

SEEING BEYOND THE FIRST PAIR: Consumer Behavior and Eyeglass Replacement in India

November 2025



EXECUTIVE SUMMARY



In late 2024, VisionSpring launched a study to examine customer behavior and eyeglass replacement among individuals in India reached through the “See to Earn” community vision screening program. The research focused on whether customers purchase a second or replacement pair of reading glasses and their likelihood of remaining long-term users. The first pair is critical because it enables customers to perform daily tasks effectively and experience the benefits of clear vision. A second purchase reinforces continuity of vision support and indicates both satisfaction with the first pair and potential long-term engagement. These insights help VisionSpring optimize the design, quality, and reach of its vision programs in India and beyond.

Between February and March 2025, VisionSpring surveyed more than 1,000 customers with presbyopia from its See to Earn program in in Uttar Pradesh and Maharashtra who received reading glasses between 2019 and 2020. Using a standardized telephone questionnaire, the study explored customer behaviors, preferences, and sustained impact of vision correction. Key findings include:



1k+

customers with
presbyopia received
reading glasses

KEY FINDINGS

Strong, Long-term Demand and Willingness to Pay for Replacement Glasses



- Overall, 93% of participants reported that they still wear eyeglasses, either the pair provided by VisionSpring or a replacement purchased from another optical provider. Most participants also expressed plans to continue wearing glasses in the future, regardless of whether they bought a replacement pair.
- The majority of VisionSpring’s customers purchased replacement glasses within six years of receiving their initial pair from camp. Six in ten (61%) of customers reported buying at least one replacement pair, and nearly 12% purchased two or more pairs. Moreover, 88% of all customers expressed an intention to continue wearing glasses, indicating a sustained demand for corrective eyewear among *See to Earn* customers in India.
- Most customers who replaced or purchased glasses did so through the private sector, at market-equivalent prices, suggesting high perceived value and utility. On average, customers paid USD \$7.70 (ranging from free glasses to those costing \$24) for new glasses and most (68%) obtained their new glasses from private optical shops.

93%

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High Satisfaction Drives Continued Use of VisionSpring Glasses



- Overall satisfaction with VisionSpring glasses is high. On average, customers used their VisionSpring glasses for approximately four years with 32% still using their original glasses at the time of the survey.
- 88% of customers reported being “satisfied” with their VisionSpring glasses and over 80% said their glasses improved their ability to see objects and text up close. Furthermore, 83% considered their VisionSpring glasses to be well-made and durable. Only 22% experienced issues, such as scratched lenses or broken frames, over a six-year period and only 8% lost their original pair.

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VisionSpring glasses

Access and Satisfaction as Key Drivers of Glasses Replacement Purchase Decisions



- Proximity to an eye care provider strongly influenced the likelihood of purchasing replacement glasses. Customers living close to an eye care provider were nearly 11 times more likely to buy a replacement pair compared to those who did not. Factors such as individual income, employment status, or occupation type showed no significant association with replacement behavior.
- Customer satisfaction strongly shaped repeat purchases. Those who were neutral or dissatisfied with their VisionSpring glasses were 6–13 times more likely to replace them than satisfied customers, often doing so nearly a year earlier and most often because of vision changes. This suggests that dissatisfaction was likely driven by either rapid changes in vision or by issues with the original glasses. Yet even when faced with dissatisfaction or rapid changes in eyesight, customers still valued corrective eyewear and stayed motivated to keep wearing glasses.



1 | BACKGROUND AND CONTEXT



Presbyopia is the gradual, age-related decline in near vision and is the world's most common cause of vision impairment with more than 1.8 billion people currently affected [1,2]. About 46%, which is estimated at 826 million individuals, remain untreated, with the overwhelming majority living in low- and middle-income countries where access to affordable vision care remains limited [3]. In India, uncorrected refractive error, including presbyopia, is the major avoidable cause of visual impairment [4, 5].

Presbyopia typically emerges during peak working years, around the age of 40, when uncorrected vision loss can limit functioning, reduce occupational productivity, and negatively impact quality of life [6–8]. Despite the availability of simple, low-cost correction, presbyopia remains a largely unmet public health need [9]. The global economic cost of untreated refractive error, including presbyopia, is estimated at USD 428 billion, annually [10].

Presbyopia is simple to correct through wearing corrective eyeglasses or contact lenses

Reading glasses offer one of the most affordable and cost-effective health interventions available [11]. Randomized and community studies have repeatedly demonstrated strong initial uptake of low- or no-cost reading glasses among working-age adults, with acceptance often exceeding 80% and purchase varying predictably with price [5,7,12]. Trials in India and Bangladesh further show not only high adoption but also measurable economic benefits from improved near vision [7,13].

VisionSpring is a social enterprise that provides vision screening, affordable eyeglasses, and training to millions of people in lower- and middle-income countries (LMICs) through different programs and approaches. Through its community-based See to Earn Community Vision Screening Program, VisionSpring delivers vision screenings and affordable eyeglasses to working-age adults in visually demanding professions, such as weavers, artisans, and tea garden workers whose livelihoods depend on clear sight. By improving vision, the program enhances productivity and supports sustained income generation for individuals and their communities.

VisionSpring commissioned a study to better understand the long-term impact of its programs in India, particularly on consumer behavior.

The study sought to answer two key questions:

Long-term Use of Vision Correction

- To what extent do customers in the See to Earn – Community Vision Screening Program become long-term users of vision correction?
- What percentage of customers purchase a second pair of reading glasses?
- What percentage of customers continue to wear glasses over time?

