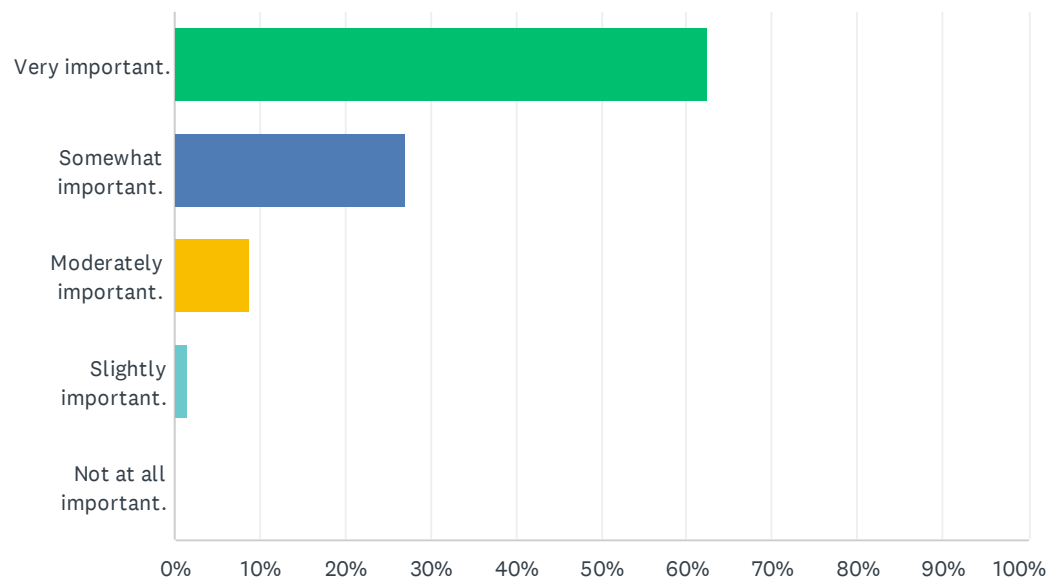
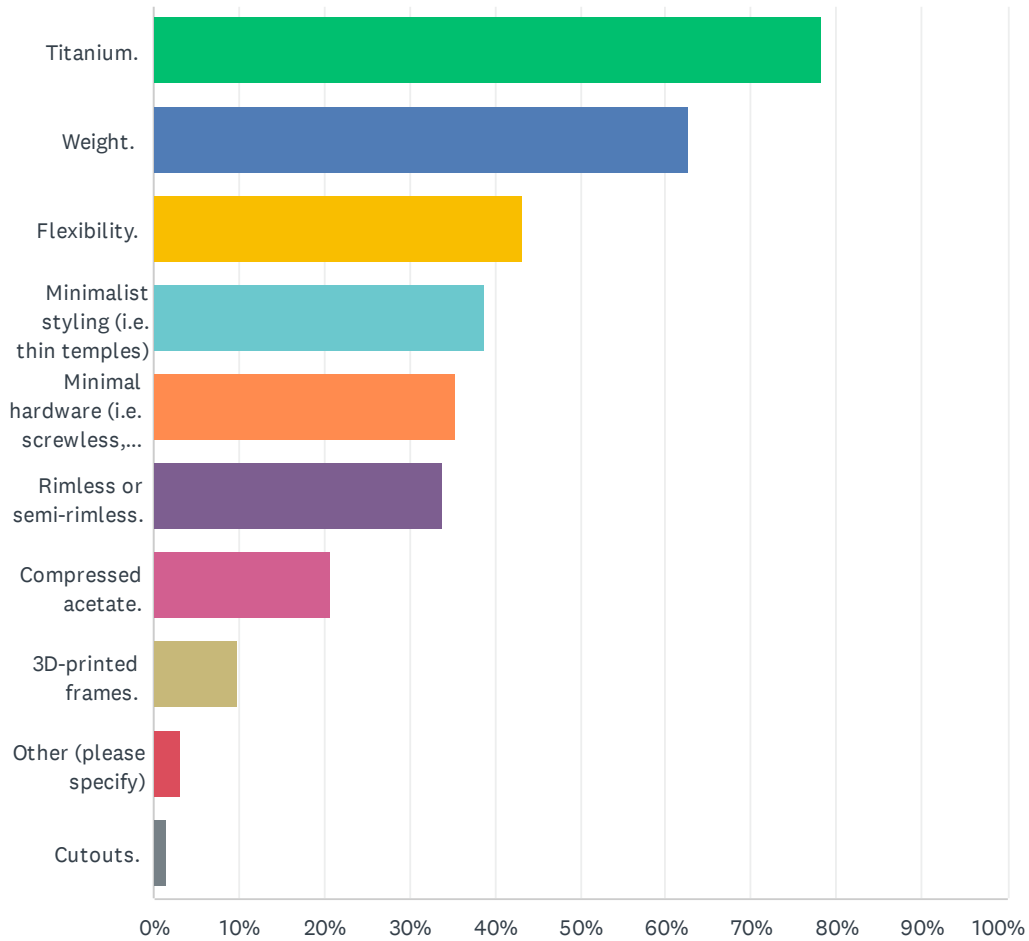


Q1 How important is lightweight eyewear as a category today?



