.2%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>51.6%</td>
<td>10.1%</td>
<td>7.1%</td>
<td>5.4%</td>
<td>9.3%</td>
<td>11.2%</td>
<td>5.3%</td>
</tr>
<tr>
<td>Recently Purchased From a Conventional Chain</td>
<td>59.0%</td>
<td>7.4%</td>
<td>6.0%</td>
<td>5.0%</td>
<td>6.0%</td>
<td>9.9%</td>
<td>6.0%</td>
</tr>
<tr>
<td>Recently Purchased From a Mass Merchandiser</td>
<td>49.4%</td>
<td>10.4%</td>
<td>7.3%</td>
<td>4.8%</td>
<td>10.8%</td>
<td>10.9%</td>
<td>6.1%</td>
</tr>
</tbody>
</table>
## November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

**VisionWatch Q71: Do you have children living at home?**

<table>
<thead>
<tr>
<th>All Respondents</th>
<th>Yes</th>
<th>No</th>
<th>Prefer not to</th>
<th>No Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weighted National Average</td>
<td>35.2%</td>
<td>64.3%</td>
<td>0.5%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Men</td>
<td>32.9%</td>
<td>66.5%</td>
<td>0.6%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Women</td>
<td>37.5%</td>
<td>62.2%</td>
<td>0.3%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>18 to 34 Years Old</th>
<th>35 to 44 Years Old</th>
<th>45 to 54 Years Old</th>
<th>55+ Years Old</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>42.5%</td>
<td>68.3%</td>
<td>39.1%</td>
<td>7.9%</td>
</tr>
<tr>
<td>No</td>
<td>56.7%</td>
<td>31.3%</td>
<td>60.6%</td>
<td>91.9%</td>
</tr>
<tr>
<td>Prefer not to</td>
<td>0.8%</td>
<td>0.4%</td>
<td>0.2%</td>
<td>0.0%</td>
</tr>
<tr>
<td>No Answer</td>
<td>0.0%</td>
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<td>0.0%</td>
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</table>

<table>
<thead>
<tr>
<th></th>
<th>Annual Household Income Up to $40K</th>
<th>Annual Household Income $40K-$75K</th>
<th>Annual Household Income $75K+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>25.4%</td>
<td>36.1%</td>
<td>43.0%</td>
</tr>
<tr>
<td>No</td>
<td>73.9%</td>
<td>63.5%</td>
<td>56.7%</td>
</tr>
<tr>
<td>Prefer not to</td>
<td>0.7%</td>
<td>0.4%</td>
<td>0.3%</td>
</tr>
<tr>
<td>No Answer</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Northeast Region</th>
<th>Southeast Region</th>
<th>Midwest Region</th>
<th>Mountain Pacific Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>34.3%</td>
<td>35.4%</td>
<td>36.3%</td>
<td>34.7%</td>
</tr>
<tr>
<td>No</td>
<td>65.4%</td>
<td>64.0%</td>
<td>63.4%</td>
<td>64.8%</td>
</tr>
<tr>
<td>Prefer not to</td>
<td>0.3%</td>
<td>0.7%</td>
<td>0.3%</td>
<td>0.5%</td>
</tr>
<tr>
<td>No Answer</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Resps. w/Children Living At Home</th>
<th>Resps. w/out Children Living At Home</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>100.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>No</td>
<td>0.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Prefer not to</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>No Answer</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Using the Web for Retail Shopping</th>
<th>NOT Using the Web for Retail Shopping</th>
<th>Using the Web for Eyewear Shopping</th>
<th>Will Use the Web To Shop for Eyewear</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>40.4%</td>
<td>36.4%</td>
<td>46.7%</td>
<td>43.5%</td>
</tr>
<tr>
<td>No</td>
<td>59.3%</td>
<td>62.4%</td>
<td>52.9%</td>
<td>56.0%</td>
</tr>
<tr>
<td>Prefer not to</td>
<td>0.3%</td>
<td>1.2%</td>
<td>0.4%</td>
<td>0.5%</td>
</tr>
<tr>
<td>No Answer</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Will NOT Use the Web To Shop for Eyewear</th>
<th>May Use the Web To Purchase Eyewear</th>
<th>Recently Purchased Rx Eyeglasses</th>
<th>Recently Purchased Plano Sunglasses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>34.2%</td>
<td>34.3%</td>
<td>41.9%</td>
<td>44.1%</td>
</tr>
<tr>
<td>No</td>
<td>65.2%</td>
<td>56.7%</td>
<td>57.7%</td>
<td>55.3%</td>
</tr>
<tr>
<td>Prefer not to</td>
<td>0.6%</td>
<td>0.1%</td>
<td>0.4%</td>
<td>0.6%</td>
</tr>
<tr>
<td>No Answer</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Recently Purchased OTC Readers</th>
<th>Recently Purchased From an Independent</th>
<th>Recently Purchased From a Conventional Chain</th>
<th>Recently Purchased From a Mass Merchandiser</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>25.4%</td>
<td>39.9%</td>
<td>44.9%</td>
<td>45.7%</td>
</tr>
<tr>
<td>No</td>
<td>74.4%</td>
<td>59.8%</td>
<td>54.8%</td>
<td>53.7%</td>
</tr>
<tr>
<td>Prefer not to</td>
<td>0.2%</td>
<td>0.2%</td>
<td>0.4%</td>
<td>0.6%</td>
</tr>
<tr>
<td>No Answer</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>
## November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

**VisionWatch Q75:** Which of the following categories includes your annual household income before taxes?

<table>
<thead>
<tr>
<th>All Respondents</th>
<th>Under $20K</th>
<th>$20K to $30K</th>
<th>$30K to $40K</th>
<th>$40K to $50K</th>
<th>$50K to $60K</th>
<th>$60K to $75K</th>
<th>$75K to $100K</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weighted National Average</td>
<td>11.6%</td>
<td>10.4%</td>
<td>11.8%</td>
<td>8.5%</td>
<td>9.3%</td>
<td>12.4%</td>
<td>16.4%</td>
</tr>
<tr>
<td>Men</td>
<td>9.9%</td>
<td>9.3%</td>
<td>10.2%</td>
<td>9.1%</td>
<td>9.9%</td>
<td>12.5%</td>
<td>16.7%</td>
</tr>
<tr>
<td>Women</td>
<td>11.9%</td>
<td>10.2%</td>
<td>11.9%</td>
<td>8.8%</td>
<td>9.8%</td>
<td>13.6%</td>
<td>16.5%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>13.0%</td>
<td>10.9%</td>
<td>12.6%</td>
<td>11.1%</td>
<td>11.3%</td>
<td>11.9%</td>
<td>15.2%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>7.0%</td>
<td>6.8%</td>
<td>8.7%</td>
<td>8.3%</td>
<td>9.7%</td>
<td>14.3%</td>
<td>20.3%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>9.3%</td>
<td>8.3%</td>
<td>8.2%</td>
<td>6.0%</td>
<td>7.8%</td>
<td>14.2%</td>
<td>17.6%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>12.0%</td>
<td>11.2%</td>
<td>12.4%</td>
<td>8.7%</td>
<td>9.5%</td>
<td>12.8%</td>
<td>15.2%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>34.3%</td>
<td>30.8%</td>
<td>34.8%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>28.1%</td>
<td>30.9%</td>
<td>41.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>45.4%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>9.0%</td>
<td>8.4%</td>
<td>8.9%</td>
<td>9.2%</td>
<td>9.9%</td>
<td>13.3%</td>
<td>16.7%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>11.4%</td>
<td>10.8%</td>
<td>11.9%</td>
<td>9.4%</td>
<td>9.4%</td>
<td>13.4%</td>
<td>16.2%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>10.2%</td>
<td>9.1%</td>
<td>11.5%</td>
<td>8.4%</td>
<td>10.4%</td>
<td>13.1%</td>
<td>17.7%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>12.2%</td>
<td>9.9%</td>
<td>11.0%</td>
<td>8.6%</td>
<td>9.8%</td>
<td>12.3%</td>
<td>15.9%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>6.5%</td>
<td>7.4%</td>
<td>9.1%</td>
<td>8.8%</td>
<td>9.2%</td>
<td>14.6%</td>
<td>20.1%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>13.2%</td>
<td>11.1%</td>
<td>12.2%</td>
<td>9.1%</td>
<td>10.1%</td>
<td>12.2%</td>
<td>14.7%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>8.0%</td>
<td>9.1%</td>
<td>10.9%</td>
<td>8.8%</td>
<td>10.1%</td>
<td>13.8%</td>
<td>17.8%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>13.8%</td>
<td>10.4%</td>
<td>14.3%</td>
<td>8.5%</td>
<td>10.2%</td>
<td>10.0%</td>
<td>17.5%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>6.3%</td>
<td>7.3%</td>
<td>12.1%</td>
<td>8.0%</td>
<td>9.9%</td>
<td>13.7%</td>
<td>21.0%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>7.3%</td>
<td>9.4%</td>
<td>10.9%</td>
<td>8.4%</td>
<td>10.1%</td>
<td>13.4%</td>
<td>18.7%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>11.4%</td>
<td>9.4%</td>
<td>12.0%</td>
<td>9.7%</td>
<td>9.8%</td>
<td>13.3%</td>
<td>15.1%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>7.6%</td>
<td>8.4%</td>
<td>10.7%</td>
<td>9.0%</td>
<td>9.9%</td>
<td>12.9%</td>
<td>18.7%</td>
</tr>
<tr>
<td>Recently Purchased <em>Rx Eyeglasses</em></td>
<td>7.4%</td>
<td>8.4%</td>
<td>10.1%</td>
<td>8.3%</td>
<td>9.4%</td>
<td>14.4%</td>
<td>19.1%</td>
</tr>
<tr>
<td>Recently Purchased <em>Plano Sunglasses</em></td>
<td>8.6%</td>
<td>9.2%</td>
<td>12.0%</td>
<td>8.9%</td>
<td>10.6%</td>
<td>13.4%</td>
<td>17.1%</td>
</tr>
<tr>
<td>Recently Purchased <em>OTC Readers</em></td>
<td>10.7%</td>
<td>11.2%</td>
<td>9.7%</td>
<td>8.7%</td>
<td>9.6%</td>
<td>12.1%</td>
<td>16.7%</td>
</tr>
<tr>
<td>Recently Purchased From an <em>Independent</em></td>
<td>6.7%</td>
<td>6.8%</td>
<td>8.9%</td>
<td>7.9%</td>
<td>8.9%</td>
<td>14.8%</td>
<td>18.1%</td>
</tr>
<tr>
<td>Recently Purchased From an <em>Conventional Chain</em></td>
<td>7.1%</td>
<td>7.1%</td>
<td>10.8%</td>
<td>7.1%</td>
<td>10.3%</td>
<td>14.5%</td>
<td>19.7%</td>
</tr>
<tr>
<td>Recently Purchased From an <em>Mass Merchandiser</em></td>
<td>7.8%</td>
<td>9.9%</td>
<td>12.4%</td>
<td>9.3%</td>
<td>11.4%</td>
<td>13.7%</td>
<td>17.9%</td>
</tr>
</tbody>
</table>
### VisionWatch Q75: Which of the following categories includes your annual household income before taxes?

#### Among Resps. That Purchased Eyewear in the Past 6 Months

<table>
<thead>
<tr>
<th>Annual Household Income</th>
<th>$100K to $125K</th>
<th>$125K to $150K</th>
<th>$150K or more</th>
<th>No Answer</th>
<th>Up to $40K</th>
<th>$40K up to $75K</th>
<th>$75K or more</th>
<th>Over $75K</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Respondents</td>
<td>9.3%</td>
<td>4.7%</td>
<td>5.9%</td>
<td>0.0%</td>
<td>31.8%</td>
<td>31.8%</td>
<td>36.4%</td>
<td></td>
</tr>
<tr>
<td>Weighted National Average</td>
<td>9.2%</td>
<td>4.7%</td>
<td>5.8%</td>
<td>0.0%</td>
<td>33.8%</td>
<td>30.2%</td>
<td>36.0%</td>
<td></td>
</tr>
<tr>
<td>Men</td>
<td>10.4%</td>
<td>4.9%</td>
<td>7.2%</td>
<td>0.0%</td>
<td>29.4%</td>
<td>31.4%</td>
<td>39.2%</td>
<td></td>
</tr>
<tr>
<td>Women</td>
<td>8.2%</td>
<td>4.5%</td>
<td>4.5%</td>
<td>0.0%</td>
<td>34.1%</td>
<td>32.2%</td>
<td>33.7%</td>
<td></td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>7.2%</td>
<td>2.6%</td>
<td>4.2%</td>
<td>0.0%</td>
<td>36.5%</td>
<td>34.4%</td>
<td>29.2%</td>
<td></td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>12.6%</td>
<td>5.9%</td>
<td>6.4%</td>
<td>0.0%</td>
<td>22.4%</td>
<td>32.3%</td>
<td>45.2%</td>
<td></td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>12.9%</td>
<td>6.7%</td>
<td>8.8%</td>
<td>0.0%</td>
<td>25.9%</td>
<td>28.1%</td>
<td>46.0%</td>
<td></td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>7.5%</td>
<td>5.0%</td>
<td>5.7%</td>
<td>0.0%</td>
<td>35.6%</td>
<td>31.0%</td>
<td>33.4%</td>
<td></td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>100.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td></td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>100.0%</td>
<td>0.0%</td>
<td></td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>25.5%</td>
<td>12.9%</td>
<td>16.1%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>100.0%</td>
<td></td>
</tr>
<tr>
<td>Northeast Region</td>
<td>10.8%</td>
<td>5.8%</td>
<td>8.0%</td>
<td>0.0%</td>
<td>26.4%</td>
<td>32.3%</td>
<td>41.3%</td>
<td></td>
</tr>
<tr>
<td>Southeast Region</td>
<td>8.2%</td>
<td>4.6%</td>
<td>4.8%</td>
<td>0.0%</td>
<td>34.1%</td>
<td>32.2%</td>
<td>33.7%</td>
<td></td>
</tr>
<tr>
<td>Midwest Region</td>
<td>10.0%</td>
<td>4.6%</td>
<td>5.0%</td>
<td>0.0%</td>
<td>30.8%</td>
<td>31.9%</td>
<td>37.3%</td>
<td></td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>9.3%</td>
<td>4.1%</td>
<td>6.8%</td>
<td>0.0%</td>
<td>33.1%</td>
<td>30.8%</td>
<td>36.1%</td>
<td></td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>11.8%</td>
<td>5.7%</td>
<td>6.9%</td>
<td>0.0%</td>
<td>22.9%</td>
<td>32.6%</td>
<td>44.5%</td>
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</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>7.9%</td>
<td>4.2%</td>
<td>5.3%</td>
<td>0.0%</td>
<td>36.5%</td>
<td>31.4%</td>
<td>32.1%</td>
<td></td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>10.4%</td>
<td>5.2%</td>
<td>5.7%</td>
<td>0.0%</td>
<td>28.1%</td>
<td>32.7%</td>
<td>39.2%</td>
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<tr>
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<td>4.4%</td>
<td>0.0%</td>
<td>38.6%</td>
<td>28.6%</td>
<td>32.8%</td>
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<tr>
<td>Using the Web for Eyewear Shopping</td>
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<td>5.2%</td>
<td>6.4%</td>
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<td>25.6%</td>
<td>31.7%</td>
<td>42.7%</td>
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<tr>
<td>Will Use the Web To Shop for Eyewear</td>
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<td>5.1%</td>
<td>6.2%</td>
<td>0.0%</td>
<td>27.6%</td>
<td>31.9%</td>
<td>40.5%</td>
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</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
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<td>4.8%</td>
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<td>32.9%</td>
<td>32.8%</td>
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<td></td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
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<td>6.3%</td>
<td>0.0%</td>
<td>26.7%</td>
<td>31.9%</td>
<td>41.4%</td>
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<tr>
<td>Recently Purchased Rx Eyeglasses</td>
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<td>6.8%</td>
<td>0.0%</td>
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<td>Recently Purchased Plano Sunglasses</td>
<td>9.8%</td>
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<td>5.6%</td>
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<td>32.9%</td>
<td>37.3%</td>
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<tr>
<td>Recently Purchased OTC Readers</td>
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<td>6.0%</td>
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<tr>
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</tr>
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<td>30.2%</td>
<td>34.4%</td>
<td>35.4%</td>
<td></td>
</tr>
</tbody>
</table>
# November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

## VisionWatch Q58: Which of the following ranges includes your age?

- **Under 18**
- **18 - 24**
- **25 - 29**
- **30 - 34**
- **35 - 39**
- **40 - 44**
- **45 - 49**

### All Respondents

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Under 18</th>
<th>18 - 24</th>
<th>25 - 29</th>
<th>30 - 34</th>
<th>35 - 39</th>
<th>40 - 44</th>
<th>45 - 49</th>
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<tbody>
<tr>
<td>Weighted National Average</td>
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<td>10.1%</td>
<td>12.2%</td>
<td>10.1%</td>
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<td>7.9%</td>
</tr>
<tr>
<td>Men</td>
<td>0.0%</td>
<td>8.6%</td>
<td>9.8%</td>
<td>13.3%</td>
<td>10.3%</td>
<td>8.6%</td>
<td>7.6%</td>
</tr>
<tr>
<td>Women</td>
<td>0.0%</td>
<td>8.7%</td>
<td>10.4%</td>
<td>11.1%</td>
<td>10.0%</td>
<td>8.8%</td>
<td>8.2%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>0.0%</td>
<td>28.0%</td>
<td>32.6%</td>
<td>39.4%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>53.9%</td>
<td>46.1%</td>
<td>0.0%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
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<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>47.0%</td>
</tr>
<tr>
<td>55+ Years Old</td>
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<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>0.0%</td>
<td>13.8%</td>
<td>12.1%</td>
<td>9.7%</td>
<td>6.5%</td>
<td>6.8%</td>
<td>5.4%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>0.0%</td>
<td>7.1%</td>
<td>12.5%</td>
<td>13.9%</td>
<td>10.5%</td>
<td>8.6%</td>
<td>7.6%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>0.0%</td>
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<td>6.3%</td>
<td>13.0%</td>
<td>13.0%</td>
<td>10.4%</td>
<td>10.4%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>0.0%</td>
<td>7.3%</td>
<td>9.6%</td>
<td>13.3%</td>
<td>10.3%</td>
<td>8.1%</td>
<td>7.9%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>0.0%</td>
<td>9.5%</td>
<td>9.7%</td>
<td>11.8%</td>
<td>9.7%</td>
<td>9.2%</td>
<td>8.1%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>0.0%</td>
<td>8.2%</td>
<td>10.9%</td>
<td>11.3%</td>
<td>9.8%</td>
<td>8.4%</td>
<td>8.3%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>0.0%</td>
<td>8.9%</td>
<td>10.4%</td>
<td>12.8%</td>
<td>11.0%</td>
<td>8.5%</td>
<td>7.2%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>0.0%</td>
<td>5.7%</td>
<td>10.7%</td>
<td>21.0%</td>
<td>20.3%</td>
<td>16.2%</td>
<td>11.3%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>0.0%</td>
<td>10.2%</td>
<td>9.8%</td>
<td>7.4%</td>
<td>4.6%</td>
<td>4.6%</td>
<td>6.1%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>0.0%</td>
<td>9.9%</td>
<td>11.3%</td>
<td>13.7%</td>
<td>11.8%</td>
<td>8.8%</td>
<td>8.2%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>0.0%</td>
<td>16.5%</td>
<td>12.4%</td>
<td>10.0%</td>
<td>9.7%</td>
<td>9.0%</td>
<td>7.3%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>0.0%</td>
<td>12.9%</td>
<td>16.4%</td>
<td>19.0%</td>
<td>12.8%</td>
<td>9.2%</td>
<td>7.0%</td>
</tr>
<tr>
<td>Will Use the Web To <em>Shop</em> for Eyewear</td>
<td>0.0%</td>
<td>12.2%</td>
<td>13.5%</td>
<td>15.7%</td>
<td>12.5%</td>
<td>9.4%</td>
<td>8.2%</td>
</tr>
<tr>
<td>Will NOT Use the Web To <em>Shop</em> for Eyewear</td>
<td>0.0%</td>
<td>7.6%</td>
<td>7.5%</td>
<td>10.1%</td>
<td>9.7%</td>
<td>7.0%</td>
<td>8.1%</td>
</tr>
<tr>
<td>May Use the Web To <em>Purchase</em> Eyewear</td>
<td>0.0%</td>
<td>11.8%</td>
<td>14.3%</td>
<td>16.2%</td>
<td>11.9%</td>
<td>10.4%</td>
<td>8.0%</td>
</tr>
<tr>
<td>Recently Purchased <em>Rx Eyeglasses</em></td>
<td>0.0%</td>
<td>9.4%</td>
<td>10.1%</td>
<td>12.7%</td>
<td>11.0%</td>
<td>7.5%</td>
<td>9.4%</td>
</tr>
<tr>
<td>Recently Purchased <em>Plano Sunglasses</em></td>
<td>0.0%</td>
<td>12.3%</td>
<td>13.4%</td>
<td>15.8%</td>
<td>12.8%</td>
<td>9.1%</td>
<td>7.6%</td>
</tr>
<tr>
<td>Recently Purchased <em>OTC Readers</em></td>
<td>0.0%</td>
<td>1.7%</td>
<td>1.1%</td>
<td>2.5%</td>
<td>2.7%</td>
<td>5.7%</td>
<td>10.6%</td>
</tr>
<tr>
<td>Recently Purchased From an <em>Independent</em></td>
<td>0.0%</td>
<td>9.7%</td>
<td>11.2%</td>
<td>12.5%</td>
<td>12.9%</td>
<td>8.6%</td>
<td>9.7%</td>
</tr>
<tr>
<td>Recently Purchased From an <em>Conventional Chain</em></td>
<td>0.0%</td>
<td>9.6%</td>
<td>11.7%</td>
<td>15.2%</td>
<td>14.2%</td>
<td>9.4%</td>
<td>7.8%</td>
</tr>
<tr>
<td>Recently Purchased From an <em>Mass Merchandiser</em></td>
<td>0.0%</td>
<td>9.8%</td>
<td>12.1%</td>
<td>15.1%</td>
<td>11.8%</td>
<td>8.1%</td>
<td>8.4%</td>
</tr>
</tbody>
</table>
November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