Lifespan and Replacement of VisionSpring Reading Glasses

- What is the typical lifespan of VisionSpring reading glasses?
- What percentage of glasses are lost or damaged?
- How frequently are glasses replaced due to changes in vision?



2 | STUDY DESIGN AND METHODOLOGY



A representative sample of over 1,000 See to Earn Community Vision Screening Program customers from the states of Maharashtra and Uttar Pradesh who purchased VisionSpring glasses between 2019 and 2020 were surveyed by telephone in early 2025. All survey respondents were diagnosed with presbyopia at the time of their vision screening. VisionSpring engaged an independent research team, Impact Journey Collective, to design the study, oversee data collection, and analyze the results. VisionSpring also contracted Mindfield Research Services, a data collection firm based in India, to conduct the telephone survey.

Mindfield entered customer responses into KoboToolbox™, a data collection tool, at the time of each interview. At the conclusion of data collection, all responses were exported into a Microsoft Excel™ (.xlsx) workbook for data cleaning and then imported into IBM SPSS™ for analysis. The Research Team used several methods such as descriptive (e.g., average, percentage of total responses) and inferential statistics (e.g., regression analysis) to answer the study questions. The threshold for statistical significance was set to a confidence level of 95% (p-value <0.05), meaning that the finding is unlikely to be due to chance.

All participants consented to take part before the start of the survey. The Research Team kept all participant data confidential and de-identified by allocating a unique ID; survey results were analyzed and reported in aggregate. Additionally, the study received ethical approval from Sigma Research and Consulting Pvt Ltd., a private Institutional Review Board (IRB) based in India (Registration Number IORG0008260; Study IRB Number 10053/IRB/24-25).





CUSTOMER DEMOGRAPHICS

Table X presents the key demographics of survey customers. 1,026 customers from Uttar Pradesh and Maharashtra completed the survey. On average, respondents were 51 years old, with nearly two-thirds male (63%) and just under half (45%) engaged in income-generating work. Most (80%) were first-time wearers when they received their original VisionSpring glasses. The sample closely reflected the overall VisionSpring customer population by state and gender, ensuring the findings are representative. The average monthly income, regardless of source, was INR 12,014 or approximately US \$139 (or US \$4.63/day). The majority (72%) had completed schooling at a secondary or post-secondary level. Eighty percent of customers were first-time wearers of near-vision glasses at the time they received their original VisionSpring glasses.

Table X: Key demographics of survey customers

Demographic Category	Result
Male (%)	63%
Female (%)	37%
Age in years (mean)	51
Monthly Income (mean)	INR 12,014 (USD \$139)
Employed (%)	45%
First Time Wearer	80%
Completed Secondary or Higher Secondary School	72%
State of Residence	
Maharashtra	37%
Uttar Pradesh	63%
Camp Year	
2019	37%
2020	63%

USE AND REPLACEMENT OF GLASSES

The vast majority of customers remain long-term eyeglass users. At the time of the survey, 93% were still wearing glasses, either their original VisionSpring pair or a replacement. Most also intended to continue wearing glasses in the future (88%), showing sustained demand.

To aid in analysis, customers were grouped into three distinctive, mutually exclusive “cohorts”:

Cohort 1:

Purchased Replacement Glasses

Cohort 2:

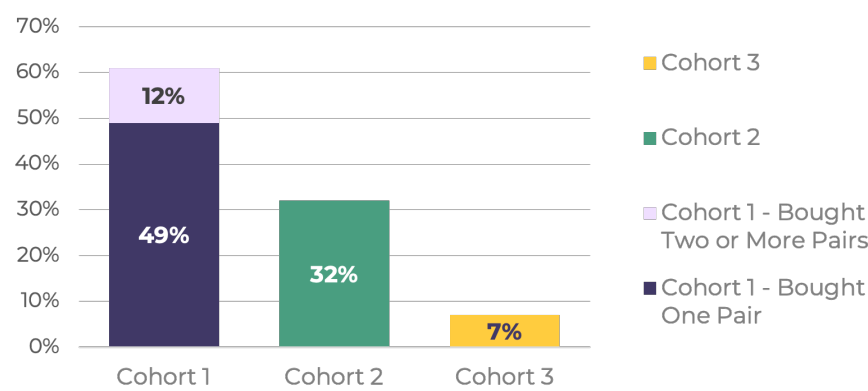
Still Using Original Glasses (No Replacement Purchase)

Cohort 3:

Not Using Any Glasses (No Replacement Purchase)

Most customers (61%) purchased at least one replacement pair of glasses within five to six years of receiving their original VisionSpring glasses (Figure X). Additionally, 114 participants (11% overall) in Cohort 1 had purchased two pairs of replacement glasses while 12 (1% overall) purchased more than two pairs. 32% of participants (Cohort 2) continued to wear their VisionSpring glasses, while 7% (Cohort 3) reported that they no longer wear any glasses.

