

# inSights Research Program

Webinar – Tuesday, May 24, 2022





# Member Research Taskforce



Monthly meetings



Provided feedback on Consumer inSights and Provider inSights survey and reports



Provided input into future topics for ad-hoc, in-depth research reports



Planning to review updated market modeling methodology

## Member

## Company

Jennifer Wright

Marcolin

Elias Soussou

FGX

Nick LaManna

Hoya

Melanie Mills

Essilor

José Alonso

Essilor

Jeremy Hawk

Cooper Vision

Taryn Prince

VSP

Frannie Fickling

Warby Parker

Christine Smiley

Eyemart Express

Jacqui Pugsley

Zeiss

Craig LaManna

Maui Jim



THE  
VISION  
COUNCIL  
inSights

**Consumer**  
inSights

**Provider**  
inSights

**Focused**  
inSights

**Industry  
Data**  
inSights

**Market**  
inSights

SUPPORTED BY A METHODOLOGY REDESIGN &  
MODERN TECHNOLOGY UPGRADE

# Consumer inSights

Quarterly summary of revised monthly consumer survey about vision correction, eye exams, frames and lens purchases, contact lenses, plano sunglasses, and over-the-counter readers.

Data is representative of the US adult population, with 15,000 respondents per quarter.

These reports do not contain market size estimates.



# Consumer inSights+

## *Topic area reports:*

- Vision correction
- Managed vision care
- Eye exams
- Eyeglasses, lenses, and frames
- Contact lenses
- Plano sunglasses
- Readers

## *Demographic crosstabs:*

- Age
- Gender
- Race
- Ethnicity
- Region (9 US Census regions)
- Household income
- Education level

## *Other crosstabs:*

- Net promoter score detail (by provider, channel, purchase detail)
- By managed vision care status
- By lens type
- By contact lens supply and modality



## Consumer inSights+ | Use of Vision Correction

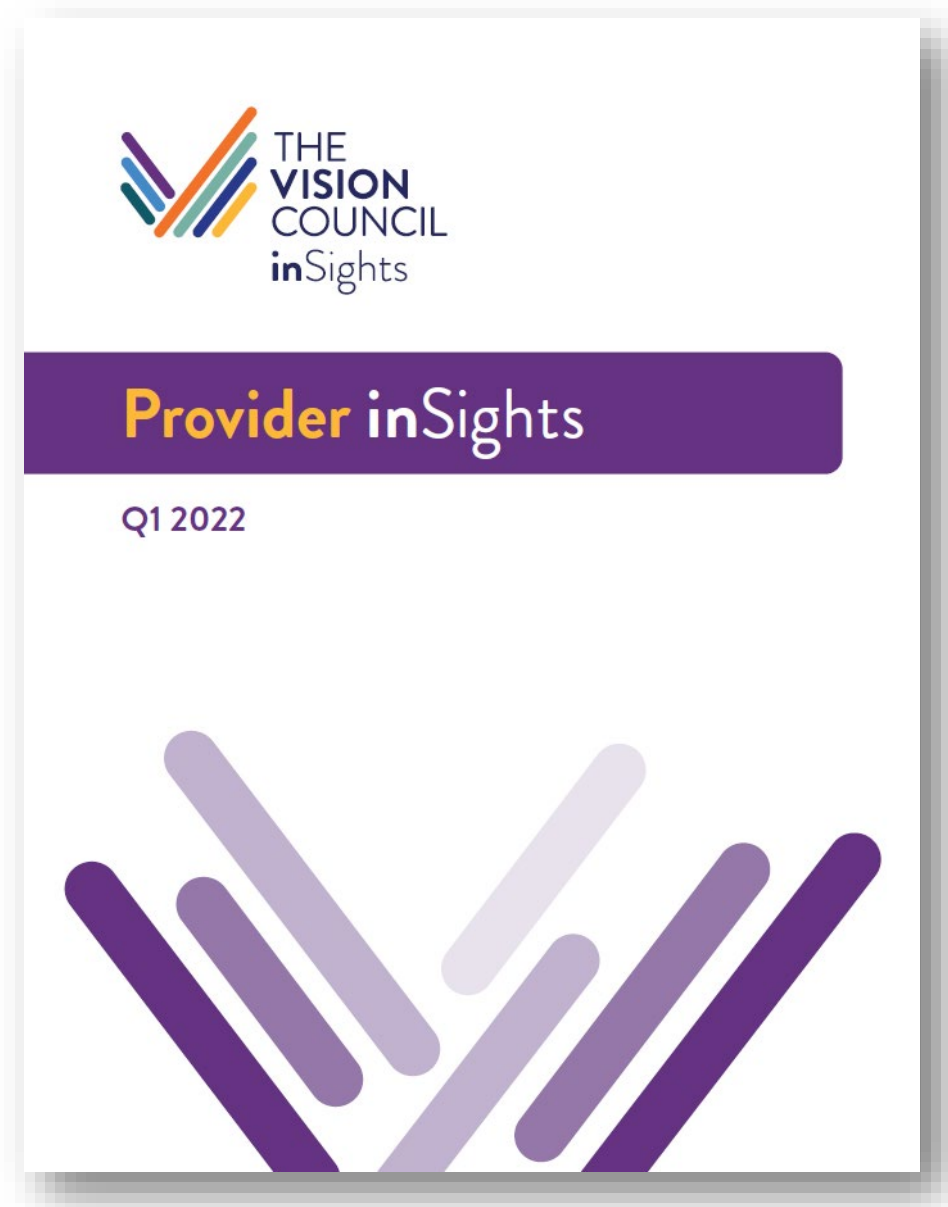
		Age						Gender Identity		Racial Identity						
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	Female	Male	American Indian or Alaska Native	Asian	Black or African American	Middle Eastern or North African	Native Hawaiian or other Pacific Islander	White	Multiracial
Total																
<b>What do you currently wear, if anything? (MR)</b>																
Valid Cases		14,970														
<b>Prescription glasses</b>																
Mentions		9,083														
% Valid Cases		60.7%														
<b>Prescription sunglasses</b>																
Mentions		2,523														
% Valid Cases		16.9%														
<b>Prescription contact lenses</b>																
Mentions		2,713														
% Valid Cases		18.1%														
<b>Reading glasses</b>																
Mentions		3,547														
% Valid Cases		23.7%														
<b>Blue light glasses</b>																
Mentions		1,416														
% Valid Cases		9.5%														
<b>Non-prescription sunglasses</b>																
Mentions		3,825														
% Valid Cases		25.6%														
<b>Non-prescription contact lenses</b>																
Mentions		256														
% Valid Cases		1.7%														
<b>None of the above</b>																
Mentions		1,917														
% Valid Cases		12.8%														