VisionWatch Q58: Which of the following ranges includes your age?

| Among Resps. That Purchased Eyewear in the Past 6 Months |
|-----------------|-----------|-----------|-----------|-----------|
|                 | 50 - 54  | 55 - 59  | 60 - 64  | 65 or older |
| All Respondents | 8.9%     | 11.1%    | 9.2%     | 13.1%      |
| Weighted National Average | 9.2% | 10.9% | 9.1% | 12.9% |
| Men             | 8.8%     | 9.5%     | 8.7%     | 14.6%      |
| Women           | 8.9%     | 12.6%    | 9.6%     | 11.6%      |
| 18 to 34 Years Old | 0.0%   | 0.0%     | 0.0%     | 0.0%       |
| 35 to 44 Years Old | 0.0%  | 0.0%     | 0.0%     | 0.0%       |
| 45 to 54 Years Old | 53.0% | 0.0%    | 0.0%     | 0.0%       |
| 55+ Years Old   | 0.0%     | 33.1%    | 27.5%    | 39.4%      |
| Annual Household Income Up to $40K | 8.3% | 11.7% | 10.3% | 15.4% |
| Annual Household Income $40K-$75K | 7.2% | 9.6% | 8.5% | 14.5% |
| Annual Household Income $75K+ | 10.9% | 11.8% | 8.8% | 10.0% |
| Northeast Region | 9.3% | 11.2% | 9.5% | 13.7% |
| Southeast Region | 8.4% | 11.0% | 9.0% | 13.5% |
| Midwest Region | 9.2% | 12.1% | 9.8% | 11.9% |
| Mountain Pacific Region | 9.1% | 10.2% | 8.6% | 13.2% |
| Resps. w/Children Living At Home | 7.4% | 4.7% | 1.8% | 0.9% |
| Resps. w/out Children Living At Home | 9.7% | 14.6% | 13.2% | 19.9% |
| Using the Web for Retail Shopping | 8.8% | 10.3% | 7.8% | 9.5% |
| NOT Using the Web for Retail Shopping | 7.8% | 7.8% | 5.8% | 13.8% |
| Using the Web for Eyewear Shopping | 7.4% | 5.9% | 4.8% | 4.6% |
| Will Use the Web To Shop for Eyewear | 7.9% | 8.4% | 6.3% | 5.8% |
| Will NOT Use the Web To Shop for Eyewear | 10.1% | 12.7% | 10.2% | 16.9% |
| May Use the Web To Purchase Eyewear | 8.9% | 7.5% | 6.2% | 4.8% |
| Recently Purchased Rx Eyeglasses | 9.4% | 11.0% | 8.3% | 11.1% |
| Recently Purchased Plano Sunglasses | 7.7% | 8.1% | 6.1% | 7.0% |
| Recently Purchased OTC Readers | 18.6% | 21.6% | 15.9% | 19.7% |
| Recently Purchased From an Independent | 8.6% | 10.3% | 8.0% | 8.3% |
| Recently Purchased From an Conventional Chain | 9.2% | 9.6% | 5.7% | 7.6% |
| Recently Purchased From an Mass Merchandiser | 9.0% | 10.0% | 7.0% | 8.7% |
### November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

**VisionWatch Q58: Which of the following ranges includes your age?**

<table>
<thead>
<tr>
<th>Age Range</th>
<th>All Respondents</th>
<th>Among Resps. That Purchased Eyewear in the Past 6 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Old</td>
<td>18 to 34 Years</td>
</tr>
<tr>
<td>Weighted National Average</td>
<td>31.0%</td>
<td>18.8%</td>
</tr>
<tr>
<td>Men</td>
<td>31.8%</td>
<td>18.9%</td>
</tr>
<tr>
<td>Women</td>
<td>30.3%</td>
<td>18.7%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>100.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>0.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>35.6%</td>
<td>13.3%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>33.5%</td>
<td>19.1%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>24.8%</td>
<td>23.4%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>30.1%</td>
<td>18.4%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>31.1%</td>
<td>18.9%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>30.5%</td>
<td>18.2%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>32.1%</td>
<td>19.6%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>37.4%</td>
<td>36.5%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>27.3%</td>
<td>9.2%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>34.9%</td>
<td>20.5%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>38.8%</td>
<td>18.7%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>48.3%</td>
<td>22.0%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>41.4%</td>
<td>21.9%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>25.3%</td>
<td>16.7%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>42.4%</td>
<td>22.3%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>32.3%</td>
<td>18.5%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>41.5%</td>
<td>21.9%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>5.2%</td>
<td>8.4%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>33.5%</td>
<td>21.6%</td>
</tr>
<tr>
<td>Recently Purchased From a Conventional Chain</td>
<td>36.5%</td>
<td>23.6%</td>
</tr>
<tr>
<td>Recently Purchased From a Mass Merchandiser</td>
<td>36.9%</td>
<td>19.9%</td>
</tr>
</tbody>
</table>
November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

VisionWatch Q78: In which region of the United States do you live?

**Among Resps. That Purchased Eyewear in the Past 6 Months**

<table>
<thead>
<tr>
<th>All Respondents</th>
<th>Northeast</th>
<th>Midwest</th>
<th>Southeast</th>
<th>Pacific</th>
<th>No Answer</th>
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</thead>
<tbody>
<tr>
<td>Weighted National Average</td>
<td>18.1%</td>
<td>21.6%</td>
<td>36.8%</td>
<td>23.5%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Men</td>
<td>18.1%</td>
<td>21.4%</td>
<td>36.4%</td>
<td>24.1%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Women</td>
<td>18.1%</td>
<td>21.7%</td>
<td>37.2%</td>
<td>23.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>17.6%</td>
<td>21.2%</td>
<td>36.9%</td>
<td>24.4%</td>
<td>0.0%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>17.6%</td>
<td>20.9%</td>
<td>37.0%</td>
<td>24.5%</td>
<td>0.0%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>18.5%</td>
<td>22.5%</td>
<td>36.2%</td>
<td>22.9%</td>
<td>0.0%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>18.6%</td>
<td>21.8%</td>
<td>37.0%</td>
<td>22.6%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>15.0%</td>
<td>20.9%</td>
<td>39.5%</td>
<td>24.5%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>18.4%</td>
<td>21.6%</td>
<td>37.2%</td>
<td>22.8%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>20.5%</td>
<td>22.1%</td>
<td>34.1%</td>
<td>23.4%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>100.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>0.0%</td>
<td>0.0%</td>
<td>100.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>0.0%</td>
<td>100.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>0.0%</td>
<td>0.0%</td>
<td>100.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>17.6%</td>
<td>22.2%</td>
<td>37.0%</td>
<td>23.2%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>18.4%</td>
<td>21.3%</td>
<td>36.6%</td>
<td>23.7%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>17.2%</td>
<td>21.2%</td>
<td>38.4%</td>
<td>23.1%</td>
<td>0.0%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>17.5%</td>
<td>21.8%</td>
<td>39.6%</td>
<td>21.1%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>17.2%</td>
<td>20.0%</td>
<td>38.3%</td>
<td>24.6%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>16.5%</td>
<td>20.1%</td>
<td>39.9%</td>
<td>23.5%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>18.8%</td>
<td>23.3%</td>
<td>35.8%</td>
<td>22.1%</td>
<td>0.0%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>16.1%</td>
<td>21.5%</td>
<td>39.2%</td>
<td>23.2%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>18.3%</td>
<td>22.0%</td>
<td>36.1%</td>
<td>23.6%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>16.6%</td>
<td>21.2%</td>
<td>39.5%</td>
<td>22.7%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>16.8%</td>
<td>17.3%</td>
<td>43.1%</td>
<td>22.8%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>19.4%</td>
<td>23.3%</td>
<td>36.4%</td>
<td>20.9%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased From a Conventional Chain</td>
<td>19.3%</td>
<td>21.8%</td>
<td>38.3%</td>
<td>20.6%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased From a Mass Merchandiser</td>
<td>13.8%</td>
<td>20.6%</td>
<td>41.3%</td>
<td>24.4%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>
November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

VisionWatch Q28A: At which of the following places did you buy your new pair of prescription eyeglasses?

<table>
<thead>
<tr>
<th>All Respondents</th>
<th>An independent practitioner</th>
<th>Conventional Chain</th>
<th>Mass Merchandiser / Wholesale</th>
<th>Store</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weighted National Average</td>
<td>33.2%</td>
<td>24.0%</td>
<td>21.1%</td>
<td>5.0%</td>
<td>16.4%</td>
</tr>
<tr>
<td>Men</td>
<td>29.1%</td>
<td>24.8%</td>
<td>24.0%</td>
<td>5.3%</td>
<td>16.9%</td>
</tr>
<tr>
<td>Women</td>
<td>37.4%</td>
<td>23.3%</td>
<td>18.4%</td>
<td>5.0%</td>
<td>15.9%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>26.6%</td>
<td>24.0%</td>
<td>26.7%</td>
<td>6.2%</td>
<td>16.5%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>31.1%</td>
<td>30.7%</td>
<td>19.3%</td>
<td>5.4%</td>
<td>13.5%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>37.9%</td>
<td>23.3%</td>
<td>17.6%</td>
<td>3.7%</td>
<td>17.6%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>38.9%</td>
<td>20.4%</td>
<td>18.7%</td>
<td>4.7%</td>
<td>17.3%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>31.0%</td>
<td>24.3%</td>
<td>20.4%</td>
<td>2.9%</td>
<td>21.4%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>30.4%</td>
<td>23.8%</td>
<td>24.2%</td>
<td>6.2%</td>
<td>15.4%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>36.9%</td>
<td>24.0%</td>
<td>19.4%</td>
<td>5.7%</td>
<td>14.0%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>42.0%</td>
<td>22.9%</td>
<td>14.3%</td>
<td>5.8%</td>
<td>15.0%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>30.8%</td>
<td>24.9%</td>
<td>24.7%</td>
<td>4.5%</td>
<td>15.1%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>35.6%</td>
<td>24.2%</td>
<td>17.4%</td>
<td>5.4%</td>
<td>17.4%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>28.1%</td>
<td>23.3%</td>
<td>24.7%</td>
<td>5.3%</td>
<td>18.6%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>29.6%</td>
<td>26.0%</td>
<td>25.4%</td>
<td>6.0%</td>
<td>13.1%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>36.2%</td>
<td>22.5%</td>
<td>18.0%</td>
<td>4.6%</td>
<td>18.7%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>34.7%</td>
<td>23.5%</td>
<td>20.1%</td>
<td>5.0%</td>
<td>16.7%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>24.3%</td>
<td>27.6%</td>
<td>25.9%</td>
<td>6.5%</td>
<td>15.7%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>16.7%</td>
<td>24.1%</td>
<td>21.7%</td>
<td>7.4%</td>
<td>30.2%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>28.9%</td>
<td>24.7%</td>
<td>21.9%</td>
<td>5.8%</td>
<td>18.7%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>39.7%</td>
<td>23.0%</td>
<td>20.2%</td>
<td>4.1%</td>
<td>13.0%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>27.5%</td>
<td>20.5%</td>
<td>18.6%</td>
<td>5.4%</td>
<td>28.0%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>33.3%</td>
<td>24.0%</td>
<td>21.2%</td>
<td>5.1%</td>
<td>16.4%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>26.6%</td>
<td>26.1%</td>
<td>27.9%</td>
<td>5.9%</td>
<td>13.5%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>29.7%</td>
<td>18.8%</td>
<td>28.1%</td>
<td>6.3%</td>
<td>17.2%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>90.0%</td>
<td>3.7%</td>
<td>3.0%</td>
<td>0.5%</td>
<td>2.7%</td>
</tr>
<tr>
<td>Recently Purchased From an Conventional Chain</td>
<td>0.3%</td>
<td>98.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>1.8%</td>
</tr>
<tr>
<td>Recently Purchased From an Mass Merchandiser</td>
<td>0.0%</td>
<td>0.0%</td>
<td>97.4%</td>
<td>0.9%</td>
<td>1.7%</td>
</tr>
</tbody>
</table>
VisionWatch Q37: At which of the following types of places did you buy your new pair of sunglasses?

<table>
<thead>
<tr>
<th>All Respondents</th>
<th>An independent practitioner</th>
<th>An optical chain</th>
<th>A mass merchandiser</th>
<th>A warehouse club</th>
<th>pharmacy/drug store</th>
<th>A department store</th>
<th>A grocery store</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weighted National Average</td>
<td>1.8%</td>
<td>2.2%</td>
<td>22.5%</td>
<td>2.6%</td>
<td>5.2%</td>
<td>12.1%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Men</td>
<td>2.5%</td>
<td>2.8%</td>
<td>18.5%</td>
<td>3.4%</td>
<td>5.4%</td>
<td>7.6%</td>
<td>2.2%</td>
</tr>
<tr>
<td>Women</td>
<td>1.2%</td>
<td>1.7%</td>
<td>26.1%</td>
<td>2.2%</td>
<td>5.0%</td>
<td>16.2%</td>
<td>1.2%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>1.8%</td>
<td>1.9%</td>
<td>21.0%</td>
<td>2.2%</td>
<td>2.0%</td>
<td>13.8%</td>
<td>2.4%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>1.4%</td>
<td>2.9%</td>
<td>22.8%</td>
<td>3.1%</td>
<td>4.4%</td>
<td>11.5%</td>
<td>0.8%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>1.7%</td>
<td>2.2%</td>
<td>23.5%</td>
<td>2.8%</td>
<td>6.8%</td>
<td>11.4%</td>
<td>2.2%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>2.4%</td>
<td>2.0%</td>
<td>24.2%</td>
<td>3.6%</td>
<td>11.1%</td>
<td>10.0%</td>
<td>0.8%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>1.4%</td>
<td>1.2%</td>
<td>27.0%</td>
<td>1.5%</td>
<td>5.0%</td>
<td>10.6%</td>
<td>1.6%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>1.5%</td>
<td>2.0%</td>
<td>22.6%</td>
<td>3.3%</td>
<td>6.1%</td>
<td>12.6%</td>
<td>1.6%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>2.4%</td>
<td>3.1%</td>
<td>18.8%</td>
<td>3.2%</td>
<td>4.5%</td>
<td>12.9%</td>
<td>1.8%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>1.2%</td>
<td>3.4%</td>
<td>17.9%</td>
<td>2.5%</td>
<td>6.3%</td>
<td>12.4%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>2.2%</td>
<td>2.1%</td>
<td>23.3%</td>
<td>2.2%</td>
<td>5.3%</td>
<td>11.4%</td>
<td>0.9%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>1.2%</td>
<td>1.6%</td>
<td>26.9%</td>
<td>2.0%</td>
<td>5.4%</td>
<td>15.1%</td>
<td>2.5%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>2.2%</td>
<td>2.0%</td>
<td>20.3%</td>
<td>4.6%</td>
<td>4.0%</td>
<td>10.4%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>1.5%</td>
<td>3.1%</td>
<td>24.9%</td>
<td>2.7%</td>
<td>3.1%</td>
<td>12.5%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>2.1%</td>
<td>1.5%</td>
<td>20.5%</td>
<td>2.8%</td>
<td>6.8%</td>
<td>11.9%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>1.7%</td>
<td>2.1%</td>
<td>23.1%</td>
<td>2.6%</td>
<td>5.2%</td>
<td>12.9%</td>
<td>1.4%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>1.6%</td>
<td>4.8%</td>
<td>18.9%</td>
<td>3.2%</td>
<td>5.6%</td>
<td>8.0%</td>
<td>2.8%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>2.0%</td>
<td>2.8%</td>
<td>12.8%</td>
<td>3.5%</td>
<td>3.6%</td>
<td>9.7%</td>
<td>1.2%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>1.4%</td>
<td>2.2%</td>
<td>20.5%</td>
<td>3.1%</td>
<td>4.4%</td>
<td>12.5%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>2.9%</td>
<td>2.1%</td>
<td>27.3%</td>
<td>1.8%</td>
<td>7.0%</td>
<td>11.3%</td>
<td>1.6%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>1.5%</td>
<td>1.5%</td>
<td>20.5%</td>
<td>2.4%</td>
<td>3.8%</td>
<td>10.5%</td>
<td>1.6%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>4.2%</td>
<td>4.7%</td>
<td>22.7%</td>
<td>4.1%</td>
<td>4.7%</td>
<td>9.3%</td>
<td>1.5%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>1.8%</td>
<td>2.2%</td>
<td>22.5%</td>
<td>2.8%</td>
<td>5.2%</td>
<td>12.1%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>0.9%</td>
<td>0.4%</td>
<td>19.5%</td>
<td>3.4%</td>
<td>7.8%</td>
<td>11.0%</td>
<td>0.9%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>13.2%</td>
<td>1.2%</td>
<td>21.2%</td>
<td>1.4%</td>
<td>3.3%</td>
<td>15.9%</td>
<td>1.4%</td>
</tr>
<tr>
<td>Recently Purchased From an Conventional Chain</td>
<td>1.1%</td>
<td>24.0%</td>
<td>16.0%</td>
<td>1.9%</td>
<td>4.9%</td>
<td>7.6%</td>
<td>0.4%</td>
</tr>
<tr>
<td>Recently Purchased From an Mass Merchandiser</td>
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<td>0.9%</td>
<td>64.0%</td>
<td>8.2%</td>
<td>2.0%</td>
<td>4.4%</td>
<td>0.5%</td>
</tr>
</tbody>
</table>
VisionWatch Q37: At which of the following types of places did you buy your new pair of sunglasses?

