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The Vision Council Releases New Research Exploring Vision Care Purchasing Habits of Canadian Consumers

Consumer inSights Canada Q1 and Q2 2024 marks first Canadian report for the inSights Research Program

Alexandria, VA – September 10, 2024 – Today, The Vision Council released a brand-new report exploring the vision care opinions and purchasing habits of Canadian consumers for the first half of 2024. The survey offers an in-depth look in areas such as managed vision care, frequency of eye exams, and purchasing behavior for prescription eyewear, reading glasses, and plano sunglasses, offering valuable insights into how Canadian consumers navigate vision care under their healthcare system.

“Our **Consumer inSights Canada Q1 and Q2 2024** report marks The Vision Council’s first deep dive into Canadian consumer behavior,” said **Alysse Henkel, Vice President of Research and inSights** at The Vision Council. “This expansion enables us to offer industry members valuable insights into the Canadian market, helping them better understand consumer needs and preferences for vision care products and services. Whether businesses are already operating in Canada or are looking to expand into new markets, this addition to our research portfolio aims to provide valuable findings for the industry through a more comprehensive view of the North American consumer landscape.”

The findings of the **Consumer inSights Canada Q1 and Q2 2024** report reveal several key insights into Canadian vision care behavior. Less than half (45 percent) of Canadians have managed vision care benefits, with 53 percent receiving coverage through an employer, and 25 percent accessing through government programs. The exam cycle for Canadians is relatively long, with an average of 21 months between exams and a median of 14 months, suggesting that many are not scheduling annual eye exams, but instead seek eyecare when a problem or issue arises. Similarly, the eyewear purchase cycle is lengthy, with an average of 26 months and a median of 24 months between purchases. Regarding non-prescription products, nearly half (46 percent) of Canadians reported purchasing blue light blocking glasses, highlighting a growing awareness and concern for eye protection against digital screens.

Additional Report Highlights:

- 81 percent of respondents use a form of vision correction – including glasses, prescription sunglasses, reading glasses and contact lenses.
- 49 percent of respondents report having an eye exam within the past 12 months.
- 87 percent of those with a recent eyeglasses, lens or frame purchase said they bought in-person while 13 percent said they bought their eyewear online.
- 32 percent reported paying \$99 or less out-of-pocket for their glasses, lenses, or frames.
- Contact lens purchases were more likely to be online compared to the other vision correction products, with an online purchase rate of 23 percent.
- 60 percent of those who use readers purchased a new pair within the past year.
- More than half (56 percent) of respondents wear plano sunglasses.

The Vision Council's **Consumer inSights Canada Q1 and Q2 2024** findings are the result of a survey of 3,135 adults in Canada aged 18 or older in the first half of 2024. Respondents are representative of the Canadian adult population. The survey included questions about vision correction, managed vision care, eye exams, prescription eyewear, reading glasses, and plano sunglasses.

The full report is available in The Vision Council's [Research Download Center](#) as a complimentary download for members of The Vision Council, with a paid option for non-members to download.

More about the inSights Research Program

The Vision Council's inSights Research Program is built on a foundation of rigorous methodology and cutting-edge technology. The inSights Research Program provides a comprehensive perspective on the state of the optical industry through quarterly consumer survey reports; quarterly in-depth special reports on eyewear and eyecare products and topics; and an end-of-year market estimate and industry forecast.

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About The Vision Council

The Vision Council brings the power of sight to all through education, government relations, research, and technical standards. A leading advocate for the optical industry, the association positions its members to deliver the eyewear and eyecare people need to look and feel their best. Vital to health, independence, and safety, better vision leads to better lives.