Figure X: Breakdown of Customer Replacement and Usage

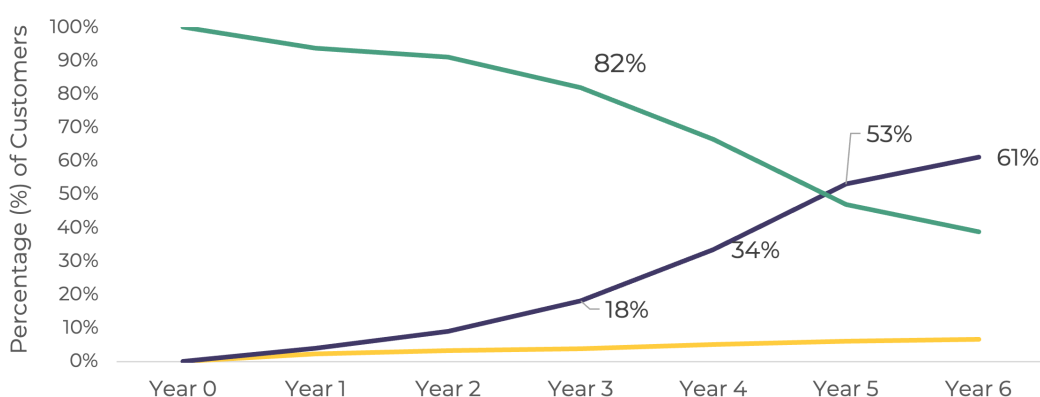


TIME TO REPLACEMENT PURCHASE

The rate of replacement purchases increased gradually over time. After three years, 78% of participants were still using VisionSpring glasses (Figure X). However, the pace of replacement purchases accelerated after the four-year mark. It is not until five years after their original purchase that the percentage of customers with replacement glasses (53%) exceeds the percentage still wearing their original pair (41%). By Year 5, 90% of Cohort 1 customers had purchased replacement glasses. In contrast, customers who stopped wearing glasses altogether (Cohort 3) made this decision relatively early – approximately 50% of these customers stopped wearing within two years of receiving their VisionSpring glasses.

It is not until five years after their original purchase that the percentage of customers with replacement glasses exceeds the percentage still wearing their original pair

Figure X: Time to Replacement Purchase, by Cohort



- Cohort 1:**
Purchased Replacement Glasses
- Cohort 2:**
Still Using Original Glasses (No Replacement Purchase)
- Cohort 3:**
Not Using Any Glasses (No Replacement Purchase)

COST AND SOURCE OF REPLACEMENT GLASSES

Most replacement glasses were affordable but represented a meaningful investment. Nearly two-thirds of customers paid between USD \$6–12 for their new glasses, with an average of \$7.70 (Table X). Most replacements were purchased from private optical shops (67%), followed by health facilities (29%). A small percentage of participants (3%) purchased or received replacement glasses at a health camp.

Notably, a majority of Cohort 1 customers were willing to pay more than USD \$4 for replacement glasses. This study found that the average total cost of replacement glasses was US \$7.70, representing approximately 162% of daily wages of customers reporting income from some type of employment. This suggests that VisionSpring customers value their glasses and have a strong willingness and ability to pay at market-equivalent prices for replacements.

Figure X: Average Cost of Replacement Glasses, by Location

Purchase Location	% of Buyers	Average Cost, INR (USD)
All Locations	100%	INR 641 (\$7.70)
Optical Shop	68%	INR 667 (\$7.80)
HEALTH FACILITY	29%	INR 652 (\$7.63)
Health Fair/Camp	3%	INR 73 (\$.83)

Majority of Cohort 1 customers were willing to pay more than USD \$4 for replacement glasses.

SATISFACTION WITH VISIONSPRING GLASSES

Overall, 88% of customers were satisfied with their VisionSpring glasses, citing improved near vision and quality of the glasses. Over the 5-to-6-year ownership period, only 22% of customers reported some type of loss or impairment (i.e., frames that broke, scratched lens, or glasses that were lost) that made their VisionSpring glasses unusable. However, data on loss/impairments was only collected from Cohort 1 and 3 customers; it is possible that Cohort 2 customers experienced some type of impairment but were able to continue using their glasses. Within Cohort 1, 18% experienced an impairment while 8% lost their glasses. Within Cohort 3, 56% experienced an impairment and 10% lost their glasses. Customers reporting impairments or loss generally used their glasses as long as other customers within their respective cohorts (Table X).

Over the 5-to-6-year ownership period, only 22% of customers reported loss or impairment that made their VisionSpring glasses unusable.

Table X: Loss, Impairment Rates, and Time Used, by Cohort

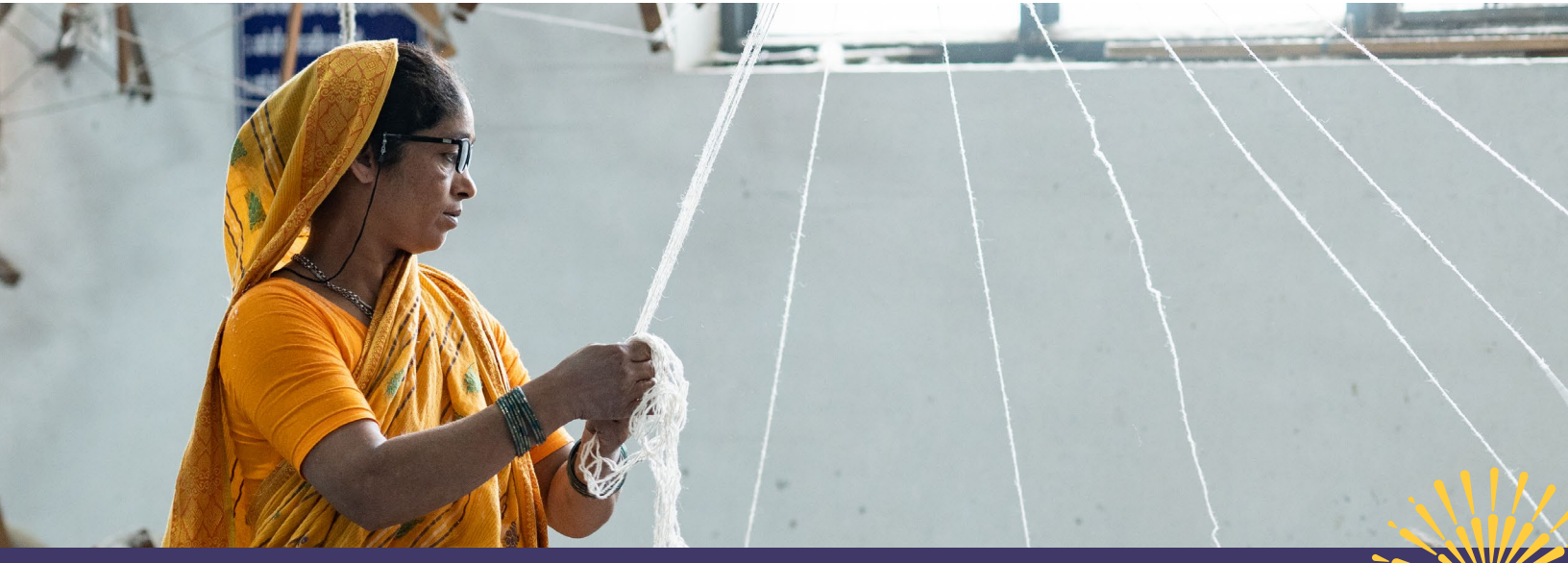
Cohort	Broken/Scratched		Lost		Average Number of Years Used
	Percentage Reporting	Average Years Used	Percentage Reporting	Average Years Used	
Cohort 1	YES	YES	YES	YES	3.6 YEARS
Cohort 3	YES	YES	YES	YES	2.3 YEARS