<table>
<thead>
<tr>
<th>All Respondents</th>
<th>A sunglass specialty store</th>
<th>A surf shop</th>
<th>A ski shop</th>
<th>A bike shop</th>
<th>A tennis shop</th>
<th>A golf shop</th>
<th>A general sporting shop</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4.9%</td>
<td>1.1%</td>
<td>0.1%</td>
<td>0.7%</td>
<td>0.2%</td>
<td>0.3%</td>
<td>2.6%</td>
</tr>
<tr>
<td>Weighted National Average</td>
<td>4.8%</td>
<td>1.1%</td>
<td>0.1%</td>
<td>0.7%</td>
<td>0.2%</td>
<td>0.3%</td>
<td>2.6%</td>
</tr>
<tr>
<td>Men</td>
<td>6.3%</td>
<td>1.5%</td>
<td>0.2%</td>
<td>0.9%</td>
<td>0.2%</td>
<td>0.5%</td>
<td>4.0%</td>
</tr>
<tr>
<td>Women</td>
<td>3.7%</td>
<td>0.8%</td>
<td>0.0%</td>
<td>0.4%</td>
<td>0.1%</td>
<td>0.0%</td>
<td>1.4%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>5.9%</td>
<td>1.6%</td>
<td>0.1%</td>
<td>0.5%</td>
<td>0.2%</td>
<td>0.3%</td>
<td>2.2%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>5.5%</td>
<td>1.4%</td>
<td>0.0%</td>
<td>0.9%</td>
<td>0.4%</td>
<td>0.0%</td>
<td>3.5%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>4.6%</td>
<td>0.9%</td>
<td>0.2%</td>
<td>0.9%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>3.7%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>2.6%</td>
<td>0.1%</td>
<td>0.0%</td>
<td>0.5%</td>
<td>0.0%</td>
<td>0.5%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>3.6%</td>
<td>0.8%</td>
<td>0.0%</td>
<td>0.6%</td>
<td>0.0%</td>
<td>0.2%</td>
<td>1.6%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>4.9%</td>
<td>1.6%</td>
<td>0.1%</td>
<td>0.8%</td>
<td>0.3%</td>
<td>0.2%</td>
<td>3.2%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>5.9%</td>
<td>1.0%</td>
<td>0.2%</td>
<td>0.7%</td>
<td>0.2%</td>
<td>0.4%</td>
<td>3.0%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>3.6%</td>
<td>1.2%</td>
<td>0.0%</td>
<td>0.3%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>1.9%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>4.7%</td>
<td>1.6%</td>
<td>0.1%</td>
<td>0.6%</td>
<td>0.1%</td>
<td>0.3%</td>
<td>3.1%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>4.5%</td>
<td>0.7%</td>
<td>0.0%</td>
<td>0.7%</td>
<td>0.3%</td>
<td>0.3%</td>
<td>2.1%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>6.7%</td>
<td>0.6%</td>
<td>0.1%</td>
<td>1.0%</td>
<td>0.2%</td>
<td>0.4%</td>
<td>3.0%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>4.7%</td>
<td>1.7%</td>
<td>0.0%</td>
<td>0.6%</td>
<td>0.2%</td>
<td>0.2%</td>
<td>2.7%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>5.1%</td>
<td>0.7%</td>
<td>0.2%</td>
<td>0.8%</td>
<td>0.2%</td>
<td>0.3%</td>
<td>2.6%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>5.0%</td>
<td>1.1%</td>
<td>0.1%</td>
<td>0.7%</td>
<td>0.2%</td>
<td>0.3%</td>
<td>2.7%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>5.2%</td>
<td>1.6%</td>
<td>0.0%</td>
<td>1.2%</td>
<td>0.0%</td>
<td>0.4%</td>
<td>2.8%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>7.7%</td>
<td>0.9%</td>
<td>0.0%</td>
<td>1.0%</td>
<td>0.1%</td>
<td>0.3%</td>
<td>2.7%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>5.6%</td>
<td>1.2%</td>
<td>0.1%</td>
<td>0.9%</td>
<td>0.2%</td>
<td>0.3%</td>
<td>3.1%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>3.3%</td>
<td>0.9%</td>
<td>0.1%</td>
<td>0.1%</td>
<td>0.2%</td>
<td>1.5%</td>
<td></td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>5.1%</td>
<td>1.4%</td>
<td>0.1%</td>
<td>0.9%</td>
<td>0.2%</td>
<td>0.3%</td>
<td>3.1%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>5.0%</td>
<td>1.5%</td>
<td>0.2%</td>
<td>0.6%</td>
<td>0.2%</td>
<td>0.2%</td>
<td>2.1%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>4.9%</td>
<td>1.1%</td>
<td>0.1%</td>
<td>0.7%</td>
<td>0.2%</td>
<td>0.3%</td>
<td>2.6%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>5.6%</td>
<td>0.4%</td>
<td>0.2%</td>
<td>0.2%</td>
<td>0.7%</td>
<td>0.4%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>4.1%</td>
<td>0.6%</td>
<td>0.0%</td>
<td>0.4%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>2.2%</td>
</tr>
<tr>
<td>Recently Purchased From an Conventional Chain</td>
<td>6.5%</td>
<td>1.1%</td>
<td>0.0%</td>
<td>0.8%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>2.3%</td>
</tr>
<tr>
<td>Recently Purchased From an Mass Merchandiser</td>
<td>2.1%</td>
<td>0.5%</td>
<td>0.1%</td>
<td>0.3%</td>
<td>0.2%</td>
<td>0.1%</td>
<td>1.2%</td>
</tr>
</tbody>
</table>
### November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

**VisionWatch Q37:** At which of the following types of places did you buy your new pair of sunglasses?

#### Among Resps. That Purchased Plano Sunglasses in the Past 6 Months

<table>
<thead>
<tr>
<th>Place Type</th>
<th>A catalog showroom</th>
<th>A mail-order catalog</th>
<th>A camera/electronic store</th>
<th>A gift shop/hotel/airport</th>
<th>A military base/exchange</th>
<th>A designer boutique eyewear store</th>
<th>A designer clothes store</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Respondents</td>
<td>0.2%</td>
<td>0.8%</td>
<td>0.1%</td>
<td>1.6%</td>
<td>1.0%</td>
<td>2.9%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Weighted National Average</td>
<td>0.2%</td>
<td>0.8%</td>
<td>0.1%</td>
<td>1.6%</td>
<td>1.0%</td>
<td>2.8%</td>
<td>3.5%</td>
</tr>
<tr>
<td>Men</td>
<td>0.3%</td>
<td>1.1%</td>
<td>0.2%</td>
<td>1.7%</td>
<td>1.5%</td>
<td>3.5%</td>
<td>2.8%</td>
</tr>
<tr>
<td>Women</td>
<td>0.2%</td>
<td>0.4%</td>
<td>0.1%</td>
<td>1.5%</td>
<td>0.4%</td>
<td>2.3%</td>
<td>4.4%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>0.4%</td>
<td>0.6%</td>
<td>0.1%</td>
<td>1.8%</td>
<td>0.7%</td>
<td>3.3%</td>
<td>5.3%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>0.1%</td>
<td>1.0%</td>
<td>0.1%</td>
<td>1.5%</td>
<td>1.0%</td>
<td>3.5%</td>
<td>3.6%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>0.0%</td>
<td>0.9%</td>
<td>0.2%</td>
<td>0.7%</td>
<td>1.3%</td>
<td>2.2%</td>
<td>1.8%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>0.1%</td>
<td>0.7%</td>
<td>0.1%</td>
<td>1.7%</td>
<td>1.1%</td>
<td>1.8%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>0.0%</td>
<td>1.0%</td>
<td>0.0%</td>
<td>1.4%</td>
<td>0.8%</td>
<td>1.9%</td>
<td>3.2%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>0.3%</td>
<td>0.7%</td>
<td>0.2%</td>
<td>1.5%</td>
<td>1.0%</td>
<td>2.2%</td>
<td>3.9%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>0.4%</td>
<td>0.6%</td>
<td>0.2%</td>
<td>1.8%</td>
<td>1.1%</td>
<td>4.2%</td>
<td>3.8%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>0.2%</td>
<td>1.4%</td>
<td>0.2%</td>
<td>1.9%</td>
<td>0.8%</td>
<td>2.9%</td>
<td>5.6%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>0.1%</td>
<td>0.5%</td>
<td>0.1%</td>
<td>1.6%</td>
<td>1.1%</td>
<td>3.1%</td>
<td>3.8%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>0.1%</td>
<td>0.7%</td>
<td>0.0%</td>
<td>1.2%</td>
<td>0.7%</td>
<td>1.7%</td>
<td>2.5%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>0.6%</td>
<td>0.9%</td>
<td>0.2%</td>
<td>1.6%</td>
<td>1.1%</td>
<td>3.6%</td>
<td>3.1%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>0.3%</td>
<td>0.9%</td>
<td>0.1%</td>
<td>1.2%</td>
<td>1.1%</td>
<td>3.6%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>0.2%</td>
<td>0.7%</td>
<td>0.2%</td>
<td>1.9%</td>
<td>0.8%</td>
<td>2.2%</td>
<td>3.7%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>0.3%</td>
<td>0.7%</td>
<td>0.1%</td>
<td>1.6%</td>
<td>0.9%</td>
<td>2.9%</td>
<td>3.7%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>0.0%</td>
<td>1.2%</td>
<td>0.8%</td>
<td>0.8%</td>
<td>2.4%</td>
<td>2.8%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>0.5%</td>
<td>1.4%</td>
<td>0.3%</td>
<td>1.2%</td>
<td>1.0%</td>
<td>4.5%</td>
<td>3.8%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>0.3%</td>
<td>0.8%</td>
<td>0.2%</td>
<td>1.6%</td>
<td>1.0%</td>
<td>3.4%</td>
<td>4.1%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>0.0%</td>
<td>0.7%</td>
<td>0.0%</td>
<td>1.5%</td>
<td>0.8%</td>
<td>1.4%</td>
<td>2.6%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>0.1%</td>
<td>0.8%</td>
<td>0.0%</td>
<td>1.9%</td>
<td>0.6%</td>
<td>2.9%</td>
<td>3.8%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>0.3%</td>
<td>1.2%</td>
<td>0.3%</td>
<td>0.6%</td>
<td>1.7%</td>
<td>2.9%</td>
<td>3.8%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>0.2%</td>
<td>0.8%</td>
<td>0.1%</td>
<td>1.6%</td>
<td>1.0%</td>
<td>2.9%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.2%</td>
<td>2.5%</td>
<td>0.7%</td>
<td>2.9%</td>
<td>2.5%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>0.0%</td>
<td>0.6%</td>
<td>0.2%</td>
<td>2.0%</td>
<td>0.6%</td>
<td>1.6%</td>
<td>4.5%</td>
</tr>
<tr>
<td>Recently Purchased From an Conventional Chain</td>
<td>0.4%</td>
<td>0.4%</td>
<td>0.4%</td>
<td>0.8%</td>
<td>1.5%</td>
<td>3.0%</td>
<td>3.4%</td>
</tr>
<tr>
<td>Recently Purchased From an Mass Merchandiser</td>
<td>0.3%</td>
<td>0.3%</td>
<td>0.1%</td>
<td>1.0%</td>
<td>0.1%</td>
<td>1.6%</td>
<td>1.3%</td>
</tr>
</tbody>
</table>

2015 Internet Influence Report: Detailed Cross Tabulations
November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

VisionWatch Q37: At which of the following types of places did you buy your new pair of sunglasses?

<table>
<thead>
<tr>
<th>A convenience</th>
<th>Among Resps. That Purchased Plano Sunglasses in the Past 6 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>store / gas station</td>
<td>A variety / dollar store</td>
</tr>
<tr>
<td>All Respondents</td>
<td></td>
</tr>
<tr>
<td>Weighted National Average</td>
<td>2.7%</td>
</tr>
<tr>
<td>Men</td>
<td>3.5%</td>
</tr>
<tr>
<td>Women</td>
<td>2.0%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
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<tr>
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</tr>
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</tr>
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</tr>
<tr>
<td>Northeast Region</td>
<td>3.0%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>2.3%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>3.6%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>2.3%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>3.1%</td>
</tr>
<tr>
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<td>2.4%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>2.6%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>1.6%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>0.9%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>2.3%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>3.6%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>2.6%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>2.9%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
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</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
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</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>2.6%</td>
</tr>
<tr>
<td>Recently Purchased From an Conventional Chain</td>
<td>1.5%</td>
</tr>
<tr>
<td>Recently Purchased From an Mass Merchandiser</td>
<td>0.9%</td>
</tr>
</tbody>
</table>
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<tr>
<th>All Respondents</th>
<th>1.5%</th>
</tr>
</thead>
<tbody>
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<td>Weighted National Average</td>
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</tr>
<tr>
<td>Men</td>
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</tr>
<tr>
<td>Women</td>
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<tr>
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<td>1.9%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>1.4%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>1.3%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>1.5%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>1.8%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>1.2%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>0.8%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>4.0%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>0.4%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>1.3%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>1.9%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>1.6%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>2.6%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>1.5%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>0.9%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>0.6%</td>
</tr>
<tr>
<td>Recently Purchased From a Conventional Chain</td>
<td>1.5%</td>
</tr>
<tr>
<td>Recently Purchased From a Mass Merchandiser</td>
<td>0.5%</td>
</tr>
</tbody>
</table>
VisionWatch Q23: At which of the following types of places did you buy the most recently purchased readers?

<table>
<thead>
<tr>
<th>Among Resps. That Purchased OTC Readers in the Past 6 Months</th>
<th>A</th>
<th>A</th>
<th>A</th>
<th>A</th>
<th>A</th>
<th>A</th>
<th>A</th>
</tr>
</thead>
<tbody>
<tr>
<td>An independent practitioner</td>
<td>0.9%</td>
<td>0.6%</td>
<td>27.6%</td>
<td>19.9%</td>
<td>1.9%</td>
<td>1.2%</td>
<td>0.5%</td>
</tr>
<tr>
<td>An optical chain</td>
<td>1.0%</td>
<td>1.2%</td>
<td>28.5%</td>
<td>19.0%</td>
<td>2.0%</td>
<td>1.2%</td>
<td>0.7%</td>
</tr>
<tr>
<td>A mass merchandiser</td>
<td>1.6%</td>
<td>1.4%</td>
<td>28.1%</td>
<td>23.2%</td>
<td>1.6%</td>
<td>0.3%</td>
<td>0.8%</td>
</tr>
<tr>
<td>pharmacy/drug store</td>
<td>0.4%</td>
<td>0.0%</td>
<td>27.3%</td>
<td>17.4%</td>
<td>2.1%</td>
<td>1.9%</td>
<td>0.2%</td>
</tr>
<tr>
<td>A department store</td>
<td>0.6%</td>
<td>0.0%</td>
<td>23.0%</td>
<td>21.2%</td>
<td>1.5%</td>
<td>1.2%</td>
<td>0.2%</td>
</tr>
<tr>
<td>A designer boutique</td>
<td>2.3%</td>
<td>9.1%</td>
<td>36.4%</td>
<td>6.8%</td>
<td>2.3%</td>
<td>2.3%</td>
<td>2.3%</td>
</tr>
<tr>
<td>gas station / convenience store</td>
<td>0.0%</td>
<td>1.4%</td>
<td>36.6%</td>
<td>18.3%</td>
<td>4.2%</td>
<td>0.0%</td>
<td>1.4%</td>
</tr>
</tbody>
</table>

All Respondents

- Weighted National Average: 0.9% 0.6% 27.6% 19.9% 1.9% 1.2% 0.5%
- Men: 1.6% 1.4% 28.1% 23.2% 1.6% 0.3% 0.8%
- Women: 0.4% 0.0% 27.3% 17.4% 2.1% 1.9% 0.2%
- 18 to 34 Years Old: 2.3% 9.1% 36.4% 6.8% 2.3% 2.3% 2.3%
- 35 to 44 Years Old: 0.0% 1.4% 36.6% 18.3% 4.2% 0.0% 1.4%
- 45 to 54 Years Old: 1.6% 0.0% 32.5% 20.3% 2.0% 1.2% 0.4%
- 55+ Years Old: 0.6% 0.0% 23.0% 21.2% 1.5% 1.2% 0.2%
- Annual Household Income Up to $40K: 0.4% 0.4% 26.3% 17.7% 1.9% 0.4% 1.5%
- Annual Household Income $40K-$75K: 0.8% 1.6% 29.3% 19.1% 1.6% 0.4% 0.0%
- Annual Household Income $75K+: 1.6% 0.0% 27.4% 22.4% 2.2% 2.5% 0.0%
- Northeast Region: 0.7% 0.7% 21.1% 24.6% 4.2% 1.4% 0.7%
- Southeast Region: 0.6% 1.1% 32.5% 18.7% 1.1% 1.1% 0.8%
- Midwest Region: 1.4% 0.0% 31.5% 15.8% 2.7% 0.7% 0.0%
- Mountain Pacific Region: 1.6% 0.0% 20.3% 21.9% 1.0% 1.6% 0.0%
- Resps. w/Children Living At Home: 0.9% 0.5% 33.6% 17.3% 2.3% 0.9% 0.5%
- Resps. w/out Children Living At Home: 1.0% 0.6% 25.5% 20.7% 1.8% 1.3% 0.5%
- Using the Web for Retail Shopping: 1.0% 0.5% 27.6% 20.1% 2.1% 1.2% 0.4%
- NOT Using the Web for Retail Shopping: 0.0% 2.2% 32.6% 19.6% 0.0% 2.2% 2.2%
- Using the Web for Eyewear Shopping: 2.9% 1.9% 28.2% 19.4% 1.9% 1.9% 1.0%
- Will Use the Web To Shop for Eyewear: 1.0% 0.8% 27.5% 21.6% 1.6% 1.4% 0.6%
- Will NOT Use the Web To Shop for Eyewear: 0.9% 0.3% 27.9% 17.5% 2.3% 0.9% 0.3%
- May Use the Web To Purchase Eyewear: 0.9% 1.3% 26.6% 18.3% 1.7% 1.3% 0.9%
- Recently Purchased Rx Eyeglasses: 0.0% 1.6% 25.0% 21.9% 3.1% 3.1% 0.0%
- Recently Purchased Plano Sunglasses: 1.3% 0.7% 25.8% 18.6% 2.0% 1.3% 0.7%
- Recently Purchased OTC Readers: 0.9% 0.6% 27.6% 19.9% 1.9% 1.2% 0.5%
- Recently Purchased From an Independent: 9.9% 1.2% 23.5% 16.0% 2.5% 1.2% 0.0%
- Recently Purchased From an Conventional Chain: 0.0% 25.0% 10.0% 20.0% 0.0% 5.0% 0.0%
- Recently Purchased From an Mass Merchandiser: 0.6% 0.3% 68.4% 5.5% 0.6% 0.0% 0.3%

2015 Internet Influence Report: Detailed Cross Tabulations
### VisionWatch Q23: At which of the following types of places did you buy the most recently purchased readers?