ANSWER CHOICES	RESPONSES	
Very important.	62.50%	290
Somewhat important.	27.16%	126
Moderately important.	8.84%	41
Slightly important.	1.51%	7
Not at all important.	0.00%	0

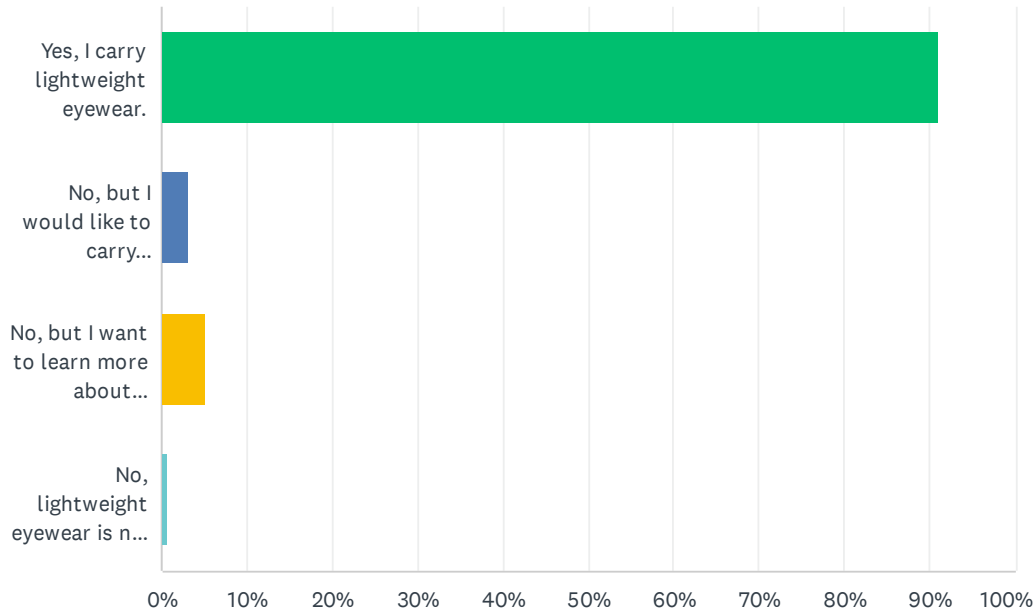
Q2 What makes lightweight eyewear in your mind? (Check all the boxes that apply)



Lightweight Eyewear

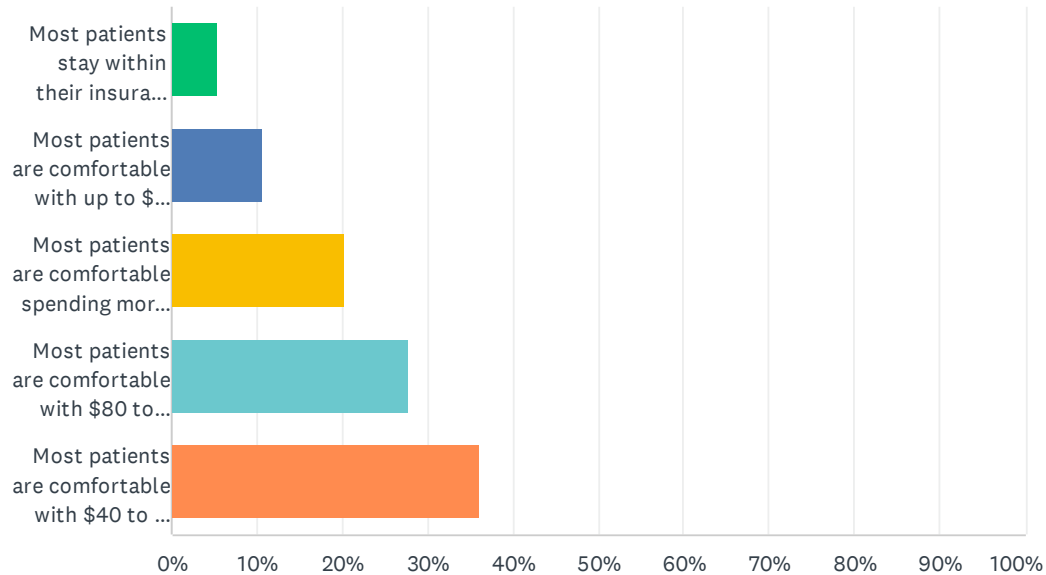
ANSWER CHOICES	RESPONSES	
Titanium.	78.23%	363
Weight.	62.72%	291
Flexibility.	43.32%	201
Minimalist styling (i.e. thin temples)	38.79%	180
Minimal hardware (i.e. screwless, integrated nose pads or hinges)	35.34%	164
Rimless or semi-rimless.	33.84%	157
Compressed acetate.	20.69%	96
3D-printed frames.	9.91%	46
Other (please specify)	3.23%	15
Cutouts.	1.51%	7