Overall, 49% of customers reported a likely change in their vision after receiving their VisionSpring glasses (Table X); the average age of those customers was nearly 52 years old. 77% of Cohort 1 customers were informed by an eyecare provider that their vision or prescription changed. Of Cohort 2 customers still using their original glasses, only 2% reported that their VisionSpring glasses do not meet their vision needs.

Figure X: Loss of Power, by Cohort and Average Age

Customer Cohort	Change in Vision	Average Age
Cohort 1*	485 (77%)	51
Cohort 2**	8 (2%)	54
COHORT 3***	8 (12%)	54
Overall	501 (49%)	52

A change in vision was rarely cited by those in Cohort 3 who stopped wearing glasses altogether. Of the 68 customers in this group, only 12% cited a change in vision or prescription as the reason. This cohort was not asked whether they had received a recent eye examination, so it is possible that the



4 | KEY DRIVERS OF REPLACEMENT

Two factors stood out as the strongest predictors of replacement behavior:



PROXIMITY TO AN EYECARE PROVIDER

Customers living near providers were nearly 11 times more likely to buy replacements compared to those living farther away (OR 10.9, p -value $<.001$). Those not close to a provider were almost eight times more likely to continue using their original VisionSpring glasses and 35 times more likely to discontinue use entirely.



CUSTOMER SATISFACTION

Customers who were “dissatisfied” or “neutral” with their VisionSpring glasses were nearly 6 to 13 times more likely, respectively, to buy replacements than “satisfied” customers ($p=0.013$ and 0.003 , respectively). Additionally, “dissatisfied” customers, on average, purchased replacement glasses nearly a year earlier than “satisfied” customers. When looking at the main reason for buying a replacement pair of glasses, participants in the “dissatisfied” group reported “change in vision” at higher rates (85%) compared to the “satisfied” and “neutral” groups (54% and 49%, respectively), while the “dissatisfied” group reported lower rates of loss or breakage. Taken together, these findings suggest that dissatisfaction likely reflects progressive presbyopia—where original lenses no longer meet visual needs—and that perceived vision decline, rather than damage or loss, is the key driver of replacement purchases.

Other factors, such as personal income, employment status, age, and gender were not associated with purchase of replacements. These findings underscore the need to ensure convenient access to eyecare and maintain high satisfaction with initial glasses, as both directly affect long-term eyeglass use.





BUSINESS OR OPERATIONAL IMPACT

The study's findings present a clear opportunity for VisionSpring to strengthen its monitoring and evaluation efforts by adopting longitudinal research methods. Unlike the cross-sectional telephone survey used in this study, a longitudinal approach—beginning at the time of initial vision screening and continuing at regular intervals—can reduce recall bias, improve participant retention through structured follow-up, and generate real-time insights into customer behavior including eyeglass usage and replacement patterns. This method could also allow for earlier detection of service quality issues and provides a more accurate assessment of program impact.

Beyond improving M&E, the findings also offer important operational insights. The average functional lifespan of VisionSpring glasses—approximately four years—provides a practical benchmark for forecasting replacement demand, developing reminder schedules, and planning program resources. These insights can help VisionSpring strengthen its customer retention model by timing outreach at key milestones (e.g., 12, 24, and 36–48 months), reinforcing early use, and supporting customers as their vision needs evolve. Broader implications (social and demand)

Long-term engagement strategies such as SMS reminders and customer retention pathways could help convert one-time users into repeat customers. The study suggests that these strategies remain underutilized. For instance, 46% of replacement purchasers cited proximity to optical shops as a primary factor, highlighting the role of access in sustaining demand.

The findings suggest that VisionSpring's See to Earn program functions as an “on-ramp” to long-term eyeglass use: it introduces first-time users to vision correction and supports demand that is often later met by private optical shops. In settings where private-sector options are accessible and affordable, VisionSpring should prioritize reaching first-time and underserved users rather than competing for replacement sales. Program resources can therefore be focused on underserved geographies, harder-to-reach populations, and strengthening referrals and signposting to existing optical providers.