<table>
<thead>
<tr>
<th>Category</th>
<th>A book store</th>
<th>A computer/electronics store</th>
<th>A grocery store</th>
<th>A warehouse</th>
<th>A website</th>
<th>Other</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Respondents</td>
<td>0.6%</td>
<td>0.2%</td>
<td>3.2%</td>
<td>4.9%</td>
<td>3.6%</td>
<td>5.1%</td>
<td>0.4%</td>
</tr>
<tr>
<td>Weighted National Average</td>
<td>0.8%</td>
<td>0.3%</td>
<td>3.4%</td>
<td>4.7%</td>
<td>3.4%</td>
<td>4.6%</td>
<td>0.4%</td>
</tr>
<tr>
<td>Men</td>
<td>0.3%</td>
<td>0.5%</td>
<td>3.3%</td>
<td>6.3%</td>
<td>3.8%</td>
<td>3.3%</td>
<td>0.5%</td>
</tr>
<tr>
<td>Women</td>
<td>0.8%</td>
<td>0.0%</td>
<td>3.1%</td>
<td>3.8%</td>
<td>3.4%</td>
<td>6.5%</td>
<td>0.2%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>4.5%</td>
<td>0.0%</td>
<td>4.5%</td>
<td>4.5%</td>
<td>2.3%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>0.0%</td>
<td>1.4%</td>
<td>5.6%</td>
<td>2.8%</td>
<td>2.8%</td>
<td>1.4%</td>
<td>1.4%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>0.4%</td>
<td>0.0%</td>
<td>3.3%</td>
<td>4.9%</td>
<td>0.8%</td>
<td>3.7%</td>
<td>0.4%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>0.4%</td>
<td>0.2%</td>
<td>2.7%</td>
<td>5.2%</td>
<td>5.2%</td>
<td>6.8%</td>
<td>0.2%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>0.4%</td>
<td>0.0%</td>
<td>1.9%</td>
<td>1.5%</td>
<td>2.6%</td>
<td>6.0%</td>
<td>0.4%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>0.8%</td>
<td>0.0%</td>
<td>5.5%</td>
<td>4.3%</td>
<td>3.5%</td>
<td>4.7%</td>
<td>0.4%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>0.6%</td>
<td>0.6%</td>
<td>2.5%</td>
<td>8.1%</td>
<td>4.4%</td>
<td>4.7%</td>
<td>0.3%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>0.0%</td>
<td>0.0%</td>
<td>5.6%</td>
<td>5.6%</td>
<td>7.0%</td>
<td>7.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>1.1%</td>
<td>0.0%</td>
<td>1.9%</td>
<td>3.3%</td>
<td>2.8%</td>
<td>5.0%</td>
<td>0.3%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>0.0%</td>
<td>0.0%</td>
<td>5.5%</td>
<td>4.8%</td>
<td>1.4%</td>
<td>4.8%</td>
<td>1.4%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>0.5%</td>
<td>1.0%</td>
<td>2.1%</td>
<td>7.3%</td>
<td>4.2%</td>
<td>4.2%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>0.9%</td>
<td>0.5%</td>
<td>2.8%</td>
<td>5.6%</td>
<td>2.3%</td>
<td>2.8%</td>
<td>0.5%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>0.5%</td>
<td>0.2%</td>
<td>3.3%</td>
<td>4.6%</td>
<td>4.0%</td>
<td>5.9%</td>
<td>0.3%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>0.6%</td>
<td>0.3%</td>
<td>3.2%</td>
<td>4.9%</td>
<td>3.7%</td>
<td>4.6%</td>
<td>0.4%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>0.0%</td>
<td>0.0%</td>
<td>4.3%</td>
<td>4.3%</td>
<td>0.0%</td>
<td>13.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>1.0%</td>
<td>1.9%</td>
<td>1.0%</td>
<td>6.8%</td>
<td>12.6%</td>
<td>1.9%</td>
<td>1.0%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>0.6%</td>
<td>0.4%</td>
<td>2.6%</td>
<td>5.1%</td>
<td>5.9%</td>
<td>4.2%</td>
<td>0.4%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>0.6%</td>
<td>0.0%</td>
<td>4.0%</td>
<td>4.6%</td>
<td>0.3%</td>
<td>6.3%</td>
<td>0.3%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>0.4%</td>
<td>0.4%</td>
<td>1.7%</td>
<td>5.7%</td>
<td>9.2%</td>
<td>6.6%</td>
<td>0.9%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>7.8%</td>
<td>6.3%</td>
<td>4.7%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>1.1%</td>
<td>0.4%</td>
<td>4.0%</td>
<td>4.3%</td>
<td>3.4%</td>
<td>4.7%</td>
<td>0.4%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>0.6%</td>
<td>0.2%</td>
<td>3.2%</td>
<td>4.9%</td>
<td>3.6%</td>
<td>5.1%</td>
<td>0.4%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>0.0%</td>
<td>0.0%</td>
<td>4.9%</td>
<td>6.2%</td>
<td>6.2%</td>
<td>3.7%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased From a Conventional Chain</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>5.0%</td>
<td>10.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Recently Purchased From a Mass Merchandiser</td>
<td>0.6%</td>
<td>0.3%</td>
<td>1.2%</td>
<td>11.9%</td>
<td>0.3%</td>
<td>1.2%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>
### November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

VisionWatch Q56x: Where did you make your most recent contact lens purchase?

<table>
<thead>
<tr>
<th>All Respondents</th>
<th>An independent practitioner</th>
<th>An optical chain</th>
<th>Mass merchandiser / Wholesale club</th>
<th>A department store</th>
<th>A website</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weighted National Average</td>
<td>42.7%</td>
<td>17.9%</td>
<td>25.5%</td>
<td>2.7%</td>
<td>30.6%</td>
<td>5.1%</td>
</tr>
<tr>
<td>Men</td>
<td>36.5%</td>
<td>19.4%</td>
<td>29.0%</td>
<td>3.3%</td>
<td>28.0%</td>
<td>5.3%</td>
</tr>
<tr>
<td>Women</td>
<td>47.6%</td>
<td>16.8%</td>
<td>22.6%</td>
<td>2.3%</td>
<td>32.8%</td>
<td>4.9%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>38.1%</td>
<td>18.6%</td>
<td>28.7%</td>
<td>3.1%</td>
<td>33.7%</td>
<td>5.3%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>42.9%</td>
<td>20.0%</td>
<td>23.8%</td>
<td>2.9%</td>
<td>30.9%</td>
<td>3.8%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>47.2%</td>
<td>17.2%</td>
<td>21.7%</td>
<td>2.1%</td>
<td>34.1%</td>
<td>5.5%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>49.7%</td>
<td>14.2%</td>
<td>23.2%</td>
<td>2.3%</td>
<td>18.4%</td>
<td>6.1%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>38.2%</td>
<td>19.5%</td>
<td>27.4%</td>
<td>2.0%</td>
<td>25.7%</td>
<td>6.4%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>42.2%</td>
<td>17.3%</td>
<td>26.7%</td>
<td>3.3%</td>
<td>32.8%</td>
<td>4.4%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>45.1%</td>
<td>17.8%</td>
<td>23.6%</td>
<td>2.8%</td>
<td>31.7%</td>
<td>4.9%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>44.7%</td>
<td>20.4%</td>
<td>19.8%</td>
<td>3.5%</td>
<td>36.5%</td>
<td>6.6%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>42.3%</td>
<td>17.0%</td>
<td>27.5%</td>
<td>1.8%</td>
<td>30.5%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>45.8%</td>
<td>19.4%</td>
<td>19.1%</td>
<td>3.9%</td>
<td>30.3%</td>
<td>6.6%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>38.1%</td>
<td>16.6%</td>
<td>32.9%</td>
<td>2.7%</td>
<td>27.0%</td>
<td>5.0%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>38.1%</td>
<td>19.3%</td>
<td>28.4%</td>
<td>3.5%</td>
<td>30.5%</td>
<td>4.2%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>46.6%</td>
<td>16.8%</td>
<td>23.0%</td>
<td>2.1%</td>
<td>30.4%</td>
<td>5.8%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>42.4%</td>
<td>18.6%</td>
<td>25.1%</td>
<td>3.0%</td>
<td>35.1%</td>
<td>5.3%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>32.3%</td>
<td>20.3%</td>
<td>33.8%</td>
<td>4.5%</td>
<td>13.5%</td>
<td>3.0%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>30.6%</td>
<td>21.5%</td>
<td>29.6%</td>
<td>6.1%</td>
<td>58.9%</td>
<td>5.1%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>38.8%</td>
<td>19.2%</td>
<td>28.1%</td>
<td>3.6%</td>
<td>45.4%</td>
<td>4.1%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>46.0%</td>
<td>17.7%</td>
<td>22.1%</td>
<td>1.9%</td>
<td>6.2%</td>
<td>6.4%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>40.7%</td>
<td>17.4%</td>
<td>28.1%</td>
<td>3.4%</td>
<td>60.3%</td>
<td>5.1%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>38.0%</td>
<td>20.7%</td>
<td>25.8%</td>
<td>3.1%</td>
<td>28.8%</td>
<td>5.8%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>38.7%</td>
<td>19.0%</td>
<td>26.9%</td>
<td>3.6%</td>
<td>35.5%</td>
<td>5.0%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>49.6%</td>
<td>13.0%</td>
<td>27.8%</td>
<td>2.6%</td>
<td>27.0%</td>
<td>2.6%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>96.9%</td>
<td>0.5%</td>
<td>1.2%</td>
<td>0.1%</td>
<td>4.3%</td>
<td>0.7%</td>
</tr>
<tr>
<td>Recently Purchased From a Conventional Chain</td>
<td>9.4%</td>
<td>81.1%</td>
<td>4.7%</td>
<td>0.4%</td>
<td>12.6%</td>
<td>1.6%</td>
</tr>
<tr>
<td>Recently Purchased From a Mass Merchandiser</td>
<td>15.7%</td>
<td>5.6%</td>
<td>70.2%</td>
<td>0.6%</td>
<td>14.9%</td>
<td>0.8%</td>
</tr>
</tbody>
</table>
November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

VisionWatch Q56x: Where did you make your most recent contact lens purchase?

<table>
<thead>
<tr>
<th>Among Resps. That Purchased Contact Lens in the Past 6 Months</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Respondents</td>
<td>3.1%</td>
</tr>
<tr>
<td>Weighted National Average</td>
<td>3.2%</td>
</tr>
<tr>
<td>Men</td>
<td>3.1%</td>
</tr>
<tr>
<td>Women</td>
<td>3.1%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>3.2%</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
<td>2.7%</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
<td>3.4%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>3.2%</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
<td>4.2%</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
<td>3.0%</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
<td>2.6%</td>
</tr>
<tr>
<td>Northeast Region</td>
<td>3.5%</td>
</tr>
<tr>
<td>Southeast Region</td>
<td>3.6%</td>
</tr>
<tr>
<td>Midwest Region</td>
<td>2.5%</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
<td>2.7%</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
<td>2.4%</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
<td>3.7%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>2.3%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>4.5%</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
<td>2.0%</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
<td>2.4%</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
<td>4.0%</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
<td>1.7%</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
<td>3.1%</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
<td>2.7%</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
<td>2.6%</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
<td>0.2%</td>
</tr>
<tr>
<td>Recently Purchased From an Conventional Chain</td>
<td>1.6%</td>
</tr>
<tr>
<td>Recently Purchased From an Mass Merchandiser</td>
<td>1.1%</td>
</tr>
</tbody>
</table>
November 2015 Vision Council Internet Influence Report: Detailed Cross Tabulations

Custom Q7a: Compared to buying eyeglasses in person from an eye doctor or retailer, do you expect the same quality when buying eyeglasses online?

<table>
<thead>
<tr>
<th>Among Resps. That Did Use the Internet To Purchase Rx Eyeglasses in the Past 6 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>All Respondents</strong></td>
</tr>
<tr>
<td>Weighted National Average</td>
</tr>
<tr>
<td>Men</td>
</tr>
<tr>
<td>Women</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
</tr>
<tr>
<td>35 to 44 Years Old</td>
</tr>
<tr>
<td>45 to 54 Years Old</td>
</tr>
<tr>
<td>55+ Years Old</td>
</tr>
<tr>
<td>Annual Household Income Up to $40K</td>
</tr>
<tr>
<td>Annual Household Income $40K-$75K</td>
</tr>
<tr>
<td>Annual Household Income $75K+</td>
</tr>
<tr>
<td>Northeast Region</td>
</tr>
<tr>
<td>Southeast Region</td>
</tr>
<tr>
<td>Midwest Region</td>
</tr>
<tr>
<td>Mountain Pacific Region</td>
</tr>
<tr>
<td>Resps. w/Children Living At Home</td>
</tr>
<tr>
<td>Resps. w/out Children Living At Home</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
</tr>
<tr>
<td>Using the Web for Eyewear Shopping</td>
</tr>
<tr>
<td>Will Use the Web To Shop for Eyewear</td>
</tr>
<tr>
<td>Will NOT Use the Web To Shop for Eyewear</td>
</tr>
<tr>
<td>May Use the Web To Purchase Eyewear</td>
</tr>
<tr>
<td>Recently Purchased Rx Eyeglasses</td>
</tr>
<tr>
<td>Recently Purchased Plano Sunglasses</td>
</tr>
<tr>
<td>Recently Purchased OTC Readers</td>
</tr>
<tr>
<td>Recently Purchased From an Independent</td>
</tr>
<tr>
<td>Recently Purchased From an Conventional Chain</td>
</tr>
<tr>
<td>Recently Purchased From a Mass Merchandiser</td>
</tr>
</tbody>
</table>
Which functions below are conducted online when shopping for general retail goods?

- Do Not Use the Internet
- Browse Selected Vendors
- Basic Research
- Pricing Research
- Purchase Regularly

Percentage of respondents that used the internet in any capacity whatsoever when purchasing their most recent pair of eyewear

Base: American Adults Purchasing Eyewear During the Past Six Months
Percentage of respondents that used the internet *in any capacity whatsoever* when purchasing their most recent pair of **EYEGLASSES**

- **All Respondents**: 22.4%
- **Men**: 23.4%
- **Women**: 21.6%
- **18 to 34 Years Old**: 31.1%
- **55+ Years Old**: 12.6%
- **Household Income Under $40K**: 21.0%
- **Household Income $75K+**: 24.0%
- **Purchased: Independent**: 13.0%
- **Purchased From a Conventional Chain**: 23.7%

Percentage of respondents that used the internet *in any capacity whatsoever* when purchasing their most recent pair of **PLANO SUNGLASSES**

- **All Respondents**: 20.4%
- **Men**: 25.5%
- **Women**: 16.7%
- **18 to 34 Years Old**: 25.9%
- **55+ Years Old**: 13.2%
- **Household Income Under $40K**: 17.1%
- **Household Income $75K+**: 24.1%
- **Purchased: Independent**: 17.3%
- **Purchased From a Chain**: 24.0%

**Base: American Adults Purchasing Plano Sunglasses During the Past Six Months**
**Percentage of respondents that used the internet in any capacity whatsoever when purchasing their most recent pair of OTC READERS**

<table>
<thead>
<tr>
<th>Segment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Respondents</td>
<td>9.9%</td>
</tr>
<tr>
<td>Men</td>
<td>12.6%</td>
</tr>
<tr>
<td>Women</td>
<td>6.3%</td>
</tr>
<tr>
<td>35 to 54 Years Old</td>
<td>12.3%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>7.7%</td>
</tr>
<tr>
<td>Household Income Under $40K</td>
<td>7.9%</td>
</tr>
<tr>
<td>Household Income $75K+</td>
<td>9.7%</td>
</tr>
<tr>
<td>Using the Web for Retail Shopping</td>
<td>9.6%</td>
</tr>
<tr>
<td>NOT Using the Web for Retail Shopping</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

*Base: American Adults Purchasing OTC Readers During the Past Six Months*

**Percentage of respondents that used the internet in any capacity whatsoever when purchasing their most recent CONTACT LENSES**

<table>
<thead>
<tr>
<th>Segment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Respondents</td>
<td>30.1%</td>
</tr>
<tr>
<td>Men</td>
<td>30.2%</td>
</tr>
<tr>
<td>Women</td>
<td>31.2%</td>
</tr>
<tr>
<td>18 to 34 Years Old</td>
<td>31.7%</td>
</tr>
<tr>
<td>55+ Years Old</td>
<td>24.2%</td>
</tr>
<tr>
<td>Household Income Under $40K</td>
<td>26.0%</td>
</tr>
<tr>
<td>Household Income $75K+</td>
<td>33.5%</td>
</tr>
<tr>
<td>Purchased: Independent</td>
<td>13.5%</td>
</tr>
<tr>
<td>Purchased From a Conventional Chain</td>
<td>27.1%</td>
</tr>
</tbody>
</table>

*Base: American Adults Purchasing Contacts During the Past Six Months*
Why didn't you use the internet when purchasing your most recent pair of eyewear?

<table>
<thead>
<tr>
<th></th>
<th>Eyeglasses</th>
<th>Sunglasses</th>
<th>Readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>12.0%</td>
<td>12.9%</td>
<td>10.0%</td>
<td>11.3%</td>
</tr>
<tr>
<td>14.7%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>28.5%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25.1%</td>
<td>39.1%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>37.7%</td>
<td>49.6%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Other / Don't Know
- I already knew what I wanted to buy and did not need the internet.
- I have a trusted relationship with my eyewear retailer
- I enjoy buying glasses in-person
- I could not physically try on in-person
- Don't trust the Web / Too much of a hassle

Why didn't you use the internet when purchasing your most recent pair of EYEGLASSES?

Base: American Adults Purchasing Rx Eyeglasses During the Past Six Months

<table>
<thead>
<tr>
<th></th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>I could not physically try on eyeglasses in-person</td>
<td>30.5%</td>
<td>13.4%</td>
</tr>
<tr>
<td>Don't trust the Web / Too much of a hassle</td>
<td>47.4%</td>
<td>22.7%</td>
</tr>
<tr>
<td>I enjoy buying glasses in-person</td>
<td>27.4%</td>
<td>29.0%</td>
</tr>
<tr>
<td>I have a trusted relationship with my eyewear retailer</td>
<td>28.6%</td>
<td>17.6%</td>
</tr>
<tr>
<td>I already knew what eyeglasses I wanted to buy and did not need the internet.</td>
<td>13.6%</td>
<td>11.9%</td>
</tr>
<tr>
<td>Other / Don't Know</td>
<td>10.4%</td>
<td>13.6%</td>
</tr>
</tbody>
</table>
Why didn't you use the internet when purchasing your most recent pair of EYEGLASSES?

Base: American Adults Purchasing Rx Eyeglasses During the Past Six Months

I could not physically try on eyeglasses in-person

- 18 to 34 Years Old: 35.1%
- 55+ Years Old: 41.5%

Don't trust the Web / Too much of a hassle

- 18 to 34 Years Old: 15.3%
- 55+ Years Old: 14.1%

I enjoy buying glasses in-person

- 18 to 34 Years Old: 28.7%
- 55+ Years Old: 24.1%

I have a trusted relationship with my eyewear retailer

- 18 to 34 Years Old: 20.9%
- 55+ Years Old: 36.3%

I already knew what eyeglasses I wanted to buy and did not need the internet.

- 18 to 34 Years Old: 13.6%
- 55+ Years Old: 14.7%

Other / Don't Know

- 18 to 34 Years Old: 13.1%
- 55+ Years Old: 12.9%

Why didn't you use the internet when purchasing your most recent pair of EYEGLASSES?