Q3 Is lightweight eyewear a category you carry in your practice, or would like to?



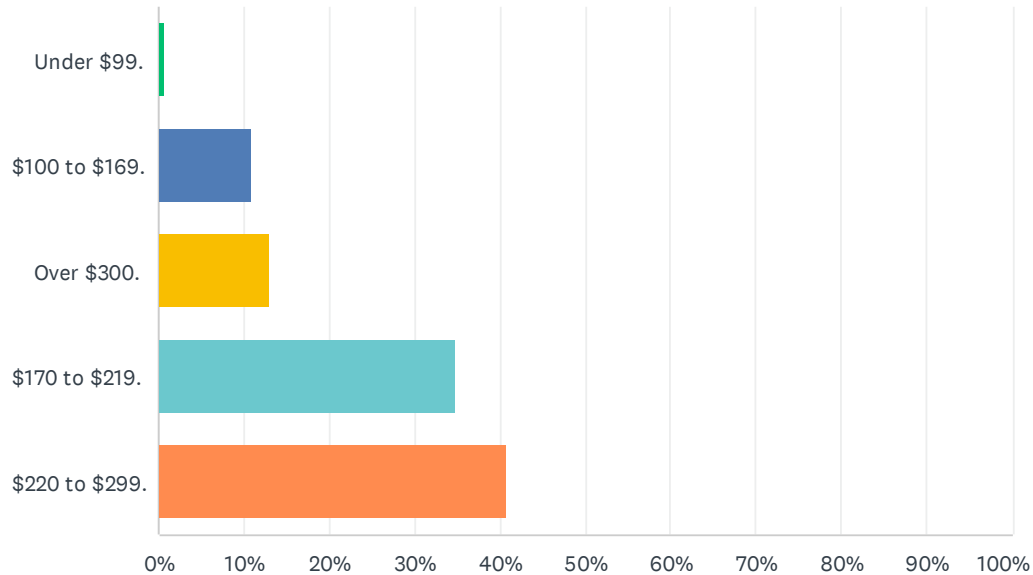
ANSWER CHOICES	RESPONSES
Yes, I carry lightweight eyewear.	90.95%
No, but I would like to carry lightweight eyewear.	3.23%
No, but I want to learn more about lightweight eyewear before deciding to carry it.	5.17%
No, lightweight eyewear is not a category I'm interested in.	0.65%

Q4 On average, how much are patients willing to spend out of pocket for lightweight frames, if at all?



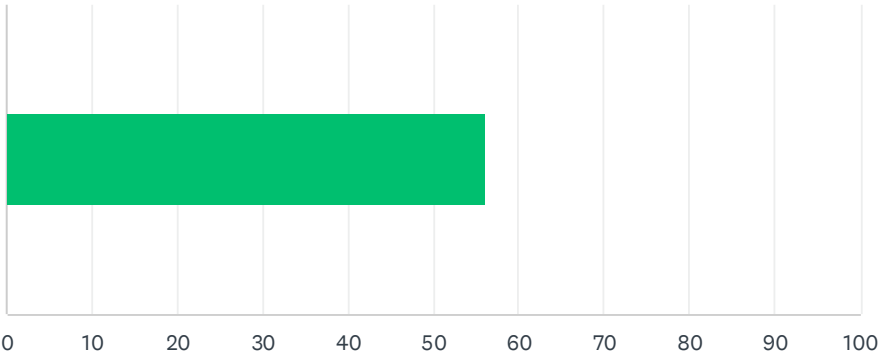
ANSWER CHOICES	RESPONSES
Most patients stay within their insurance allotment.	5.31%
Most patients are comfortable with up to \$40 out of pocket.	10.63%
Most patients are comfortable spending more than \$120 out of pocket.	20.29%
Most patients are comfortable with \$80 to \$120 out of pocket.	27.78%
Most patients are comfortable with \$40 to \$80 out of pocket.	35.99%

Q5 In your experience, what do you think the best-selling retail price range for lightweight frames is?



