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The Vision Council Releases New Research Spotighting Q2 Consumer Trends and Generational Differences

Second quarter of 2024 shows consistency in consumer purchasing habits, but reveals generational differences

Alexandria, VA – July 25, 2024 – Today, The Vision Council released its latest research report, [Consumer inSights Q2 2024](#), offering an in-depth look into U.S. consumers' opinions and habits concerning vision correction, managed vision care, eye exams, prescription eyewear, reading glasses, and plano sunglasses.

The Q2 report found responses largely consistent with the previous quarter's findings but also highlighted differences between consumers of different generations. Findings show that older consumers are more likely to have managed vision care benefits, get their eye exam from an independent eye doctor or location, and plan to receive their next eye exam within 12 months.

“Compared to data tracked since the start of 2022, findings from this latest survey suggest that consumers are still largely receiving the same amount of care, prefer to visit the same types of providers, and are willing to spend about the same amount of money on their optical products and services,” said **Alyse Henkel, Vice President of Research and inSights at The Vision Council**. “Digging deeper, this report explores the differences between younger and older consumers and how they choose to manage their eye health. With these findings, members of the industry will be able to better understand their customers and provide better products and services to ensure lifelong eye health.”

Generational findings:

- Gen X participants were most likely to have managed vision care benefits (71 percent), but Millennials are reporting to have an increase in coverage of five percentage points (69 percent) from Q1 of 2024.
- Younger generations of respondents are reporting annual eye exams at lower rates than older generations, but annual exams were up by nine and 11 percentage points for Gen Z and Millennials from Q1 2023 to Q2 2024, respectively.
- Younger generations chose corporate locations over independent locations in Q2 2024.
- Younger generations are least likely to plan their next exam within the next year.

Additional Q2 findings:

- 83 percent of respondents use a form of vision correction – including glasses, prescription sunglasses, reading glasses, and contact lenses.
- 68 percent use prescription eyewear – including glasses, sunglasses, and contact lenses.
- 62 percent of respondents in Q2 report having an eye exam within the past 12 months.
- 21 percent of respondents report their last eye exam was more than two years ago.
- 40 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 33 percent.
- Nearly one in every three respondents (36 percent) reported using reading glasses.
- More than half (64 percent) of respondents wear non-prescription sunglasses.

The Vision Council's **Consumer inSights Q2 2024** findings are the result of a survey of 12,058 adults in the United States aged 18 or older in the second quarter of 2024. Respondents are representative of the U.S. 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](#) launched in May 2022 and 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.