Recently Purchased From an Independent

- I could not physically try on eyeglasses in-person: 40.7%
- Don't trust the Web / Too much of a hassle: 10.9%
- I enjoy buying glasses in-person: 26.7%
- I have a trusted relationship with my eyewear retailer: 33.9%
- I already knew what eyeglasses I wanted to buy and did not need the internet: 13.7%
- Other / Don't Know: 10.7%

Recently Purchased From an Conventional Chain

- I could not physically try on eyeglasses in-person: 43.0%
- Don't trust the Web / Too much of a hassle: 11.9%
- I enjoy buying glasses in-person: 27.6%
- I have a trusted relationship with my eyewear retailer: 20.1%
- I already knew what eyeglasses I wanted to buy and did not need the internet: 16.4%
- Other / Don't Know: 9.2%
Why didn't you use the internet when purchasing your most recent pair of SUNGLASSES?

Base: American Adults Purchasing Plano Sunglasses During the Past Six Months

- I could not physically try on sunglasses in-person
- Don't trust the Web / Too much of a hassle
- I enjoy buying sunglasses in-person
- I have a trusted relationship with my eyewear retailer
- I already knew the sunglasses I wanted to buy and did not need the internet.
- Other / Don't Know

- 18 to 34 Years Old
- 55+ Years Old

Why didn't you use the internet when purchasing your most recent pair of SUNGLASSES?

- Using the Web for Retail Shopping
- NOT Using the Web for Retail Shopping
November 2015 Vision Council VW Internet Influence Report: Graphs

**Why didn't you use the internet when purchasing your most recent pair of SUNGLASSES?**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>I could not physically try on sunglasses in-person</td>
<td>38.3%</td>
<td>34.6%</td>
</tr>
<tr>
<td>Don't trust the Web / Too much of a hassle</td>
<td>10.8%</td>
<td>12.8%</td>
</tr>
<tr>
<td>I enjoy buying sunglasses in-person</td>
<td>24.4%</td>
<td>32.4%</td>
</tr>
<tr>
<td>I have a trusted relationship with my eyewear retailer</td>
<td>7.6%</td>
<td>9.0%</td>
</tr>
<tr>
<td>I already knew the sunglasses I wanted to buy and did not need the internet.</td>
<td>21.3%</td>
<td>14.9%</td>
</tr>
<tr>
<td>Other / Don't Know</td>
<td>14.4%</td>
<td>17.6%</td>
</tr>
</tbody>
</table>

**Why didn't you use the internet when purchasing your most recent pair of READERS?**

**Base: American Adults Purchasing OTC Readers During the Past Six Months**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>I could not physically try on readers in-person</td>
<td>49.7%</td>
<td>53.2%</td>
</tr>
<tr>
<td>Don't trust the Web / Too much of a hassle</td>
<td>10.1%</td>
<td>10.2%</td>
</tr>
<tr>
<td>I enjoy buying readers in-person</td>
<td>19.6%</td>
<td>22.5%</td>
</tr>
<tr>
<td>I have a trusted relationship with my eyewear retailer</td>
<td>3.8%</td>
<td>3.2%</td>
</tr>
<tr>
<td>I already knew the readers I wanted to buy and did not need the internet.</td>
<td>38.9%</td>
<td>29.5%</td>
</tr>
<tr>
<td>Other / Don't Know</td>
<td>11.1%</td>
<td>14.3%</td>
</tr>
</tbody>
</table>
Why didn't you use the internet when purchasing your most recent pair of READERS?

Base: American Adults
Purchasing OTC Readers During the Past Six Months

- 52.7% I could not physically try on readers in-person
- 9.6% Don't trust the Web / Too much of a hassle
- 43.5% I enjoy buying readers in-person
- 22.3% I have a trusted relationship with my eyewear retailer
- 33.3% I already knew the readers I wanted to buy and did not need the internet.
- 12.8% Other / Don't Know

Why didn't you use the internet when purchasing your most recent pair of READERS?

Base: American Adults
Purchasing OTC Readers During the Past Six Months

- 45.8% I could not physically try on readers in-person
- 9.7% Don't trust the Web / Too much of a hassle
- 20.0% I enjoy buying readers in-person
- 16.7% I have a trusted relationship with my eyewear retailer
- 26.4% I already knew the readers I wanted to buy and did not need the internet.
- 20.8% Other / Don't Know
November 2015 Vision Council VW Internet Influence Report: Graphs

Why didn't you use the internet when purchasing your most recent CONTACT LENSES?

Base: American Adults
Purchasing Contact Lenses During the Past Six Months

Too much of a hassle: Men 9.4% vs. Women 7.0%
Can't get advice from a qualified ECP: Men 12.1% vs. Women 10.7%
Don't trust the Web: Men 6.3% vs. Women 2.4%
I enjoy buying contacts in-person: Men 16.4% vs. Women 15.0%
Have a trusted relationship with my eyewear retailer: Men 36.9% vs. Women 41.0%
I'm happy with my current "in-person" CL supplier: Men 29.4% vs. Women 42.3%
Other / Don't Know: Men 15.1% vs. Women 12.0%

Why didn't you use the internet when purchasing your most recent CONTACT LENSES?

Base: American Adults
Purchasing Contact Lenses During the Past Six Months

Too much of a hassle: Men 8.3% vs. Women 8.6%
Can't get advice from a qualified ECP: Men 12.2% vs. Women 9.5%
Don't trust the Web: Men 2.5% vs. Women 13.3%
I enjoy buying contacts in-person: Men 15.0% vs. Women 23.8%
Have a trusted relationship with my eyewear retailer: Men 41.1% vs. Women 30.5%
I'm happy with my current "in-person" CL supplier: Men 38.4% vs. Women 23.8%
Other / Don't Know: Men 12.2% vs. Women 13.3%

Using the Web for Retail Shopping vs. NOT Using the Web for Retail Shopping
### Why didn't you use the internet when purchasing your most recent CONTACT LENSES?

**Base: American Adults Purchasing Contact Lenses During the Past Six Months**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Purchased From an Independent</th>
<th>Purchased From a Chain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Too much of a hassle</td>
<td>7.2%</td>
<td>4.4%</td>
</tr>
<tr>
<td>Can't get advise from a qualified ECP</td>
<td>13.0%</td>
<td>14.0%</td>
</tr>
<tr>
<td>Don't trust the Web</td>
<td>1.4%</td>
<td>5.9%</td>
</tr>
<tr>
<td>I enjoy buying contacts in-person</td>
<td>13.5%</td>
<td>20.6%</td>
</tr>
<tr>
<td>Have a trusted relationship with my eyewear retailer</td>
<td>50.6%</td>
<td>29.4%</td>
</tr>
<tr>
<td>I'm happy with my current &quot;in-person&quot; CL supplier</td>
<td>39.8%</td>
<td>34.6%</td>
</tr>
<tr>
<td>Other / Don't Know</td>
<td>8.0%</td>
<td>12.5%</td>
</tr>
</tbody>
</table>

### Why didn't you use the internet when purchasing your most recent CONTACT LENSES?

**Base: American Adults Purchasing Contact Lenses During the Past Six Months**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Purchased From an Independent</th>
<th>Purchased From a Chain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Too much of a hassle</td>
<td>9.6%</td>
<td>7.7%</td>
</tr>
<tr>
<td>Can't get advise from a qualified ECP</td>
<td>12.8%</td>
<td>10.6%</td>
</tr>
<tr>
<td>Don't trust the Web</td>
<td>6.4%</td>
<td>2.9%</td>
</tr>
<tr>
<td>I enjoy buying contacts in-person</td>
<td>19.3%</td>
<td>13.0%</td>
</tr>
<tr>
<td>Have a trusted relationship with my eyewear retailer</td>
<td>35.8%</td>
<td>42.3%</td>
</tr>
<tr>
<td>I'm happy with my current &quot;in-person&quot; CL supplier</td>
<td>30.7%</td>
<td>39.2%</td>
</tr>
<tr>
<td>Other / Don't Know</td>
<td>13.3%</td>
<td>13.2%</td>
</tr>
</tbody>
</table>

### Why didn't you use the internet when purchasing your most recent CONTACT LENSES?

**Base: American Adults Purchasing Contact Lenses During the Past Six Months**

<table>
<thead>
<tr>
<th>Reason</th>
<th>AHI Up to $40K</th>
<th>AHI $75K+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Too much of a hassle</td>
<td>9.6%</td>
<td>7.7%</td>
</tr>
<tr>
<td>Can't get advise from a qualified ECP</td>
<td>12.8%</td>
<td>10.6%</td>
</tr>
<tr>
<td>Don't trust the Web</td>
<td>6.4%</td>
<td>2.9%</td>
</tr>
<tr>
<td>I enjoy buying contacts in-person</td>
<td>19.3%</td>
<td>13.0%</td>
</tr>
<tr>
<td>Have a trusted relationship with my eyewear retailer</td>
<td>35.8%</td>
<td>42.3%</td>
</tr>
<tr>
<td>I'm happy with my current &quot;in-person&quot; CL supplier</td>
<td>30.7%</td>
<td>39.2%</td>
</tr>
<tr>
<td>Other / Don't Know</td>
<td>13.3%</td>
<td>13.2%</td>
</tr>
</tbody>
</table>
November 2015 Vision Council VW Internet Influence Report: Graphs

Please indicate how you used the internet for your last eyewear purchase.  
Base: American Adults Using the Internet to Purchase Eyewear in the Past 6 Months

<table>
<thead>
<tr>
<th></th>
<th>Rx Eyeglasses</th>
<th>Plano Sunglasses</th>
<th>OTC Readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>To Examine or Determine the Brand</td>
<td>22.9% (33.5%)</td>
<td>30.8% (43.1%)</td>
<td>30.7% (36.9%)</td>
</tr>
<tr>
<td>To Examine Customer Reviews</td>
<td>37.3% (39.0%)</td>
<td>40.3% (40.3%)</td>
<td>38.4% (39.2%)</td>
</tr>
<tr>
<td>To Purchase Directly Online</td>
<td>39.0% (33.5%)</td>
<td>30.3% (36.9%)</td>
<td>38.4% (39.2%)</td>
</tr>
<tr>
<td></td>
<td>47.6%</td>
<td>58.0%</td>
<td>51.1%</td>
</tr>
</tbody>
</table>

What type of website did you visit and use when deciding on your last EYEGLASS purchase?

<table>
<thead>
<tr>
<th>Website Type</th>
<th>All Respondents</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>The website of a known eyewear retailer</td>
<td>31.0% (31.5%)</td>
<td>31.5%</td>
<td>31.3%</td>
</tr>
<tr>
<td>A fashion oriented website</td>
<td>7.1%</td>
<td>8.6%</td>
<td>6.6%</td>
</tr>
<tr>
<td>The website of an eyeglass manufacturer(s)</td>
<td>22.3% (22.8%)</td>
<td>22.8%</td>
<td>22.5%</td>
</tr>
<tr>
<td>A consumer information / consumer ratings website</td>
<td>14.5% (18.3%)</td>
<td>18.3%</td>
<td>16.6%</td>
</tr>
<tr>
<td>An internet search engine</td>
<td>42.9% (42.1%)</td>
<td>42.1%</td>
<td>44.0%</td>
</tr>
<tr>
<td>Other</td>
<td>4.5%</td>
<td>5.6%</td>
<td>3.3%</td>
</tr>
</tbody>
</table>

Base: Americans Using the Internet When Purchasing Eyeglasses During the Past Six Months
What type of website did you visit and use when deciding on your last SUNGLASS purchase?

<table>
<thead>
<tr>
<th>Website Type</th>
<th>All Respondents</th>
<th>18 to 34 Years Old</th>
<th>55+ Years Old</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conventional Chain</td>
<td>9.6%</td>
<td>15.7%</td>
<td>6.9%</td>
</tr>
<tr>
<td>Mass Merchandiser</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sporting Goods Retailer</td>
<td>9.1%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sunglass Specialty Store</td>
<td>16.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Department Store</td>
<td>6.9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Drug / Convenience Store</td>
<td>5.3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fashion-Oriented Website</td>
<td>6.9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consumer Info Website</td>
<td>8.3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website Featuring Celebrities</td>
<td>2.5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internet Search Engine</td>
<td>33.3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>General Online Retailer</td>
<td>5.1%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Base: Americans Purchasing Plano Sunglasses During the Past 6 Months
November 2015 Vision Council VW Internet Influence Report: Graphs

What type of website did you visit and use when deciding on your last SUNGLASS purchase?

- Conventional Chain: 9.5%
- Mass Merchandiser: 15.9%
- Sporting Goods Retailer: 10.0%
- Sunglass Specialty Store: 19.4%
- Department Store: 17.9%
- Drug / Convenience Store: 6.7%
- Fashion-Oriented Website: 7.3%
- Consumer Info Website: 9.4%
- Website Featuring Celebrities: 2.5%
- Internet Search Engine: 36.5%
- General Online Retailer: 34.3%
- Other: 5.9%

Base: Americans Purchasing Plano Sunglasses During the Past 6 Months

Why did you purchase contact lenses online and not in-person at a physical retailer?

- Easier to purchase online: 38.8%
- Online retailers have a better selection: 42.5%
- Online retailers charge less: 49.8%
- I receive the contacts sooner when I buy online: 17.8%
- Other: 8.7%

Base: American Adults Purchasing Contact Lenses ONLINE During the Past Six Months

Men

- Easier to purchase online: 43.2%
- Online retailers have a better selection: 16.3%
- Online retailers charge less: 23.3%
- I receive the contacts sooner when I buy online: 8.8%

Women

- Easier to purchase online: 22.4%
- Online retailers have a better selection: 42.5%
- Online retailers charge less: 17.8%
- I receive the contacts sooner when I buy online: 8.7%
- Other: 8.8%
November 2015 Vision Council VW Internet Influence Report: Graphs

Why did you purchase contact lenses online and not in-person at a physical retailer?

Base: American Adults Purchasing Contact Lenses ONLINE During the Past Six Months

<table>
<thead>
<tr>
<th>Reason</th>
<th>AHI Up to $40K</th>
<th>AHI $75K+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easier to purchase online</td>
<td>39.1%</td>
<td>44.7%</td>
</tr>
<tr>
<td>Online retailers have a better selection</td>
<td>18.4%</td>
<td>19.1%</td>
</tr>
<tr>
<td>Online retailers charge less</td>
<td>55.2%</td>
<td>41.4%</td>
</tr>
<tr>
<td>I receive the contacts sooner when I buy online</td>
<td>16.1%</td>
<td>21.9%</td>
</tr>
<tr>
<td>Other</td>
<td>5.7%</td>
<td>11.6%</td>
</tr>
</tbody>
</table>

Why did you purchase contact lenses online and not in-person at a physical retailer?

Base: American Adults Purchasing Contact Lenses ONLINE During the Past Six Months

<table>
<thead>
<tr>
<th>Reason</th>
<th>Purchased From an Independent</th>
<th>Purchased From a Chain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easier to purchase online</td>
<td>18.6%</td>
<td>31.5%</td>
</tr>
<tr>
<td>Online retailers have a better selection</td>
<td>25.4%</td>
<td>18.5%</td>
</tr>
<tr>
<td>Online retailers charge less</td>
<td>33.9%</td>
<td>42.6%</td>
</tr>
<tr>
<td>I receive the contacts sooner when I buy online</td>
<td>18.6%</td>
<td>27.8%</td>
</tr>
<tr>
<td>Other</td>
<td>11.9%</td>
<td>9.3%</td>
</tr>
</tbody>
</table>
How would you rate your experience of purchasing contact lenses online? (Among Resps. That Purchased Contact Lenses Online Within the Past 6 Months)

<table>
<thead>
<tr>
<th></th>
<th>Excellent</th>
<th>Good</th>
<th>Neutral</th>
<th>Poor</th>
<th>Very Bad</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Online CL Buyers</td>
<td>10.9%</td>
<td>37.5%</td>
<td>51.1%</td>
<td>0.4%</td>
<td>0.0%</td>
</tr>
<tr>
<td>AHI Up to $40K</td>
<td>5.7%</td>
<td>39.1%</td>
<td>54.0%</td>
<td>1.1%</td>
<td>0.0%</td>
</tr>
<tr>
<td>AHI $75K+</td>
<td>12.1%</td>
<td>36.7%</td>
<td>51.2%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

Will you ever go back to purchasing contact lenses in-person from a retailer or ECP? (Among Resps. That Purchased Contact Lenses Online Within the Past 6 Months)

<table>
<thead>
<tr>
<th></th>
<th>Yes, Definitely</th>
<th>Yes, Possibly</th>
<th>No</th>
<th>Don’t Know / Not Sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Online CL Buyers</td>
<td>14.1%</td>
<td>47.0%</td>
<td>23.4%</td>
<td></td>
</tr>
<tr>
<td>Men</td>
<td>8.2%</td>
<td>52.5%</td>
<td>29.7%</td>
<td></td>
</tr>
<tr>
<td>Women</td>
<td>18.5%</td>
<td>42.7%</td>
<td>18.5%</td>
<td></td>
</tr>
</tbody>
</table>
### How you will probably use the internet for future eyewear purchases?

**Base: American Adults Purchasing Eyewear During the Past Six Months**

<table>
<thead>
<tr>
<th>Reason for Using the Internet</th>
<th>Dark Bars (18 to 34 Years Old)</th>
<th>Light Bars (55+ Years Old)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I will not use the internet at all</td>
<td>24.2%</td>
<td>32.1%</td>
</tr>
<tr>
<td>To examine or determine the brand</td>
<td>23.3%</td>
<td>29.2%</td>
</tr>
<tr>
<td>To examine or determine the retailer</td>
<td>21.0%</td>
<td>17.2%</td>
</tr>
<tr>
<td>To examine customer reviews</td>
<td>12.0%</td>
<td>24.1%</td>
</tr>
<tr>
<td>To compare prices</td>
<td>18.6%</td>
<td>21.6%</td>
</tr>
<tr>
<td>To possibly purchase eyewear</td>
<td>13.8%</td>
<td>14.2%</td>
</tr>
<tr>
<td>To probably purchase eyewear</td>
<td>6.7%</td>
<td>11.6%</td>
</tr>
</tbody>
</table>

---

### How you will probably use the internet for future eyewear purchases?

**Base: American Adults Purchasing Eyewear During the Past Six Months**

<table>
<thead>
<tr>
<th>Reason for Using the Internet</th>
<th>Dark Bars (Annual Household Income Under $40K)</th>
<th>Light Bars (Annual Household Income Over $75K)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I will not use the internet at all</td>
<td>38.4%</td>
<td>30.7%</td>
</tr>
<tr>
<td>To examine or determine the brand</td>
<td>31.2%</td>
<td>27.4%</td>
</tr>
<tr>
<td>To examine or determine the retailer</td>
<td>30.1%</td>
<td>25.5%</td>
</tr>
<tr>
<td>To examine customer reviews</td>
<td>15.3%</td>
<td>16.2%</td>
</tr>
<tr>
<td>To compare prices</td>
<td>20.5%</td>
<td>23.5%</td>
</tr>
<tr>
<td>To possibly purchase eyewear</td>
<td>17.0%</td>
<td>21.2%</td>
</tr>
<tr>
<td>To probably purchase eyewear</td>
<td>10.8%</td>
<td>11.8%</td>
</tr>
</tbody>
</table>
November 2015 Vision Council VW Internet Influence Report: Graphs

How you will probably use the internet for future eyewear purchases?

Dark Bars = Purchased Eyewear from an Independent Within the Past 6 Months

Light Bars = Purchased Eyewear from a Conventional Chain Within the Past 6 Months

Which eyewear products may you purchase with the assistance of the internet in the future?