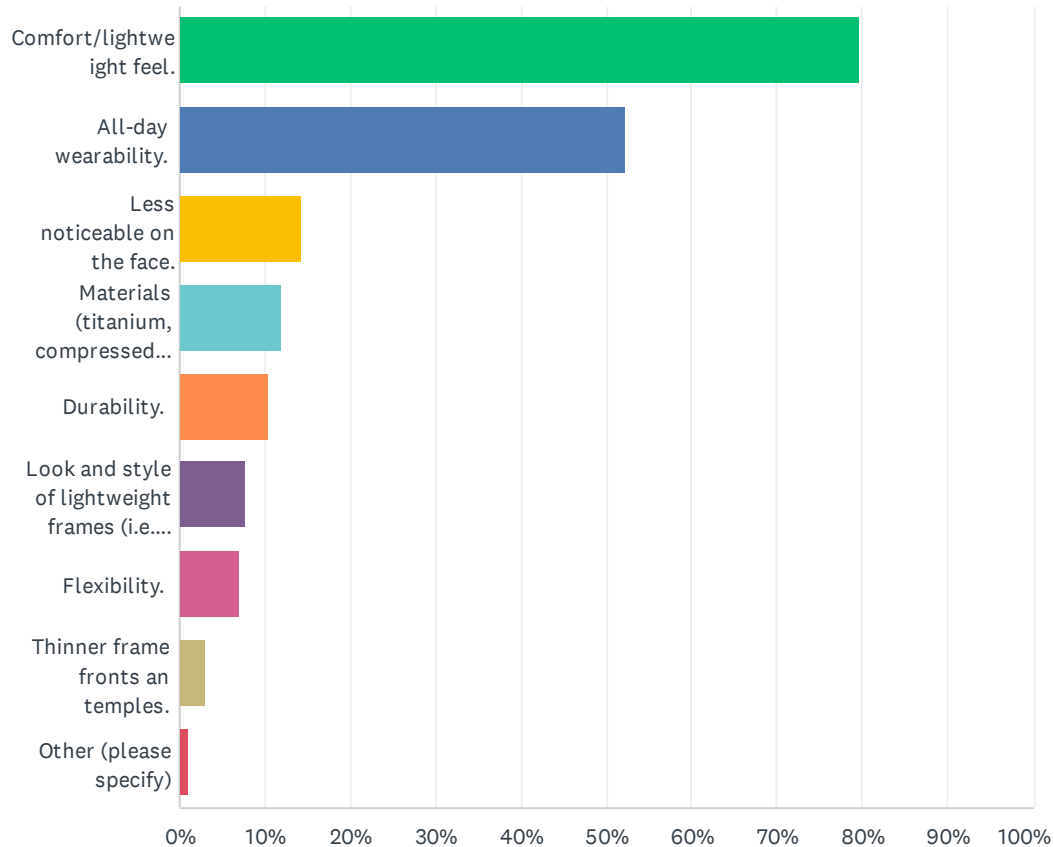
ANSWER CHOICES	RESPONSES
Under \$99.	0.74%
\$100 to \$169.	10.78%
Over \$300.	12.99%
\$170 to \$219.	34.80%
\$220 to \$299.	40.69%

Q6 On a scale of 1-10 how is lightweight eyewear perceived, 1 being the least durable and 10 being the most durable?



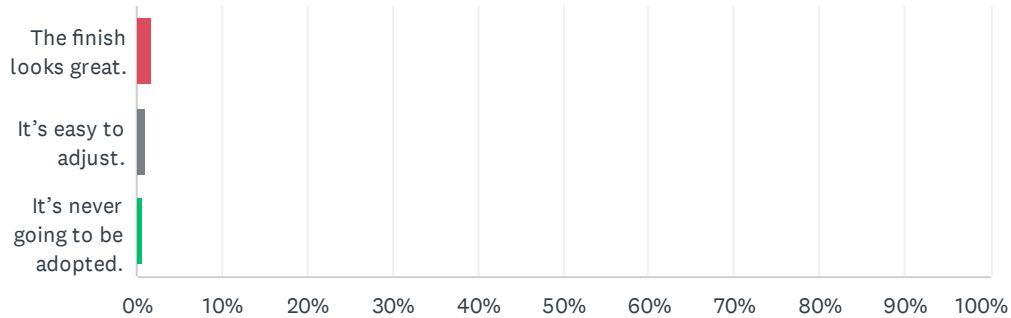
	AVERAGE NUMBER		
	56		

Q7 In your experience, what are the two primary reasons patients may choose lightweight frames?