VisionSpring could further expand its impact by investing in last-mile service delivery and building an “enabling environment” for eyecare access in under-resourced areas. Comparable efforts in maternal health and pharmaceutical delivery have shown improvements in equitable access and user retention (14). Similar approaches could strengthen VisionSpring's presence and demand generation in currently underserved markets.



IMPLICATIONS FOR PRACTICE AND POLICY

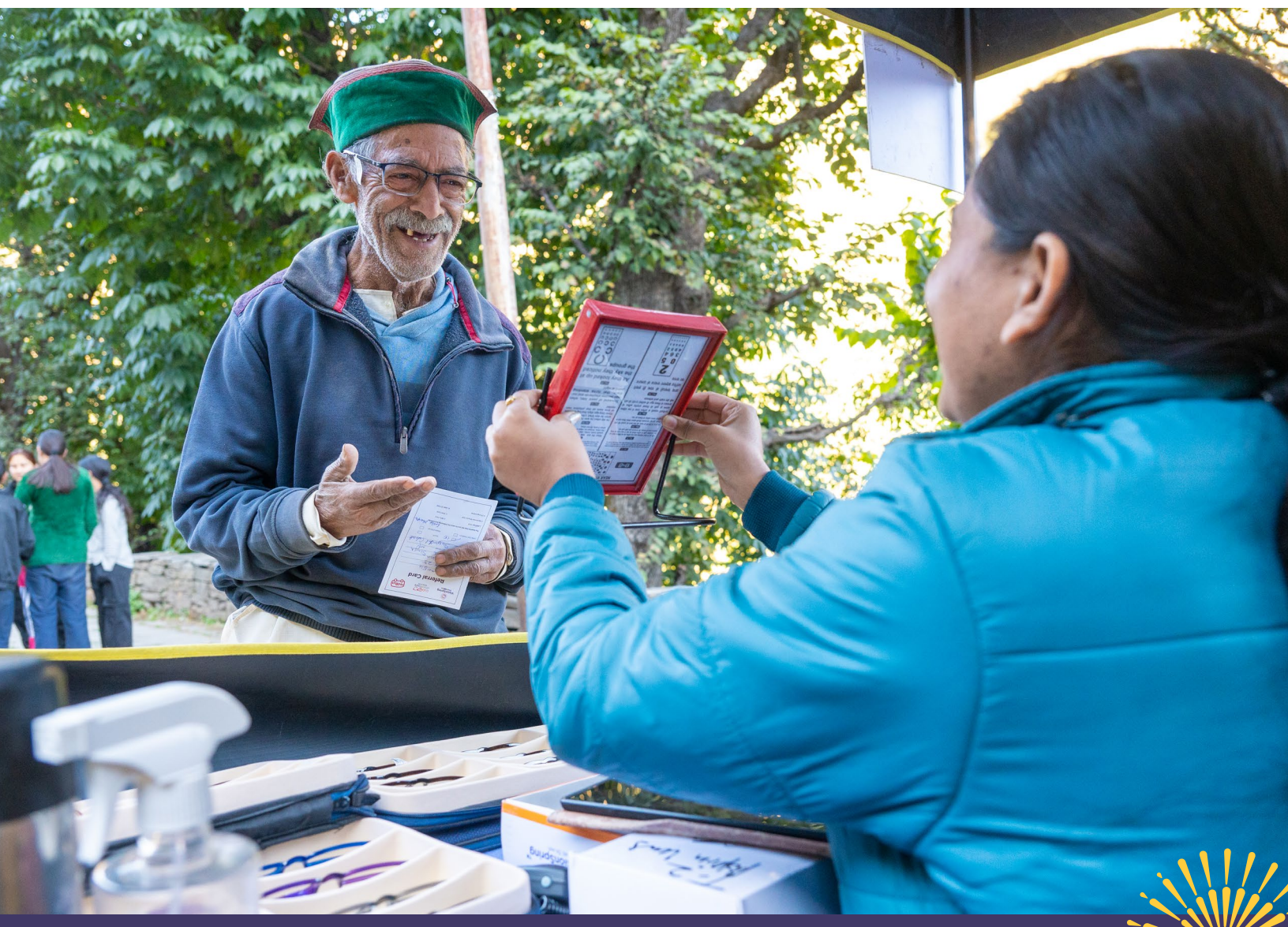
The study confirms that low-cost reading glasses programmes do more than restore near vision in the short term—they create sustained demand for future pairs of glasses. In many contexts, this demand can be met by the open market once users recognize the value of glasses. **For VisionSpring, this means:**

Focusing *See to Earn* on reaching first-time users and underserved populations

Integrating strategies to strengthen physical access to eyecare services (e.g., referrals, provider partnerships, more frequent camps in “access deserts”)

Signposting affordable private-sector options and likely timelines for replacement so that customers can plan for future purchases.

These practice and policy implications reinforce the importance of reducing access barriers, strengthening satisfaction with the first pair, and supporting market pathways that sustain long-term eyeglass use.



6 | CONCLUSION & RECOMMENDATIONS



CONCLUSIONS

This study provides strong evidence of sustained demand for reading glasses among low-income customers reached through VisionSpring's *See to Earn* program. As of March 2025:

93%
of customers
reported they were
still wearing glasses

88%
of customers expressed an
intention to continue to
wearing glasses in the future

Within 6 years of receiving their
original VisionSpring glasses,

61% of customers purchased at least
one replacement pair glasses

12% of customers purchased
two or more pairs

These findings signal enduring perceived value and willingness to pay for vision correction—even at market rates and through private sector channels as most customers who replaced their glasses did so through the private sector and paid market prices. Most replacement buyers (68%) purchased replacement glasses from a private optical shop, followed by 29% at some type of healthcare facility. Nearly all (97%) paid some amount for their new glasses, with 61% spending between USD \$6-12 for new glasses or an average of \$7.70 representing approximately 162% of daily wages of customers reporting income from some type of employment.