Dark Bars = Men Who Have Purchased Eyewear Within the Past 6 Months

Light Bars = Women Who Have Purchased Eyewear Within the Past 6 Months

I will not use the internet at all
To examine or determine the brand
To examine or determine the retailer
To examine customer reviews
To compare prices
To possibly purchase eyewear
To probably purchase eyewear

A set of eyeglasses
Eyeglass frames only
Rx lenses only
Rx contact lenses
Rx sunglasses
Plano sunglasses
OTC Readers
Other

2015 Internet Influence Report: Summary Graphs and Charts
Which eyewear products may you purchase with the assistance of the internet in the future? (Among Those Who Have Purchased Eyewear Within the Past 6 Months)

- A set of eyeglasses: 16.4% (Dark Bars = Annual Household Income Under $40K), 17.7% (Light Bars = Annual Household Income Over $75K)
- Eyeglass frames only: 7.3% (Dark Bars), 10.8% (Light Bars)
- Rx lenses only: 3.7% (Dark Bars), 4.6% (Light Bars)
- Rx contact lenses: 11.3% (Dark Bars), 18.4% (Light Bars)
- Rx sunglasses: 8.4% (Dark Bars), 10.8% (Light Bars)
- Plano sunglasses: 21.1% (Dark Bars), 23.2% (Light Bars)
- OTC Readers: 6.7% (Dark Bars), 8.9% (Light Bars)
- Other: 1.8% (Dark Bars), 2.1% (Light Bars)

Which eyewear products may you purchase with the assistance of the internet in the future?

- A set of eyeglasses: 18.1%
- Eyeglass frames only: 11.9%
- Rx lenses only: 5.6%
- Rx contact lenses: 19.5%
- Rx sunglasses: 9.8%
- Plano sunglasses: 29.1%
- OTC Readers: 11.2%
- Other: 2.5%
### Which eyewear products may you purchase with the assistance of the internet in the future?

<table>
<thead>
<tr>
<th>Product</th>
<th>Dark Bars</th>
<th>Light Bars</th>
</tr>
</thead>
<tbody>
<tr>
<td>A set of eyeglasses</td>
<td>15.6%</td>
<td>17.4%</td>
</tr>
<tr>
<td>Eyeglass frames only</td>
<td>10.4%</td>
<td>13.4%</td>
</tr>
<tr>
<td>Rx lenses only</td>
<td>3.7%</td>
<td>7.1%</td>
</tr>
<tr>
<td>Rx contact lenses</td>
<td></td>
<td>20.6%</td>
</tr>
<tr>
<td>Rx sunglasses</td>
<td>8.5%</td>
<td>11.6%</td>
</tr>
<tr>
<td>Plano sunglasses</td>
<td>16.3%</td>
<td>14.1%</td>
</tr>
<tr>
<td>OTC Readers</td>
<td>5.0%</td>
<td>5.2%</td>
</tr>
<tr>
<td>Other</td>
<td>1.4%</td>
<td>1.5%</td>
</tr>
</tbody>
</table>

Dark Bars = Purchased Eyewear from an Independent Within the Past 6 Months

Light Bars = Purchased Eyewear from a Conventional Chain Within the Past 6 Months
Appendix A: November 2015 Vision Council Eyewear Internet Influence Survey

Ask of all respondents that have purchased Rx eyeglasses, plano sunglasses, OTC readers or contact lenses within the past 6 months—i.e. respondents answering A1, A2, A3, A4, A5 or A6 to VW Q9 and/or answering A1, A2, A3, A4, A5 or A6 to VW Q14 and/or answering A1, A2, A3, A4, A5 or A6 to VW Q17 and/or answering A1, A2, A3, A4, A5 or A6 to VW Q56xa.

INTRO TEXT: We would like to ask you a few questions regarding the influence of the internet on your most recent purchase of eyewear. We would also like to ask you a few questions regarding the influence and role of the internet on future eyewear purchases and shopping in general.

Ask of all respondents:
N1: Please indicate which phrase below best describes your online shopping habits for general retail goods. Please select all that apply. (Rotate Answers—A1 is mutually exclusive; Anchor “None of These” at the end)

A1. I do not use the internet or any websites at all when shopping or making a retail purchase. Mutually Exclusive

A2. I sometimes use the internet to browse selected vendors or retail outlets before making a purchase in-person at a retail location.

A3. I sometimes use the internet to select the specific product that I am looking for, but I will make the purchase in-person at a retail location.

A4. I use the internet to conduct basic research about the product or vendor I am considering (including customer reviews, product specifications, warranty information, etc…).

A5. I use the internet to conduct basic pricing research about the product or vendor I am considering (this would include price comparisons between vendors, searching for discounts, etc…).

A6. I use the internet to directly purchase products occasionally (once per month or less).

A7. I use the internet to directly purchase products regularly (more than once per month)

A8. None of these
The next set of questions (N2 through N7) should be asked of all respondents that have purchased Rx eyeglasses within the past 6 months—i.e. respondents answering A1, A2, A3, A4, A5 or A6 to VW Q9

INTRO TEXT: We would now like to focus on the most recent pair of eyeglasses that you purchased and the role of the internet in that last purchase.

N2: Did you use the internet in any capacity whatsoever (including any basic searching and comparisons) when purchasing your most recent pair of eyeglasses?

A1. Yes
A2. No
A3. Can't remember

Ask of all respondents that selected “No” (A2) to N2:

N3: Why did you not use the internet when purchasing your most recent pair of eyeglasses? Please select all that apply. (Randomize Answers—Keep “Other” and “Don’t know / Can’t remember” at the end)

A1. It is too much of a hassle or inconvenience to research or purchase eyeglasses online.
A2. I could not physically try on and sample specific types and styles of eyeglasses without going in-person to a retail location.
A3. I do not trust the internet.
A4. I enjoy the experience of purchasing eyeglasses in-person at a retailer or eye care practice.
A5. I have a trusted relationship with my eyewear retailer or eye care professional.
A6. I already knew what eyeglasses I wanted to buy and did not need the internet.
A7. Other
A8. Don’t know / Can’t remember

Ask of all respondents that selected “Yes” (A1) to N2:

N4: Please indicate how you used the internet for your last eyeglass purchase? Please select all that apply. (Rotate Answers—Keep “Other” at the end)

A1. To examine possible brands and types of eyeglasses.
A2. To determine the exact brand and type of eyeglasses I wanted to buy.

A3. To examine possible retailers of eyeglasses.

A4. To determine the exact retail location where I purchased my most recent pair of eyeglasses.

A5. To examine customer reviews and satisfaction for specific types and brands of eyeglasses.

A6. To examine customer reviews and satisfaction for specific eyeglass retailers.

A7. To compare prices and benchmark prices for specific brands or retailers of eyeglasses.

A8. I purchased the eyeglasses I wanted through a particular website directly over the internet.

A9. Other

Ask of all respondents that answered A1-A7 to N4

N5: What type of website did you visit and use when deciding on your last eyeglass purchase? Please select all that apply. (Randomize Answers—Keep “Other” and “Don’t know / Can’t remember” at the end)

A1. The website of a known eyewear retailer (LensCrafters.com, Wal-Mart.com, 1-800-CONTACTS, etc…)

A2. A fashion oriented website (starstyle.com, eyecessorize.com, fashionclub.com, etc…)

A3. The website of an eyeglass manufacturer(s)

A4. A consumer information / consumer ratings website (consumerreports.org, consumerwebwatch.org, affiliatefirst.com, etc…)

A5. An internet search engine (Google, Yahoo, etc…)

A6. Other

A7. Don’t know / Can’t remember

Ask of all respondents that answered A8 to N4

N6: What website did you visit and use to make your last eyeglass purchase? Please select only one response. (Randomize Answers—Keep “Other” and “Don’t know / Can’t remember” at the end)
A1. The website of a known eyewear retailer that also has physical retail locations (LensCrafters, Wal-Mart, Sears, etc…)

A2. An eyewear retailer that only has an online presence (39dollarglasses.com, framesdirect.com, eyeglasses.com, etc…)

A3. A general online retailer that offers eyewear (overstock.com, buy.com, Shopzilla.com, etc…).

A4. An online auctioning service (eBay.com, etc…)

A5. Other

A6. Don’t know / Can’t remember

Ask of all respondents that answered A8 to N4:
N7: How would you rate your experience of purchasing your most recent pair of eyeglasses online?

A1. Excellent
A2. Good
A3. Neutral
A4. Poor
A5. Very bad

Ask of all respondents that answered A8 to N4:
N8: Compared to buying eyeglasses in person from an eye doctor or retailer, do you expect the same quality when buying eyeglasses online?

A1. Yes
A2. No

The next set of questions (N9 through N14) should be asked of all respondents that have purchased plano sunglasses within the past 6 months—i.e. respondents answering A1, A2, A3, A4, A5 or A6 to VW Q17

INTRO TEXT: We would now like to focus on the most recent pair of plano (non-prescription) sunglasses that you purchased and the role of the internet in that last purchase.

N9: Did you use the internet in any capacity whatsoever (including any basic searching and comparisons) when purchasing your most recent pair of sunglasses?

A1. Yes
A2. No
A3. Can't remember
Ask of all respondents that selected “No” (A2) to N9:

N10: Why did you not use the internet when purchasing your most recent pair of sunglasses? Please select all that apply. (Randomize Answers—Keep “Other” and “Don’t know / Can’t remember” at the end)

A1. It is too much of a hassle or inconvenience to research or purchase sunglasses online.
A2. I could not physically try on and sample specific types and styles of sunglasses without going in-person to a retail location.
A3. I do not trust the internet.
A4. I enjoy the experience of purchasing sunglasses in-person at a retailer or eye care practice.
A5. I have a trusted relationship with my eyewear retailer or eye care professional.
A6. I already knew what sunglasses I wanted to buy and did not need the internet.
A7. Other
A8. Don’t know / Can’t remember

Ask of all respondents that selected “Yes” (A1) to N9:

N11: Please indicate how you used the internet for your last sunglass purchase? Please select all that apply. (Rotate Answers—Keep “Other” at the end)

A1. To examine possible brands and types of sunglasses.
A2. To determine the exact brand and type of sunglasses I wanted to buy.
A3. To examine possible retailers of sunglasses.
A4. To determine the exact retail location where I purchased my most recent pair of sunglasses.
A5. To examine customer reviews and satisfaction for specific types and brands of sunglasses.
A6. To examine customer reviews and satisfaction for specific sunglass retailers.
A7. To compare prices and benchmark prices for specific brands or retailers of sunglasses.
A8. I purchased the sunglasses I wanted through a particular website directly over the internet.

A9. Other

Ask of all respondents that answered A1-A7 to N11
N12: What type of website did you visit and use when deciding on your last sunglass purchase? Please select all that apply. (Randomize Answers—Keep “Other” and “Don’t know / Can't remember” at the end)

A1. The website of a conventional optical chain (LensCrafters, Americas Best Contacts and Eyeglasses, For Eyes, etc…)
A2. The website of an optical mass merchandiser (Wal-Mart, Costco, Target, etc…)
A3. The website of a sporting goods retailer (Dicks Sporting Goods, Modells, Bass Pro Shops, etc…)
A4. The website of a retailer that specializes in selling sunglasses (The Sunglass Hut, Solstice, Sunglass Boutique, etc…)
A5. The website of a department store (JC Penney, Macys, etc…)
A6. The website of a drug store or convenience store (CVS, Walgreens, Rite Aid, etc…)
A7. A fashion oriented website (starstyle.com, eyecessorize.com, fashionclub.com, etc…)
A8. A consumer information / consumer ratings website (consumerreports.org, consumerwebwatch.org, affiliatefirst.com, etc…)
A9. A website that features celebrities (E! Online, MTV.com, etc…)
A10. An internet search engine (Google, Yahoo, etc…)
A11. General online retailers (Amazon.com, Shopzilla.com, Overstock.com, etc…)
A12. Other
A13. Don't know / Can’t remember

Ask of all respondents that answered A8 to N11:
N13: What website did you visit and use to make your last sunglass purchase? Please select only one response. (Randomize Answers—Keep “Other” and “Don’t know / Can't remember” at the end)
A1. The website of a conventional optical chain (LensCrafters, Americas Best Contacts and Eyeglasses, For Eyes, etc…)

A2. The website of an optical mass merchandiser (Wal-Mart, Costco, Target, etc…)

A3. The website of a sporting goods retailer (Dicks Sporting Goods, Modells, Bass Pro Shops, etc…)

A4. The website of a retailer that specializes in selling sunglasses (The Sunglass Hut, Solstic, Sunglass Boutique, etc…)

A5. The website of a department store (JC Penney, Macys, etc…)

A6. The website of a drug store or convenience store (CVS, Walgreens, Rite Aid, etc…)

A7. An eyewear retailer that only has an online presence (39dollarglasses.com, framesdirect.com, eyeglasses.com, etc…)

A8. A general online retailer that offers eyewear (overstock.com, buy.com, Shopzilla.com, etc…)

A9. An online auctioning service (eBay.com, etc…)

A10. Other

A11. Don’t know / Can’t remember

**Ask of all respondents that answered A8 to N11:**

**N14: How would you rate your experience of purchasing your most recent pair of sunglasses online?**

A1. Excellent  
A2. Good  
A3. Neutral  
A4. Poor  
A5. Very bad

The next set of questions (N15 through N20) should be asked of all respondents that have purchased readers within the past 6 months—i.e. respondents answering A1, A2, A3, A4, A5 or A6 to VW Q14

**INTRO TEXT:** We would now like to focus on the most recent pair of readers that you purchased and the role of the internet in that last purchase.

**N15: Did you use the internet in any capacity whatsoever (including any basic searching and comparisons) when purchasing your most recent pair of readers?**
A1. Yes
A2. No
A3. Can't remember

Ask of all respondents that selected “No” (A2) to N15:

N16: Why did you not use the internet when purchasing your most recent pair of readers? Please select all that apply. (Randomize Answers—Keep “Other” and “Don’t know / Can’t remember” at the end)

A1. It is too much of a hassle or inconvenience to research or purchase readers online.
A2. I could not physically try on and sample specific types and styles of readers without going in-person to a retail location.
A3. I do not trust the internet.
A4. I enjoy the experience of purchasing readers in-person at a retailer or eye care practice.
A5. I have a trusted relationship with my eyewear retailer or eye care professional.
A6. I already knew what readers I wanted to buy and did not need the internet.
A7. Other
A8. Don’t know / Can’t remember

Ask of all respondents that selected “Yes” (A1) to N15:

N17: Please indicate how you used the internet for your last readers purchase? Please select all that apply. (Rotate Answers—Keep “Other” and “Don’t know / Can’t remember” at the end)

A1. To examine possible brands and types of readers.
A2. To determine the exact brand and type of readers I wanted to buy.
A3. To examine possible retailers of readers.
A4. To determine the exact retail location where I purchased my most recent pair of readers.
A5. To examine customer reviews and satisfaction for specific types and brands of readers.
A6. To examine customer reviews and satisfaction for specific retailers of readers.
A7. I used the internet to compare prices and benchmark prices for specific brands or retailers of readers.

A8. I purchased the readers I wanted through a particular website directly over the internet.

A9. Other

Ask of all respondents that answered A1-A7 to N17
N18: What type of website did you visit and use when deciding on your last readers purchase? Please select all that apply. (Randomize Answers—Keep “Other” and “Don’t know / Can’t remember” at the end)

A1. The website of a conventional optical chain (LensCrafters, Americas Best Contacts and Eyeglasses, For Eyes, etc…)

A2. The website of a mass merchandiser (Wal-Mart, Costco, Target, etc…)

A3. The website of a department store (JC Penney, Macys, etc…)

A4. The website of a drug store or convenience store (CVS, Walgreens, Rite Aid, etc…)

A5. A fashion oriented website (starstyle.com, eyecessorize.com, fashionclub.com, etc…)

A6. A consumer information / consumer ratings website (consumerreports.org, consumerwebwatch.org, affiliatefirst.com, etc…)

A7. A website that features celebrities (E! Online, MTV.com, etc…)

A8. An internet search engine (Google, Yahoo, etc…)

A9. General online retailers (Amazon.com, Shopzilla.com, Overstock.com, etc…)

A10. Other

A11. Don't know / Can't remember

Ask of all respondents that answered A8 to N17:
N19: What website did you visit and use to make your last readers purchase? Please select only one response. (Randomize Answers—Keep “Other” and “Don’t know / Can’t remember” at the end)

A1. The website of a conventional optical chain (LensCrafters, Americas Best Contacts and Eyeglasses, For Eyes, etc…)

A2. The website of a mass merchandiser (Wal-Mart, Costco, Target, etc…)

A130
A3. The website of a department store (JC Penney, Macys, etc…)

A4. The website of a drug store or convenience store (CVS, Walgreens, Rite Aid, etc…)

A5. An eyewear retailer that only has an online presence (39dollarglasses.com, framesdirect.com, eyeglasses.com, etc…)

A6. A general online retailer that offers eyewear (overstock.com, buy.com, Shopzilla.com, etc…).

A7. An online auctioning service (eBay.com, etc…)

A8. Other

A9. Don't know / Can't remember

Ask of all respondents that answered A8 to N17:

N20: How would you rate your experience of purchasing you most recent pair of readers online?

A1. Excellent
A2. Good
A3. Neutral
A4. Poor
A5. Very bad

The next set of questions (N21 through N25) should be asked of all respondents that have purchased contact lenses within the past 6 months—i.e. respondents answering A1, A2, A3, A4, A5 or A6 to VW Q56xa.

INTRO TEXT: We would now like to focus on the most recent contact lenses that you purchased and the role of the internet in that last purchase.

N21: Did you use the internet in any capacity whatsoever (including any basic searching and comparisons) when during your most recent purchase of contact lenses?

A1. Yes
A2. No
A3. Can't remember

Ask of all respondents that selected “No” (A2) to N21:

N22: Why did you not use the internet during your most recent purchase of contact lenses? Please select all that apply. (Randomize Answers—Keep “Other” and “Don’t know / Can’t remember” at the end)
A1. It is too much of a hassle or inconvenience to research or purchase contact lenses online.

A2. I cannot get advice from a qualified eyecare professional over the internet.

A3. I do not trust the internet.

A4. I enjoy the experience of purchasing contacts in-person at a retailer or eye care practice.

A5. I have a trusted relationship with my eye care professional.

A6. I am happy with purchasing contact lenses through my current supplier in-person.

A7. Other

A8. Don’t know / Can’t remember

Ask of all respondents that selected “Yes” (A1) to N21:
N23: Why did you purchase contact lenses online and not in-person at a physical retailer? Please select all that apply. (Randomize Answers—Keep “Other” and “Don’t know / Can’t remember” at the end)

A1. It is easier to purchase contact lenses online.

A2. Online retailers have a better selection of contact lenses.

A3. Online retailers charge less for contact lenses.

A4. I receive the contact lenses sooner when I purchase them online.

A5. Other

A6. Don’t know / Can’t remember

Ask of all respondents that selected “Yes” (A1) to N21:
N24: How would you rate your experience of purchasing contact lenses online?

A1. Excellent

A2. Good

A3. Neutral

A4. Poor

A5. Very bad

Ask of all respondents that selected “Yes” (A1) to N21:
N25: Will you ever go back to purchasing contact lenses in-person from a retailer or eyecare professional?
A1. Yes, definitely
A2. Yes, possibly
A3. No
A4. Don’t know / Not sure

Ask of all respondents:
N26: Please indicate how you will probably use the internet for future eyewear purchases? Please select all that apply. *(Rotate Answers—A1 is mutually exclusive)*

A1. I will **not use** the internet at all for future eyewear purchases.
A2. I will use the internet to examine possible brands and types of eyewear.
A3. I will use the internet to determine the **exact** brand and type of eyewear I will buy.
A4. I will use the internet to examine possible retailers of eyewear.
A5. I will use the internet to determine the **exact** retail location to purchase eyewear.
A6. I will use the internet to examine *customer reviews* and satisfaction with specific eyewear.
A7. I will use the internet to compare **prices** and benchmark prices for specific brands or retailers of eyewear.
A8. I will **possibly** purchase the eyewear I want over the internet.
A9. I will **probably** purchase the eyewear I want over the internet.

