

CONTACT LENS SUBSCRIPTION QUESTIONNAIRE

Initial sample filters:

- All those currently wearing contact lenses
- Those planning to resume contact lens usage in the next 6 months

Questions:

1. Are you purchasing any products (optical or otherwise) through a subscription service (razors, food, pharmaceutical medication, etc.)?
2. When purchasing contact lenses what is most important to you?
3. Are you aware of contact lens subscription purchase plans? With these plans the consumer purchases a subscription (usually one year) and a set amount of contact lenses are automatically delivered on a periodic basis.
4. Are you aware of any of the following contact lens subscription providers?
5. Have you ever purchased contact lenses through a contact lens subscription provider?
6. What obstacles are preventing you from trying / using a subscription service to acquire your contact lenses?
7. Was it any of the following providers?
8. How likely are you to purchase or continue to purchase contact lenses from a contact lens subscription provider?
9. How likely are you to purchase contact lenses from a contact lens subscription provider in the future?
10. Which of these do you think that contact lens subscription provider will be?
11. To what degree do you agree or disagree with the following statement? "Contact lens subscription providers sell contact lenses at a lower price than most other places."
12. To what degree do you agree or disagree with the following statement? "Contact lenses purchased from contact lens subscription providers are the same or better quality than most other places."
13. To what degree do you agree or disagree with the following statement? "If I purchase contact lenses through a contact lens subscription provider I can continue to use my current contact lens brand."
14. To what degree do you agree or disagree with the following statement? "If the place where I currently purchase contact lenses offered a contact lens subscription plan I would be interested in purchasing my contact lenses using that plan."