Satisfaction with VisionSpring glasses was also high: 88% of customers reported being “satisfied” and more than 80% said the glasses improved their ability to see objects and text up close. On average, customers used their VisionSpring glasses for approximately four years, and 32% were still using their original pair at the time of the survey.

Additionally, 83% of customers believed their VisionSpring glasses to be well-made and durable. Only 22% reported impairments, such as scratched lenses or broken frames, and just 8% reported having lost their glasses.

Notably, the study revealed that proximity to an eyecare provider and customer satisfaction were key drivers of replacement behavior. Customers living close to an eye care provider were almost 11 times more likely to buy replacement glasses compared to those who didn't. In addition, those who described their experience as “neutral” or “dissatisfied” were 13 and 6 times more likely, respectively, to purchase a replacement pair compared to satisfied customers. On average, neutral/dissatisfied customers replaced their glasses nearly a year earlier and were more likely

These findings signal
enduring perceived value
and willingness to pay for
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83% of customers
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Proximity to an eyecare
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to cite “change in vision” as the primary reason. This suggests that even customers with less favorable experience still recognized the value of corrective eyewear and remained motivated to continue wearing it. Factors like individual income, employment status, and occupation type were not associated with purchase of replacement glasses.

Taken together, these findings indicate that the functional lifespan and perceived benefit of a typical pair of reading glasses is approximately four years. This provides a practical benchmark for planning program impact, designing reminder schedules (e.g., at years 3–4), and modelling replacement demand in different markets.

The findings also reinforce the link between access to eyeglasses and subsequent health-seeking behavior: access to affordable reading glasses initiates a behavior pattern that can evolve into long-term health-seeking behavior when supported by accessible services and follow-up. The survey methods piloted include iterative refinement, multilingual call audits, and rapid revision may be applicable to other mobile health programs targeting behavior maintenance. Looking ahead, this evaluation underlines the need for stronger customer retention tools, demand-side financing, and integration of eyecare with broader primary health strategies in underserved markets.

Study findings reinforce the link between glasses and subsequent health-seeking behavior.

RECOMMENDATIONS

Based on the study’s findings, VisionSpring has an opportunity to strengthen customer retention and program impact through several strategic actions, including:



1. Implement longitudinal research methods

Adopting a longitudinal approach, beginning at initial screenings and continuing at regular intervals would reduce recall bias, enhance data quality, and provide real-time insights into eyeglass use, satisfaction, and replacement behavior. Specifically, future research should:

- track satisfaction, usage, and replacement behavior over time;
- test specific interventions (e.g., SMS reminders, financing offers, different camp frequencies) to increase access and repeat purchases; and
- explore how geography and proximity to eyecare providers shape long-term use, so that program and investment decisions can be tailored by state, district, and provider density.



2. Enhance customer engagement through proactive communication

Timed outreach using call centers and automated SMS reminders at key milestones (e.g., 12 and 24 months or around the 3–4 year mark) can encourage consistent eyeglass use, regular vision screenings, and timely replacement. This ongoing contact also reinforces VisionSpring’s relationship with its customers and builds brand loyalty.



3. Promote second-pair ownership

Positioning replacement glasses as both a practical necessity and an affordable opportunity to maintain a backup or alternative pair can help normalize long-term commitment to vision care and increase sustained engagement with optical services.



4. Address access barriers through service expansion

VisionSpring and its partners should continue investing in underserved areas by strengthening last-mile distribution, offering microfinancing or incentives for optical providers, and organizing more frequent vision camps in regions lacking eyecare infrastructure.



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ANNEX 1 – REGRESSION TABLES

Factors Associated with Purchase of Replacement Glasses (Binary Logistic Regression)

Variable	Category	Odds Ratio	Significance (p-value)
Gender	Female (reference)	-	-
	Male	1.825	.091
Age Group	Under 50 (reference)	-	-
	50 and Older	.925	.738
Highest Education Level Completed	Did not Attend (reference)	-	.414
	Primary	2.826	.129
	Secondary	1.676	.456
	Post-secondary/University	1.885	.338
State of Residence	Maharashtra (reference)	-	-
	Uttar Pradesh	1.341	.241
First-time Wearer Status at VS Camp	No (reference)	-	-
	Yes	.775	.412
Ability to Afford to Purchase New Glasses Tomorrow	No (reference)	-	.954
	Not Sure	.927	.932
	Yes	1.060	.941
Income per Day (USD)	Under \$4/day (reference)	-	-
	\$4/day and over	.881	.653
Proximity to an Eyecare Provider	No (reference)	-	<.001
	Not Sure	2.737	.307
	Yes	10.884	<.001
Primary Tasks Done with Glasses	All Activities (reference)	-	.440
	Household Chores	1.099	.904
	Reading & Writing	.611	.111
	Sewing, Stitching, Embroidery Tasks	.794	.446
Overall Satisfaction with VisionSpring Glasses	Satisfied (reference)	-	.001
	Neutral	13.402	.013
	Dissatisfied	5.687	.003
Reported Occupation by Visual Intensity Requirement	Least Intensive (reference)	-	.335
	Medium Intensity	1.587	.144
	Most Intensive	1.467	.247

Factors Associated with Customer Cohort (Multinomial)