ANSWER CHOICES	RESPONSES
Comfort/lightweight feel.	79.66%
All-day wearability.	52.21%
Less noticeable on the face.	14.22%
Materials (titanium, compressed acetate, etc.)	12.01%
Durability.	10.54%
Look and style of lightweight frames (i.e. minimalistic, 3-pc. mount)	7.60%
Flexibility.	7.11%
Thinner frame fronts and temples.	2.94%
Other (please specify)	0.98%

Lightweight Eyewear

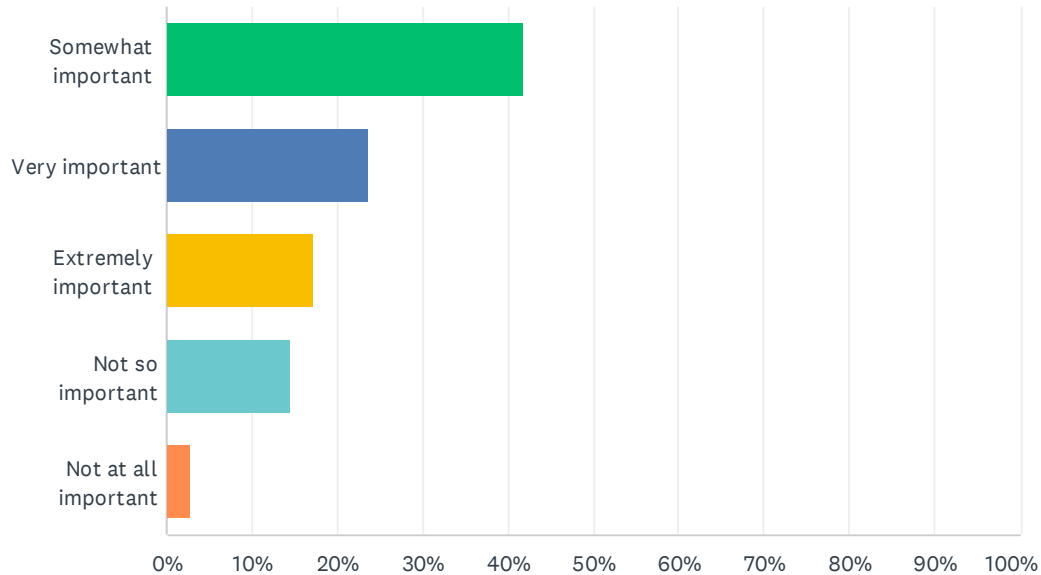


ANSWER CHOICES	RESPONSES
I don't know enough about it.	48.53%
I'm curious about it.	42.16%
It can't be adjusted.	16.91%
It seems cheap, like someone printed it in their home.	14.95%
It's too brittle or breakable.	12.25%
The finish looks bad/Isn't what consumers expect.	10.78%
I'm skeptical of how sustainable it is.	9.07%
It isn't ready for full industry adoption.	8.82%
It's too lightweight and feels flimsy.	4.90%
It's comfortably lightweight.	4.41%
Color options and textures are unlimited.	4.17%
It is sustainable and will minimize waste.	4.17%
It will soon be adopted and it's very exciting.	3.92%
It's acceptable just like any other material.	3.43%
It's too expensive compared with traditional materials.	3.19%
Color options are limited.	2.94%
It allows ECPs to more quickly adapt to trends.	2.45%
It's too different from traditional materials/manufacturing to adapt to trends.	2.21%
The finish looks great.	1.72%
It's easy to adjust.	0.98%
It's never going to be adopted.	0.74%

Lightweight Eyewear

ANSWER CHOICES	RESPONSES
They are mono-color.	46.15%
They are mixed material.	38.46%
They have adjustable temples.	38.46%
They are fully 3D-printed.	30.77%
They have nose pads.	30.77%
They are laser-sintered or powder-based.	19.23%
They are custom-fitted or customizable.	15.38%
They are designed for high-volume production.	15.38%
They have traditional hinges.	15.38%
They are multi-color.	11.54%
They are hingeless.	7.69%
They have integrated/3D-printed hinges.	7.69%
Total Respondents: 26	

Q12 To you and your patients, how important is sustainably made eyewear?



ANSWER CHOICES	RESPONSES
Somewhat important	41.78%
Very important	23.72%
Extremely important	17.25%
Not so important	14.56%
Not at all important	2.70%