Ask of all respondents that answered A2-A9 to N26:
N27: Please indicate which of the following eyewear products you may purchase with the assistance of the internet in the future. (“Assistance” would include using the internet for searching and research purposes as well as directly purchasing the product online). Please select all that apply. *(Randomize Answers—Keep “Other” and “Not sure / Don’t know” at the end)*

A1. A complete set of eyeglasses (lenses and frames)
A2. Eyeglass **frames** only
A3. Prescription eyeglass **lenses** only
A4. Prescription contact lenses
A5. Prescription Sunglasses
A6. Plano (non-prescription) sunglasses

A7. Non-prescription reading glasses (magnifying readers)

A8. Other

A9. Not sure / Don't know
Q1: Please indicate which phrase below best describes your online shopping habits for general retail goods.

<table>
<thead>
<tr>
<th>I do not use the internet or any websites at all</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>9.3%</td>
<td>7.7%</td>
<td>7.6%</td>
</tr>
</tbody>
</table>

I sometimes use the internet to browse selected vendors or retail outlets before making a purchase in-person at a retail location.

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>29.4%</td>
<td>30.7%</td>
<td>29.2%</td>
</tr>
</tbody>
</table>

I sometimes use the internet to select the specific product that I am looking for, but I will make the purchase in-person at a retail location.

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>22.0%</td>
<td>23.3%</td>
<td>22.5%</td>
</tr>
</tbody>
</table>

I use the internet to conduct basic research about the product or vendor I am considering (including customer reviews, product specifications, warranty information, etc.).

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>29.9%</td>
<td>31.4%</td>
<td>32.3%</td>
</tr>
</tbody>
</table>

I use the internet to conduct basic pricing research about the product or vendor I am considering.

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>31.5%</td>
<td>32.0%</td>
<td>33.3%</td>
</tr>
</tbody>
</table>

I use the internet to directly purchase products occasionally (once per month or less).

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>34.7%</td>
<td>35.8%</td>
<td>33.0%</td>
</tr>
</tbody>
</table>

I use the internet to directly purchase products regularly (more than once per month).

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>26.4%</td>
<td>29.3%</td>
<td>33.6%</td>
</tr>
</tbody>
</table>

None of these

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>6.9%</td>
<td>6.3%</td>
<td>5.1%</td>
</tr>
</tbody>
</table>

Q2: Did you use the internet in any capacity whatsoever (including any basic searching and comparisons) when purchasing your most recent pair of eyeglasses?

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>18.3%</td>
<td>19.1%</td>
<td>22.5%</td>
</tr>
<tr>
<td>No</td>
<td>76.8%</td>
<td>74.2%</td>
<td>72.4%</td>
</tr>
<tr>
<td>Can't remember</td>
<td>4.9%</td>
<td>6.6%</td>
<td>5.1%</td>
</tr>
</tbody>
</table>
### Q3: Why did you not use the internet when purchasing your most recent pair of eyeglasses?

<table>
<thead>
<tr>
<th>Reason</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is too much of a hassle or inconvenience to research or purchase</td>
<td>6.6%</td>
<td>8.7%</td>
<td>8.9%</td>
</tr>
<tr>
<td>I could not physically try on and sample specific types and styles of</td>
<td>39.2%</td>
<td>36.5%</td>
<td>40.0%</td>
</tr>
<tr>
<td>eyeglasses without going in-person to a retail location.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I do not trust the internet</td>
<td>5.2%</td>
<td>5.3%</td>
<td>4.1%</td>
</tr>
<tr>
<td>I enjoy the experience of purchasing eyeglasses in-person at a retailer</td>
<td>27.6%</td>
<td>26.2%</td>
<td>25.6%</td>
</tr>
<tr>
<td>or eye care practice.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I have a trusted relationship with my eyewear retailer or eye care</td>
<td>29.0%</td>
<td>30.6%</td>
<td>29.3%</td>
</tr>
<tr>
<td>professional.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I already knew the eyeglasses I want to buy and did not need the internet.</td>
<td>14.9%</td>
<td>14.3%</td>
<td>14.9%</td>
</tr>
<tr>
<td>Other</td>
<td>6.6%</td>
<td>6.9%</td>
<td>7.2%</td>
</tr>
<tr>
<td>Don't know / Can't remember</td>
<td>7.7%</td>
<td>9.1%</td>
<td>5.0%</td>
</tr>
<tr>
<td>No Answer</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

Just **one** factor preventing the use of the internet: 74.5% 76.8% 78.8%

Two factors preventing the use of the internet: 16.2% 15.5% 15.2%

More than two factors preventing the use of the internet: 9.3% 9.3% 7.9%

### Q4: Please indicate how you used the internet for your last eyeglass purchase?

<table>
<thead>
<tr>
<th>How Did You Use the Internet?</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>I used the internet to examine <em>possible brands</em> and types of eyeglasses.</td>
<td>30.0%</td>
<td>26.1%</td>
<td>26.5%</td>
</tr>
<tr>
<td>I used the internet to determine the <em>exact brand</em> and type of eyeglasses I wanted to buy.</td>
<td>18.5%</td>
<td>15.9%</td>
<td>19.1%</td>
</tr>
<tr>
<td>I used the internet to examine <em>possible retailers</em> of eyeglasses.</td>
<td>26.9%</td>
<td>25.3%</td>
<td>23.8%</td>
</tr>
<tr>
<td>I used the internet to determine the <em>exact retail location</em> where I purchased my most recent</td>
<td>21.5%</td>
<td>18.7%</td>
<td>13.1%</td>
</tr>
<tr>
<td>pair of eyeglasses.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I used the internet to examine <em>customer reviews</em> and satisfaction for specific *types and</td>
<td>22.7%</td>
<td>17.0%</td>
<td>17.3%</td>
</tr>
<tr>
<td>brands* of eyeglasses.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I used the internet to examine <em>customer reviews</em> and satisfaction for specific eyeglass</td>
<td>20.0%</td>
<td>17.9%</td>
<td>18.3%</td>
</tr>
<tr>
<td>retailers.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I used the internet to compare <em>prices</em> and benchmark prices for specific brands or retailers</td>
<td>40.8%</td>
<td>34.1%</td>
<td>31.4%</td>
</tr>
<tr>
<td>of eyeglasses.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I purchased the eyeglasses I wanted through a particular website directly over the internet.</td>
<td>23.1%</td>
<td>21.2%</td>
<td>29.2%</td>
</tr>
<tr>
<td>Other</td>
<td>5.0%</td>
<td>4.1%</td>
<td>5.7%</td>
</tr>
<tr>
<td>No Answer</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

Used of the internet for just **one** function: 56.9% 53.0% 55.9%

Used of the internet for **two** functions: 13.5% 15.7% 14.6%

Used of the internet for **more than two** functions: 29.6% 24.5% 23.3%
### Q5: What type of website did you visit and use when deciding on your last eyeglass purchase?

<table>
<thead>
<tr>
<th>Website Type</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>The website of a known eyewear retailer</td>
<td>30.8%</td>
<td>32.7%</td>
<td>29.5%</td>
</tr>
<tr>
<td>A fashion oriented website</td>
<td>9.6%</td>
<td>14.0%</td>
<td>7.2%</td>
</tr>
<tr>
<td>The website of an eyeglass manufacturer(s)</td>
<td>18.5%</td>
<td>20.6%</td>
<td>21.3%</td>
</tr>
<tr>
<td>A consumer information / consumer ratings website</td>
<td>18.5%</td>
<td>13.7%</td>
<td>14.1%</td>
</tr>
<tr>
<td>An internet search engine</td>
<td>48.5%</td>
<td>37.4%</td>
<td>40.3%</td>
</tr>
<tr>
<td>Other</td>
<td>4.6%</td>
<td>4.4%</td>
<td>4.2%</td>
</tr>
<tr>
<td>Don't know / Can't remember</td>
<td>2.7%</td>
<td>3.6%</td>
<td>1.5%</td>
</tr>
</tbody>
</table>

### Q6: What website did you visit and use to make your last eyeglass purchase?

<table>
<thead>
<tr>
<th>Website Type</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>The website of a known eyewear retailer that also has physical retail locations (LensCrafter, Wal-Mart, Sears, etc.)</td>
<td>10.0%</td>
<td>11.7%</td>
<td>8.5%</td>
</tr>
<tr>
<td>An eyewear retailer that only has an on-line presence (39dollarlenses.com, framesdirect.com, eyeglasses.com, etc.)</td>
<td>68.3%</td>
<td>61.0%</td>
<td>74.6%</td>
</tr>
<tr>
<td>A general online retailer that offers eyewear (overstock.com, buy.com, Shopzilla.com, etc.)</td>
<td>8.3%</td>
<td>5.2%</td>
<td>4.2%</td>
</tr>
<tr>
<td>An online auctioning service (eBay.com, etc.)</td>
<td>5.0%</td>
<td>6.5%</td>
<td>3.4%</td>
</tr>
<tr>
<td>Other</td>
<td>6.7%</td>
<td>10.4%</td>
<td>7.6%</td>
</tr>
<tr>
<td>Don't know / Can't remember</td>
<td>1.7%</td>
<td>5.2%</td>
<td>1.7%</td>
</tr>
</tbody>
</table>

### Q7: How would you rate your experience of purchasing you most recent pair of eyeglasses online?

<table>
<thead>
<tr>
<th>Rating</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>63.3%</td>
<td>46.8%</td>
<td>69.5%</td>
</tr>
<tr>
<td>Good</td>
<td>28.3%</td>
<td>46.8%</td>
<td>26.3%</td>
</tr>
<tr>
<td>Neutral</td>
<td>8.3%</td>
<td>5.2%</td>
<td>3.4%</td>
</tr>
<tr>
<td>Poor</td>
<td>0.0%</td>
<td>1.3%</td>
<td>0.8%</td>
</tr>
<tr>
<td>Very bad</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

### Q7a: Compared to buying eyeglasses in person from an eye doctor or retailer, do you expect the same quality when buying eyeglasses online?

<table>
<thead>
<tr>
<th>Response</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>83.3%</td>
<td>85.7%</td>
<td>86.4%</td>
</tr>
<tr>
<td>No</td>
<td>16.7%</td>
<td>14.3%</td>
<td>13.6%</td>
</tr>
</tbody>
</table>
Q8: Did you use the internet in any capacity whatsoever (including any basic searching and comparisons) when purchasing your most recent pair of sunglasses?

<table>
<thead>
<tr>
<th></th>
<th>Among Resps. That Purchased Plano Sun</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Glasses in the Past 6 Months</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>19.7%</td>
<td>19.5%</td>
<td>20.9%</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>73.5%</td>
<td>74.2%</td>
<td>74.6%</td>
<td></td>
</tr>
<tr>
<td>Can't remember</td>
<td>6.7%</td>
<td>6.3%</td>
<td>4.5%</td>
<td></td>
</tr>
<tr>
<td>No Answer</td>
<td>0.0%</td>
<td>0.1%</td>
<td>0.0%</td>
<td></td>
</tr>
</tbody>
</table>

Q9: Why did you not use the internet when purchasing your most recent pair of sunglasses?

<table>
<thead>
<tr>
<th></th>
<th>Among Resps. That Did NOT Use the Internet</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is too much of a hassle or inconvenience to research or purchase sunglasses online.</td>
<td>7.6%</td>
<td>6.6%</td>
<td>7.7%</td>
<td></td>
</tr>
<tr>
<td>I could not physically try on and sample specific types and styles of sunglasses without going in-person to a retail location.</td>
<td>35.8%</td>
<td>37.6%</td>
<td>37.8%</td>
<td></td>
</tr>
<tr>
<td>I do not trust the internet</td>
<td>3.6%</td>
<td>2.4%</td>
<td>2.2%</td>
<td></td>
</tr>
<tr>
<td>I enjoy the experience of purchasing sunglasses in-person at a retailer or eye care practice.</td>
<td>25.8%</td>
<td>24.3%</td>
<td>24.0%</td>
<td></td>
</tr>
<tr>
<td>I have a trusted relationship with my eyewear retailer or eye care professional.</td>
<td>3.8%</td>
<td>4.7%</td>
<td>3.8%</td>
<td></td>
</tr>
<tr>
<td>I already knew the sunglasses I wanted to buy and did not need the internet.</td>
<td>21.8%</td>
<td>21.6%</td>
<td>22.1%</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>12.1%</td>
<td>13.0%</td>
<td>13.8%</td>
<td></td>
</tr>
<tr>
<td>Don't know / Can't remember</td>
<td>8.4%</td>
<td>7.5%</td>
<td>6.3%</td>
<td></td>
</tr>
<tr>
<td>No Answer</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td></td>
</tr>
<tr>
<td>Just one factor preventing the use of the internet</td>
<td>85.6%</td>
<td>85.6%</td>
<td>86.3%</td>
<td></td>
</tr>
<tr>
<td>Two factors preventing the use of the internet</td>
<td>11.0%</td>
<td>11.6%</td>
<td>10.7%</td>
<td></td>
</tr>
<tr>
<td>More than two factors preventing the use of the internet</td>
<td>3.4%</td>
<td>2.8%</td>
<td>3.0%</td>
<td></td>
</tr>
</tbody>
</table>
Q10: Please indicate how you used the internet for your last sunglass purchase.

<table>
<thead>
<tr>
<th>Activity</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>I used the internet to examine possible brands and types of sunglasses.</td>
<td>32.6%</td>
<td>31.2%</td>
<td>32.4%</td>
</tr>
<tr>
<td>I used the internet to determine the exact brand and type of sunglasses I wanted to buy.</td>
<td>26.8%</td>
<td>25.9%</td>
<td>25.9%</td>
</tr>
<tr>
<td>I used the internet to examine possible retailers of sunglasses.</td>
<td>22.2%</td>
<td>24.7%</td>
<td>20.0%</td>
</tr>
<tr>
<td>I used the internet to determine the exact retail location where I purchased my most recent pair of sunglasses.</td>
<td>14.6%</td>
<td>14.3%</td>
<td>10.5%</td>
</tr>
<tr>
<td>I used the internet to examine customer reviews and satisfaction for specific types and brands of sunglasses.</td>
<td>25.6%</td>
<td>26.8%</td>
<td>25.4%</td>
</tr>
<tr>
<td>I used the internet to examine customer reviews and satisfaction for specific sunglass retailers.</td>
<td>18.4%</td>
<td>16.0%</td>
<td>14.7%</td>
</tr>
<tr>
<td>I used the internet to compare prices and benchmark prices for specific brands or retailers of sunglasses.</td>
<td>41.9%</td>
<td>41.6%</td>
<td>42.1%</td>
</tr>
<tr>
<td>I purchased the sunglasses I wanted through a particular website directly over the internet.</td>
<td>28.1%</td>
<td>29.1%</td>
<td>30.1%</td>
</tr>
<tr>
<td>Other / No Answer</td>
<td>3.6%</td>
<td>2.3%</td>
<td>3.0%</td>
</tr>
</tbody>
</table>

Among Resps. That Purchased Plano Sunglasses in the Past 6 Months

Q11: What type of website did you visit and use when deciding on your last sunglass purchase?

<table>
<thead>
<tr>
<th>Website Description</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>The website of a conventional optical chain (LensCrafters, Americas Best Contacts and Eyeglasses, For Eyes, etc.)</td>
<td>9.2%</td>
<td>7.8%</td>
<td>9.7%</td>
</tr>
<tr>
<td>The website of a optical mass merchandiser (Wal-Mart, Costco, Target, etc.)</td>
<td>12.1%</td>
<td>13.6%</td>
<td>15.7%</td>
</tr>
<tr>
<td>The website of a sporting goods retailer (Dicks Sporting Goods, Modells, Bass Pro Shops, etc.)</td>
<td>7.5%</td>
<td>7.9%</td>
<td>9.1%</td>
</tr>
<tr>
<td>The website of a retailer that specializes in selling sunglasses (The Sunglass Hut Solstice Sunglass Boutique, etc.)</td>
<td>21.1%</td>
<td>18.2%</td>
<td>19.0%</td>
</tr>
<tr>
<td>The website of a department store (JC Penney, Macys, etc.)</td>
<td>15.1%</td>
<td>15.8%</td>
<td>16.5%</td>
</tr>
<tr>
<td>The website of a drug store or convenience store (CVS, Walgreens, Rite Aid, etc.)</td>
<td>5.0%</td>
<td>5.0%</td>
<td>5.1%</td>
</tr>
<tr>
<td>A fashion oriented website (starstyle.com, eyecessorize.com, fashionclub.com, etc.)</td>
<td>8.6%</td>
<td>8.1%</td>
<td>7.0%</td>
</tr>
<tr>
<td>A consumer information / consumer ratings website (consumerreports.org, consumerwebwatch.org, affiliatefirst.com, etc.)</td>
<td>8.0%</td>
<td>6.3%</td>
<td>8.7%</td>
</tr>
<tr>
<td>A website that features celebrities (E! Online, MTV.com, etc.)</td>
<td>3.3%</td>
<td>2.6%</td>
<td>2.7%</td>
</tr>
<tr>
<td>An internet search engine (Google, Yahoo, etc.)</td>
<td>32.3%</td>
<td>30.3%</td>
<td>35.3%</td>
</tr>
<tr>
<td>General online retailers (Amazon.com, Shopzilla.com, Overstock.com, etc.)</td>
<td>27.1%</td>
<td>30.5%</td>
<td>32.9%</td>
</tr>
<tr>
<td>Other</td>
<td>7.4%</td>
<td>5.9%</td>
<td>5.1%</td>
</tr>
<tr>
<td>Don't know / Can't remember</td>
<td>2.6%</td>
<td>1.8%</td>
<td>1.2%</td>
</tr>
</tbody>
</table>
Q11: What type of website did you visit and use when deciding on your last sunglass purchase?