Variable	Category	Cohort 2		Cohort 3	
		Odds Ratio	Significance (p-value)	Odds Ratio	Significance (p-value)
Gender	Male	-	-	-	-
	Female	1.626	.167	1.180	.796
Age Group	50 and Older	-	-	-	-
	<50	1.033	.892	.661	.404
Highest Level of Education Completed	Secondary	-	-	-	-
	Did not Attend	1.600	.523	3.577	.214
	Post-secondary/ University	.782	.356	.293	.083
	Primary	1.157	.670	.808	.736
State of Residence	Uttar Pradesh	-	-	-	-
	Maharashtra	1.553	.083	.178	.018
First Time Wearer Status	Yes	-	-	-	-
	No	.924	.803	.294	.162
Ability to Afford New Glasses Tomorrow	Yes	-	-	-	-
	No	.965	.968	2.040	.485
	Not Sure	1.515	.352	.160	.144
Proximity to an Eyecare Provider	Yes (reference)	-	-	-	-
	Not Sure	2.717	.303	15.663	.021
	No	7.754	<.001	34.577	<.001
Reported Occupation by Visual Intensity Requirement	Least	-	-	-	-
	Medium	.650	.201	.738	.640
	Most	.637	.161	1.591	.498
Overall Satisfaction with VisionSpring Glasses	Satisfied	-	-	-	-
	Dissatisfied	-	-	.226	.197
	Neutral	.178	.006	.121	.116
Income per Day (USD)	\$4 and over	-	-	-	-
	<\$4	.687	.217	2.310	.107



ANNEX 2 – FREQUENCY TABLES

Customer Cohort	Question #	Question	Response Options	#	%
All	1.1	In general, how was your experience receiving glasses from VisionSpring?	Positive	881	86%
			Neutral	99	10%
			Negative	46	4%
			Total	1026	100%
All	1.1a	How long did you use these glasses after receiving them?	Over a year	964	94%
			Several months	61	6%
			Less than one week	1	<1%
			Total	1023	100%
All	1.2	Were you satisfied with your appearance while wearing this pair of glasses?	Yes	855	83%
			Somewhat	116	11%
			No	55	5%
			Total	1026	100%
All	1.3	Were these glasses durable and well-made?	Yes	850	83%
			Somewhat	134	13%
			No	42	4%
			Total	1026	100%
All	1.4	What tasks did you usually use these glasses for?	All activities	347	34%
			Reading and writing	315	31%
			Tasks such as sewing, stitching, embroidery, or carpet making	227	22%
			Household chores	137	13%
			Total	1026	100%
All	1.5	Did these glasses improve your ability to see objects and text up close?	Yes	877	85%
			Somewhat	99	10%
			No	50	5%
			Total	1026	100%
All	1.6	How often did you wear this pair of glasses?	Daily	852	83%
			Rarely	114	11%
			A few times a week	60	6%
			Total	1026	100%
All	1.8	Have you purchased or received a new pair of glasses to replace the pair received between 2019 and 2020?	Yes	629	61%
			No	397	39%
			Total	1026	100%
Cohorts 2 & 3	1.9	As of this week, are you still using your original VisionSpring glasses?	Yes	329	83%
			No	68	17%
			Total	397	100%
Cohort 2	1.10	Do the original VisionSpring glasses still meet your vision needs?	Yes	321	98%
			No	7	2%
			Not Sure	1	<1%
			Total	329	100%

Customer Cohort	Question #	Question	Response Options	#	%
Cohort 2	1.10.1	Do you expect to eventually purchase a new pair of glasses?	Yes	238	72%
			Not sure	46	14%
			No	45	14%
			Total	329	100%
Cohort 2	1.10.2	What is the main reason why you do not plan to purchase a replacement pair of glasses?	Do not want to wear glasses	21	47%
			Too expensive	12	27%
			Do not improve my vision	12	27%
			Total	45	100%
Cohort 3	1.11	It sounds like you completely stopped wearing glasses. What is the main reason for why you stopped wearing your Vision Spring glasses?	Broken	38	56%
			Uncomfortable to wear	13	19%
			My vision changed	8	12%
			Lost	7	10%
			No improvement to vision	2	3%
			Total	68	100%
Cohort 3	1.11.2	Do you plan to eventually purchase a new pair of glasses?	Yes	54	79%
			Not sure	7	10%
			No	7	10%
			Total	68	100%
Cohort 3	1.11.3	What is the main reason why you have not purchased a replacement pair so far?	Too expensive	25	37%
			No longer want to wear glasses	23	34%
			No eye doctors close to me	14	21%
			Not sure	6	9%
			Total	68	100%
Cohort 1	2.1	How many pairs of glasses have you purchased or received since your original VisionSpring glasses?	1 pair	503	80%
			2 pairs	114	18%
			More than 2 pairs	12	2%
			Total	629	100%
Cohort 1	2.3	What is the main reason why you purchased or obtained a replacement pair of glasses?	Change in vision	350	56%
			Previous glasses were broken or scratched	188	30%
			Lost previous glasses	78	12%
			Wanted a different frame style/color	8	1%
			Other	5	1%
			Total	629	100%
Cohort 1	2.4	Since getting a replacement pair of glasses, do you continue to wear your original VisionSpring glasses?	No	361	99%
			Yes	2	1%
			Total	363	100%
Cohort 1	2.5	Did an eye doctor examine your eyesight before you purchased or received your current glasses?	Yes	518	82%
			No	109	17%
			Do not remember	2	<1%
			Total	629	100%

