

Synovate Surveys Members of National Vision Plans: VSP® Vision Care Leads the Industry Overall

Synovate recently surveyed 1,695 members of four national vision plans: Davis Vision, EyeMed Vision Care, Spectera and VSP. Members rated their satisfaction with the plan in a variety of areas and ranked the most important qualities of a vision plan.

Key findings:

- VSP again leads the industry overall.
- VSP leads the industry in every area of member satisfaction measured—from satisfaction with the company to satisfaction with their exam and eyewear coverage.
- VSP delivers on the qualities rated most important to members.

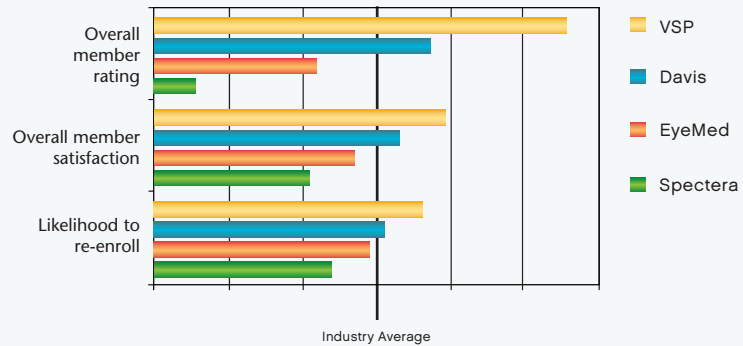
As in the 2008 study, VSP members are most likely to enroll and recommend their vision plan. When deciding whether to enroll in or recommend a vision plan, all members primarily cite experience and the affordability or value as primary reasons.

The study also again showed that members clearly value their vision benefits. On average, two out of three members have had an eye exam during the last 12 months. VSP members are most likely to have an eye exam for preventive care.

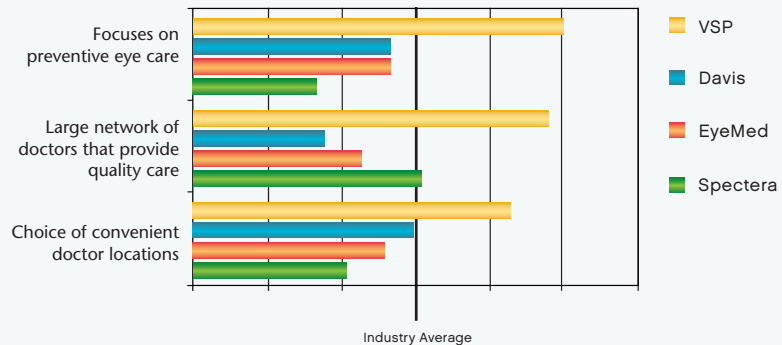
About Synovate:

Synovate, a subsidiary of Aegis Group plc, is one of the largest global market research firms specializing in brand comparative studies. Synovate employs over 6,000 staff in 62 countries, ensuring local knowledge and understanding of the world's diverse markets. www.synovate.com

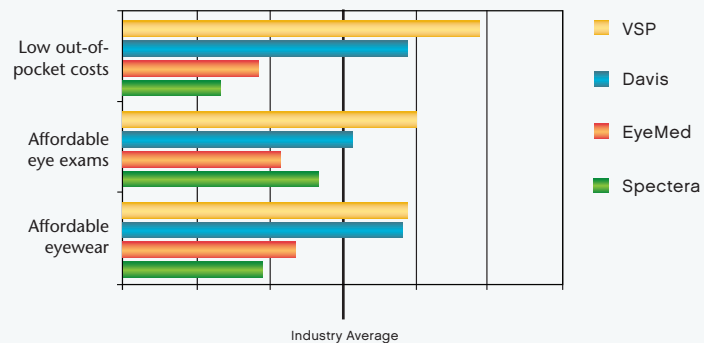
Member Satisfaction and Loyalty



Member Satisfaction with Provider Network



Member Satisfaction with Costs



Research reinvented



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Members Rate VSP Highest

Members were also asked to rate their vision plan on care, network and cost. Following are the qualities that members indicated were most important and how each vision plan ranked.

Important Qualities of a Vision Plan	Rating			
	Davis Vision	EyeMed Vision Care	Spectera	VSP Vision Care
Benefits that allow me to obtain affordable eye exams	Average	Low	Average	Highest
Low out-of-pocket costs	High	Low	Lowest	Highest
Benefits that allow me to obtain affordable eyewear	High	Low	Low	High
Focus on preventive eye care to ensure a lifetime of good vision	Average	Average	Lowest	Highest
Focus on eye health and wellness	Average	Low	Low	Highest
Best value in vision plans	Average	Low	Average	High
Doctors that provide personalized eye care	Average	Low	Low	Highest

Highest More than 5 points above the average
High 2 to 5 points above the average
Average Equal to the industry average (+/- 2 points)
Low 2 to 5 points below the average
Lowest More than 5 points below the average

Survey was commissioned by VSP and conducted online in Q4 2009. Respondents were members of a national vision plan that provides fully insured benefits to at least five million members. Survey results were balanced to ensure an equal number of members with equivalent plan types and benefit frequencies.