<table>
<thead>
<tr>
<th>Used one internet site when deciding which sunglasses to purchase</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>51.0%</td>
<td>49.3%</td>
<td>39.7%</td>
</tr>
<tr>
<td>Used two internet sites when deciding which sunglasses to purchase</td>
<td>15.5%</td>
<td>13.6%</td>
<td>17.3%</td>
</tr>
<tr>
<td>Used three internet sites when deciding which sunglasses to purchase</td>
<td>9.4%</td>
<td>10.7%</td>
<td>11.6%</td>
</tr>
<tr>
<td>Used more than three internet sites when deciding which sunglasses to purchase</td>
<td>10.0%</td>
<td>9.4%</td>
<td>12.2%</td>
</tr>
<tr>
<td>No Answer</td>
<td>14.2%</td>
<td>17.0%</td>
<td>19.2%</td>
</tr>
</tbody>
</table>

Q12: What website did you visit and use to make your last sunglass purchase?

| Among Resps. That Used the Internet To Purchase Plano Sunglasses in the Past 6 Months |
|---------------------------------------------------------------|------|------|------|
| The website of a conventional optical chain (LensCrafters, Americas Best Contacts and Eyeglasses, For Eyes, etc.) | 3.2% | 2.0% | 1.8% |
| The website of a optical mass merchandiser (Wal-Mart, Costco, Target, etc.) | 5.9% | 5.0% | 5.8% |
| The website of a sporting goods retailer (Dicks Sporting Goods, Modells, Bass Pro Shops, etc.) | 3.2% | 6.0% | 3.1% |
| The website of a retailer that specializes in selling sunglasses (The Sunglass Hut Solstice Sunglass Boutique, etc.) | 10.2% | 13.6% | 10.7% |
| The website of a department store (JC Penney, Macys, etc.) | 9.7% | 7.5% | 9.8% |
| The website of a drug store or convenience store (CVS, Walgreens, Rite Aid, etc.) | 1.1% | 0.5% | 0.9% |
| An eyewear retailer that only has an on-line presence (39dollarglasses.com, framesdirect.com, eyeglasses.com, etc.) | 6.5% | 6.5% | 5.4% |
| A general online retailer that offers eyewear (Amazon.com, Shopzilla.com, Overstock.com, etc.) | 22.0% | 23.1% | 27.7% |
| An online auctioning service (eBay.com, etc.) | 13.4% | 10.1% | 9.4% |
| Other | 19.9% | 22.1% | 23.2% |
| Don't know / Can't remember | 4.8% | 3.5% | 2.2% |

Q13: How would you rate your experience of purchasing you most recent pair of sunglasses online?

| Among Resps. That Used the Internet To Purchase Plano Sunglasses in the Past 6 Months |
|---------------------------------------------------------------|------|------|------|
| Excellent | 2013 | 2014 | 2015 |
| Good | 55.9% | 57.3% | 62.1% |
| Neutral | 38.2% | 34.2% | 33.9% |
| Poor | 5.4% | 7.0% | 3.1% |
| Very bad | 0.0% | 1.0% | 0.4% |


Q14: Did you use the internet in any capacity whatsoever (including any basic searching and comparisons) when purchasing your most recent pair of readers?

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>6.7%</td>
<td>8.3%</td>
<td>8.0%</td>
</tr>
<tr>
<td>No</td>
<td>91.0%</td>
<td>90.0%</td>
<td>89.8%</td>
</tr>
<tr>
<td>Can't remember</td>
<td>2.3%</td>
<td>1.7%</td>
<td>2.1%</td>
</tr>
<tr>
<td>No Answer</td>
<td>0</td>
<td>0.0%</td>
<td>0.1%</td>
</tr>
</tbody>
</table>

Q15: Why did you not use the internet when purchasing your most recent pair of readers?

<table>
<thead>
<tr>
<th>Reason</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is too much of a hassle or inconvenience to research or purchase readers online.</td>
<td>7.4%</td>
<td>10.1%</td>
<td>8.3%</td>
</tr>
<tr>
<td>I could not physically try on and sample specific types and styles of readers without going in-person to a retail location.</td>
<td>44.7%</td>
<td>53.5%</td>
<td>51.7%</td>
</tr>
<tr>
<td>I do not trust the internet</td>
<td>1.5%</td>
<td>2.2%</td>
<td>1.9%</td>
</tr>
<tr>
<td>I enjoy the experience of purchasing readers in-person at a retailer or eye care practice.</td>
<td>16.5%</td>
<td>18.3%</td>
<td>21.3%</td>
</tr>
<tr>
<td>I have a trusted relationship with my eyewear retailer or eye care professional.</td>
<td>1.5%</td>
<td>3.1%</td>
<td>3.4%</td>
</tr>
<tr>
<td>I already knew what readers I wanted to buy and did not need the internet.</td>
<td>34.4%</td>
<td>31.1%</td>
<td>33.5%</td>
</tr>
<tr>
<td>Other</td>
<td>9.8%</td>
<td>10.7%</td>
<td>11.0%</td>
</tr>
<tr>
<td>Don't know / Can't remember</td>
<td>4.8%</td>
<td>3.5%</td>
<td>2.0%</td>
</tr>
<tr>
<td>No Answer</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

Just **one** factor preventing the use of the internet

83.5% | 77.8% | 77.0%

Two **factors** preventing the use of the internet

13.1% | 14.2% | 15.7%

More than two **factors** preventing the use of the internet

3.4% | 8.0% | 7.3%
Q16: Please indicate how you used the internet for your last readers purchase?

<table>
<thead>
<tr>
<th>Among Resps. That Used the Internet When Purchasing OTC Readers in the Past 6 Months</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>I used the internet to examine possible brands and types of readers.</td>
<td>38.9%</td>
<td>33.3%</td>
<td>32.9%</td>
</tr>
<tr>
<td>I used the internet to determine the exact brand and type of readers I wanted to buy.</td>
<td>5.6%</td>
<td>18.8%</td>
<td>17.1%</td>
</tr>
<tr>
<td>I used the internet to examine possible retailers of readers.</td>
<td>29.6%</td>
<td>21.7%</td>
<td>26.3%</td>
</tr>
<tr>
<td>I used the internet to determine the exact retail location where I purchased my most recent pair of readers.</td>
<td>5.6%</td>
<td>4.3%</td>
<td>11.8%</td>
</tr>
<tr>
<td>I used the internet to examine customer reviews and satisfaction for specific types and brands of readers.</td>
<td>24.1%</td>
<td>23.2%</td>
<td>27.6%</td>
</tr>
<tr>
<td>I used the internet to examine customer reviews and satisfaction for specific retailers of readers.</td>
<td>9.3%</td>
<td>14.5%</td>
<td>11.8%</td>
</tr>
<tr>
<td>I used the internet to compare prices and benchmark prices for specific brands or retailers of readers.</td>
<td>38.9%</td>
<td>34.8%</td>
<td>36.8%</td>
</tr>
<tr>
<td>I purchased the readers I wanted through a particular website directly over the internet.</td>
<td>31.5%</td>
<td>39.1%</td>
<td>31.6%</td>
</tr>
<tr>
<td>Other</td>
<td>0.0%</td>
<td>13.0%</td>
<td>3.9%</td>
</tr>
<tr>
<td>No Answer</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

Used of the internet for just one function. | 57.4% | 53.6% | 57.9% |
Used of the internet for two functions. | 20.4% | 21.7% | 18.4% |
Used of the internet for more than two functions. | 22.2% | 24.6% | 23.7% |

Q17: What type of website did you visit and use when deciding on your last readers purchase?

<table>
<thead>
<tr>
<th>Among Resps. That Used the Internet To Purchase OTC Readers in the Past 6 Months</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>The website of a conventional optical chain (LensCrafters, Americas Best Contacts and Eyeglasses, For Eyes, etc.)</td>
<td>9.3%</td>
<td>7.2%</td>
<td>9.2%</td>
</tr>
<tr>
<td>The website of a optical mass merchandiser (Wal-Mart, Costco, Target, etc.)</td>
<td>20.4%</td>
<td>13.0%</td>
<td>23.7%</td>
</tr>
<tr>
<td>The website of a department store (JC Penney, Macys, etc.)</td>
<td>11.1%</td>
<td>10.1%</td>
<td>1.3%</td>
</tr>
<tr>
<td>The website of a drug store or convenience store (CVS, Walgreens, Rite Aid, etc.)</td>
<td>11.1%</td>
<td>23.2%</td>
<td>14.5%</td>
</tr>
<tr>
<td>A fashion oriented website (starstyle.com, eyecessorize.com, fashionclub.com, etc.)</td>
<td>7.4%</td>
<td>8.7%</td>
<td>1.3%</td>
</tr>
<tr>
<td>A consumer information / consumer ratings website (consumerreports.org, consumerwebwatch.org, affiliatefirst.com, etc.)</td>
<td>13.0%</td>
<td>4.3%</td>
<td>3.9%</td>
</tr>
<tr>
<td>A website that features celebrities (E! Online, MTV.com, etc.)</td>
<td>1.9%</td>
<td>1.4%</td>
<td>3.9%</td>
</tr>
<tr>
<td>An internet search engine (Google, Yahoo, etc.)</td>
<td>31.5%</td>
<td>42.0%</td>
<td>27.6%</td>
</tr>
<tr>
<td>General online retailers (Amazon.com, Shopzilla.com, Overstock.com, etc.)</td>
<td>38.9%</td>
<td>24.6%</td>
<td>34.2%</td>
</tr>
<tr>
<td>Other</td>
<td>1.9%</td>
<td>5.8%</td>
<td>13.2%</td>
</tr>
<tr>
<td>Don't know / Can't remember</td>
<td>1.9%</td>
<td>0.0%</td>
<td>3.9%</td>
</tr>
<tr>
<td>Used one internet site when deciding which readers to purchase</td>
<td>46.3%</td>
<td>54.0%</td>
<td>56.7%</td>
</tr>
<tr>
<td>Used two + internet sites when deciding which readers to purchase</td>
<td>35.2%</td>
<td>46.0%</td>
<td>43.3%</td>
</tr>
</tbody>
</table>
Q18: What website did you visit and use to make your last readers purchase?

| Among Resps. That Used the Internet When Purchasing OTC Readers in the Past 6 Months |
|-----------------------------------------------|-----------------|-----------------|-----------------|
|                                               | 2013            | 2014            | 2015            |
| The website of a conventional optical chain (LensCrafters, Americas Best Contacts and Eyeglasses, For Eyes, etc.) | 5.9%            | 3.7%            | 4.2%            |
| The website of a optical mass merchandiser (Wal-Mart, Costco, Target, etc.) | 0.0%            | 0.0%            | 4.2%            |
| The website of a department store (JC Penney, Macys, etc.) | 0.0%            | 7.4%            | 0.0%            |
| The website of a drug store or convenience store (CVS, Walgreens, Rite Aid, etc.) | 5.9%            | 0.0%            | 8.3%            |
| An eyewear retailer that only has an on-line presence (39dollarglasses.com, framesdirect.com, eyeglasses.com, etc.) | 35.3%           | 22.2%           | 12.5%           |
| A general online retailer that offers eyewear (Amazon.com, Shopzilla.com, Overstock.com, etc.) | 17.6%           | 29.6%           | 37.5%           |
| An online auctioning service (eBay.com, etc.) | 17.6%           | 11.1%           | 4.2%            |
| Other                                           | 11.8%           | 25.9%           | 29.2%           |
| Don't know / Can't remember                       | 5.9%            | 0.0%            | 0.0%            |
| No Answer                                        | 0.0%            | 0.0%            | 0.0%            |

Q19: How would you rate your experience of purchasing you most recent pair of readers online?

| Among Resps. That Used the Internet To Purchase OTC Readers in the Past 6 Months |
|-----------------------------------------------|-----------------|-----------------|-----------------|
|                                               | 2013            | 2014            | 2015            |
| Excellent                                      | 58.8%           | 55.6%           | 62.5%           |
| Good                                           | 41.2%           | 37.0%           | 37.5%           |
| Neutral                                        | 0.0%            | 7.4%            | 0.0%            |
| Poor                                           | 0.0%            | 0.0%            | 0.0%            |
| Very bad                                       | 0.0%            | 0.0%            | 0.0%            |

Q20: Did you use the internet in any capacity whatsoever (including any basic searching and comparisons) during your most recent purchase of contact lenses? (Select one)

| Among Resps. That Purchased Contact Lenses in the Past 6 Months |
|---------------------------------------------------------------|-----------------|-----------------|-----------------|
|                                                              | 2013            | 2014            | 2015            |
| Yes                                                           | 29.9%           | 28.4%           | 30.7%           |
| No                                                            | 62.4%           | 62.8%           | 62.3%           |
| Can't remember                                                 | 7.7%            | 8.8%            | 7.0%            |
### Q21: Why did you not use the internet during your most recent purchase of contact lenses? (Select all that apply)

<table>
<thead>
<tr>
<th>Among Resps. That Did NOT Use the Internet When Purchasing Contact Lenses in the Past 6 Months</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is too much of a hassle or inconvenience to research or purchase contact lenses online.</td>
<td>7.4%</td>
<td>7.2%</td>
<td>8.2%</td>
</tr>
<tr>
<td>I can not get advise from a qualified eyecare professional over the internet.</td>
<td>11.4%</td>
<td>9.6%</td>
<td>11.4%</td>
</tr>
<tr>
<td>I do not trust the internet</td>
<td>3.8%</td>
<td>4.8%</td>
<td>4.3%</td>
</tr>
<tr>
<td>I enjoy the experience of purchasing contacts in-person at a retailer or eye care practice.</td>
<td>14.6%</td>
<td>15.0%</td>
<td>15.7%</td>
</tr>
<tr>
<td>I have a trusted relationship with my eye care professional.</td>
<td>32.7%</td>
<td>31.4%</td>
<td>38.9%</td>
</tr>
<tr>
<td>I am happy with purchasing contact lenses through my current supplier in-person.</td>
<td>40.9%</td>
<td>38.5%</td>
<td>36.0%</td>
</tr>
<tr>
<td>Other</td>
<td>7.4%</td>
<td>7.0%</td>
<td>7.0%</td>
</tr>
<tr>
<td>Don't know / Can't remember</td>
<td>8.6%</td>
<td>9.5%</td>
<td>6.5%</td>
</tr>
</tbody>
</table>

Just one factor preventing the use of the internet | 81.5% | 83.0% | 82.3% |

Two factors preventing the use of the internet | 12.7% | 12.3% | 10.6% |

More than two factors preventing the use of the internet | 5.8% | 4.6% | 7.1% |

### Q22: Why did you purchase contact lenses online and not in-person at a physical retailer? (Select all that apply)

<table>
<thead>
<tr>
<th>Among Resps. That Did Use the Internet When Purchasing Contact Lenses in the Past 6 Months</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is easier to purchase contact lenses online</td>
<td>39.4%</td>
<td>37.0%</td>
<td>41.0%</td>
</tr>
<tr>
<td>Online retailers have a better selection of contact lenses</td>
<td>19.0%</td>
<td>22.8%</td>
<td>19.3%</td>
</tr>
<tr>
<td>Online retailers charge less for contact lenses</td>
<td>43.3%</td>
<td>42.0%</td>
<td>46.2%</td>
</tr>
<tr>
<td>I receive the contact lenses sooner when I purchase them online</td>
<td>19.8%</td>
<td>24.5%</td>
<td>20.6%</td>
</tr>
<tr>
<td>Other</td>
<td>8.4%</td>
<td>7.0%</td>
<td>8.7%</td>
</tr>
<tr>
<td>Don't know / Can't remember</td>
<td>7.5%</td>
<td>4.3%</td>
<td>3.6%</td>
</tr>
</tbody>
</table>

Just one factor behind the use of the internet | 75.7% | 75.5% | 73.3% |

Two or more factors behind the use of the internet | 24.3% | 24.5% | 26.7% |

### Q23: How would you rate your experience of purchasing contact lenses online?

<table>
<thead>
<tr>
<th>Among Resps. That Used the Internet To Purchase Contact Lenses in the Past 6 Months</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>46.6%</td>
<td>48.0%</td>
<td>51.1%</td>
</tr>
<tr>
<td>Good</td>
<td>41.1%</td>
<td>40.3%</td>
<td>37.9%</td>
</tr>
<tr>
<td>Neutral</td>
<td>10.9%</td>
<td>10.8%</td>
<td>10.8%</td>
</tr>
<tr>
<td>Poor</td>
<td>0.6%</td>
<td>0.8%</td>
<td>0.2%</td>
</tr>
<tr>
<td>Very bad</td>
<td>0.8%</td>
<td>0.3%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

Q24: Will you ever go back to purchasing contact lenses in-person from a retailer or eyecare professional?

<p>|                                         | Among Resps. That Used the Internet To Purchase Contact Lenses in the Past 6 Months |</p>
<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, Definitely</td>
<td>26.0%</td>
<td>29.5%</td>
<td>24.0%</td>
</tr>
<tr>
<td>Yes, Possibly</td>
<td>43.9%</td>
<td>50.3%</td>
<td>47.5%</td>
</tr>
<tr>
<td>No</td>
<td>15.9%</td>
<td>11.5%</td>
<td>15.0%</td>
</tr>
<tr>
<td>Don’t Know / Not Sure</td>
<td>14.2%</td>
<td>8.8%</td>
<td>13.5%</td>
</tr>
</tbody>
</table>

Q25: Please indicate how you will probably use the internet for future eyewear purchases.

<table>
<thead>
<tr>
<th></th>
<th>Among Resps. That Purchased Eyewear in the Past 6 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>I will not use the internet</strong> at all for future eyewear purchases.</td>
<td></td>
</tr>
<tr>
<td><strong>I will use the internet to examine possible brands and types of eyewear.</strong></td>
<td>19.3%</td>
</tr>
<tr>
<td><strong>I will use the internet to determine the exact brand and type of eyewear I will buy.</strong></td>
<td>8.2%</td>
</tr>
<tr>
<td><strong>I will use the internet to examine possible retailers of eyewear.</strong></td>
<td>15.3%</td>
</tr>
<tr>
<td><strong>I will use the internet to determine the exact retail location to purchase eyewear.</strong></td>
<td>9.0%</td>
</tr>
<tr>
<td><strong>I will use the internet to examine customer reviews and satisfaction with specific eyewear.</strong></td>
<td>14.0%</td>
</tr>
<tr>
<td><strong>I will use the internet to compare prices and benchmark prices for specific brands or retailers of eyewear.</strong></td>
<td>19.5%</td>
</tr>
<tr>
<td><strong>I will possibly purchase</strong> the eyewear I want over the internet.</td>
<td>17.1%</td>
</tr>
<tr>
<td><strong>I will probably purchase</strong> the eyewear I want over the internet.</td>
<td>9.9%</td>
</tr>
</tbody>
</table>

| Will use the internet for just one function.                     | 78.9% | 78.3% | 75.4% |
| Will use the internet for two functions.                        | 7.5%  | 8.3%  | 9.1%  |
| Will use the internet for three functions.                      | 5.5%  | 5.3%  | 6.5%  |
| Will use the internet for more than three functions.            | 8.0%  | 8.1%  | 9.1%  |

Q26: Please indicate which of the following eyewear products you may purchase with the assistance of the internet in the future. (“Assistance” would include using the internet for searching and research purposes as well as directly purchasing the product online). (Select all that apply)

<table>
<thead>
<tr>
<th></th>
<th>Among Resps. That Purchased Eyewear in the Past 6 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A complete set of eyeglasses (lenses and frames)</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Eyeglass frames only</strong></td>
<td>14.1%</td>
</tr>
<tr>
<td><strong>Prescription eyeglass lenses only</strong></td>
<td>7.9%</td>
</tr>
<tr>
<td><strong>Prescription contact lenses</strong></td>
<td>4.6%</td>
</tr>
<tr>
<td><strong>Prescription Sunglasses</strong></td>
<td>13.1%</td>
</tr>
<tr>
<td><strong>Plano (non-prescription) sunglasses</strong></td>
<td>7.2%</td>
</tr>
<tr>
<td><strong>Non-prescription reading glasses (magnifying readers)</strong></td>
<td>21.1%</td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td>7.2%</td>
</tr>
<tr>
<td><strong>Not sure / Don't know</strong></td>
<td>12.7%</td>
</tr>
</tbody>
</table>

Q26: Please indicate which of the following eyewear products you may purchase with the assistance of the internet in the future. (“Assistance” would include using the internet for searching and research purposes as well as directly purchasing the product online). (Select all that apply)

<table>
<thead>
<tr>
<th>Among Resps. That Purchased Eyewear in the Past 6 Months</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>May use the internet to purchase just <strong>one</strong> type of eyewear</td>
<td>71.3%</td>
<td>71.3%</td>
<td>67.6%</td>
</tr>
<tr>
<td>May use the internet to purchase <strong>two</strong> types of eyewear</td>
<td>18.3%</td>
<td>18.7%</td>
<td>20.5%</td>
</tr>
<tr>
<td>May use the internet to purchase <strong>more than two</strong> types of eyewear</td>
<td>10.4%</td>
<td>10.0%</td>
<td>11.9%</td>
</tr>
</tbody>
</table>