Customer Cohort	Question #	Question	Response Options	#	%
Cohort 1	2.5.1	Did the eye doctor tell you that your vision had changed?	Yes	485	93%
			No	29	6%
			Not sure	5	1%
			Total	519	100%
Cohort 1	2.6	Do you remember where you bought your current glasses from?	Optical shop	425	68%
			Health facility	183	29%
			Health fair/camp	20	3%
			I do not remember	1	<1%
			Total	629	100%
Cohort 1	2.9	Which of the following features were you most concerned with when picking out your current glasses, specifically the glasses frame?	Frame style or color	60	10%
			Comfort	432	69%
			Durability	300	48%
			Brand	11	2%
			Not concerned with any feature	130	21%
Cohort 1	2.10	Do you feel that your current glasses meet your vision needs?	Yes	608	97%
			Somewhat	17	3%
			No	4	1%
			Total	629	100%
Cohort 1	2.11	How often do you wear your current pair of glasses?	Daily	618	98%
			A few times a week	11	2%
			Total	629	100%
Cohort 1	2.12	Do you know what the frames of this pair of glasses are made from?	Plastic	520	83%
			Metal	99	16%
			Not sure	10	2%
			Total	629	100%
Cohort 1	2.13	What is the main color of the frames?	Black	268	43%
			Brown	197	31%
			White	74	12%
			Blue	30	5%
			Grey	18	3%
			Red	14	2%
			Green	12	2%
			Yellow	8	1%
			Pink	6	1%
			Gold	2	<1%
			Total	629	100%
Cohort 1	2.14	Are you satisfied with your appearance while wearing this pair of glasses?	Yes	612	97%
			Somewhat	13	2%
			No	4	1%
			Total	629	100%

Customer Cohort	Question #	Question	Response Options	#	%
Cohort 1	2.15	Are these glasses durable and well-made?	Yes	612	97%
			Somewhat	13	2%
			No	4	1%
			Total	629	100%
Cohort 1	2.16	Overall, how satisfied are you with your current pair of glasses?	Very satisfied	460	73%
			Satisfied	162	26%
			Neutral/I don't know	7	1%
			Dissatisfied	-	-
			Very dissatisfied	-	-
			Total	629	100%
Cohort 1	2.17	Do you expect to continue wearing glasses after this current pair?	Yes	613	97%
			Not sure	15	2%
			No	1	<1%
			Total	629	100%
All	3.1	What is your gender?	Male	642	63%
			Female	384	37%
			Prefer not to answer	-	-
			Total	1026	100%
All	3.2	What is your age?	Mean	51	-
			Median	50	-
All	3.3	What is the highest education level that you completed?	Post-secondary or university	283	28%
			Higher secondary	268	26%
			Primary	182	18%
			Lower secondary	184	18%
			Did not attend	105	10%
			Prefer not to answer	4	<1%
			Total	1026	100%
All	3.4	Are you currently employed or engaged in some type of income-generating activity?	Yes	459	45%
			No	552	54%
			Prefer not to answer	15	1%
			Total	1026	100%
All	3.4.1	In just a few words, how would you describe your current occupation? "All others" represents individual occupations each representing less than 2% of all reported occupations	Laborer	67	15%
			Shopkeeper	63	14%
			Driver	51	11%
			Office job	43	9%
			Tailor	39	8%
			Garments	35	8%
			All others	161	35%
			Total	459	100%

Customer Cohort	Question #	Question	Response Options	#	%
All	3.4.2	On average, what is your individual monthly income?	Mean (INR)	12,014	
			Mean (USD)	\$144	
All	3.5	Is there a eye doctor close to you?	Yes	889	87%
			No	112	11%
			Not sure	25	2%
			Total	1026	100%
All	3.6	Finally, if you needed to buy a replacement pair of glasses tomorrow, can you afford to do so?	Yes	891	87%
			Not sure	80	8%
			No	54	5%
			Prefer not to answer	1	<1%
			Total	1026	100%
All	A.2.A	First-time Wearer Status [at time of VisionSpring camp]	Yes	825	80%
			No	201	20%
			Total	1026	100%
All	A.5	State of Residence [at time of VisionSpring camp]	Uttar Pradesh	646	63%
			Maharashtra	380	37%
			Total	1026	100%



ANNEX 4- SURVEY RESPONSE RATES

1,026 surveys were completed, achieving 103% of the sample target of 1,000 customers (see Table X). The overall survey response rate, or the percentage of completed surveys out of the total phone calls made, was 18%.

Table X: Survey Response Rates

Response Category	Total	Percentage
Calls Attempted	5,549	100%
No Answer or Not in Service	4,467	81%
Customer Deceased/Incapacitated	6	<1%
Did Not Provide Consent	48	<1%
Disconnected During Survey	2	<1%
Completed Survey	1,026	18%
Sample Target	1,000	
Sample Target Achievement	103%	



LIMITATIONS

There were several limitations to the study design which may reduce the generalizability of the results. For example:

- **Recall bias:** Customers received their original glasses 5 to 6 years ago and may not be able to recall certain facts or unknowingly provide incomplete or inaccurate information.
- **Selection/sampling bias:** The survey was limited to two states – Maharashtra and Uttar Pradesh – and results may not reflect “See to Earn” customer behaviors and preferences across all of India. Also, customers who changed phone numbers or did not have time to speak were excluded.
- **Response bias:** Customers may feel that they should respond a certain way to some questions because it is the expected or socially desirable response to the question.

The Research Team took several steps to reduce these limitations including pilot testing the questionnaire, writing survey questions in a simple and straightforward manner, and calling customers outside of primary work hours and avoiding holidays.