# Provider inSights

Quarterly summary of monthly eyecare provider survey about their practice, economic sentiment, telehealth offerings, staffing, and other rotating topics.

Trended reporting will begin in Q2.

Substantial detail about practices: revenue, number of employees, services provided, MVC accepted, etc.





# Focused inSights

New, in-depth new special interest reports on topics important to members. Data sources for these reports include ad-hoc consumer surveys and transaction data (when applicable).

## 2022 Reports

- Consumer decision-making related to products and providers
- Digital habits / online shopping
- Frames
- Lenses



# Industry Data inSights

New research program that will replace previous member data collection programs, like the lens shipment report and the lab stats report.

The Vision Council has contracted with a third-party provider that specializes in handling and reporting this type of data. They will handle the confidentially-reported data from members through a secure web portal and will anonymize the data. **Members contributing to the reports will be able to benchmark their data against anonymized, aggregated data in an online portal, allowing contributing members to easily download Excel reports and PowerPoint presentations with their benchmarked data.**

In 2022, The Vision Council plans to begin data collection and reporting for the following content areas:

- Lens
- Lab
- Plano sunglasses
- Over-the-counter readers



# Market inSights

Annual market estimates of market size.

These reports will also include forecasts for the coming year using predictive analytics.

These reports will rely consumer survey data, provider survey data, transaction data, and member-reported data to create the market size estimates and forecast.



# 2022 inSights Report Roadmap



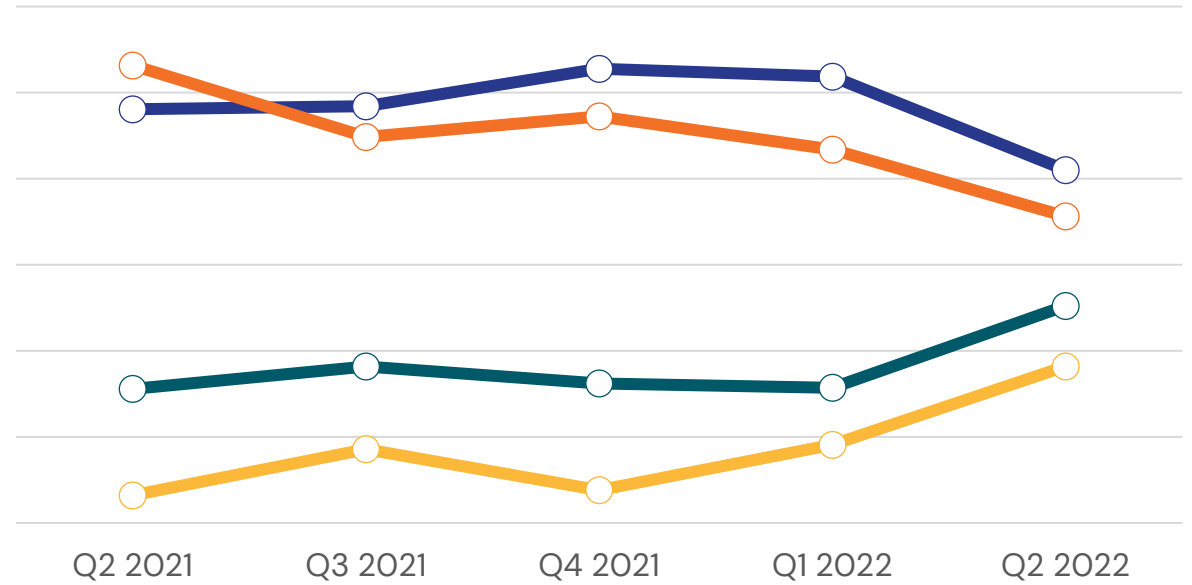
Consumer inSights	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Provider inSights	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Focused inSights		Consumer choices	Digital habits Frames	Lenses
Industry Data inSights*			Lens Lab	Sunglasses Readers
Market inSights				<input checked="" type="checkbox"/>

\*Industry Data inSights report topics and timing contingent upon member participation

# Trending data over time

Starting in Q2, we'll begin trending Consumer inSights data against Q1 2022 and 2021 consumer survey data, when possible.

When trending consumer survey data, **we will be using raw counts from prior VisionWatch surveys, not the published modeled market estimates** from prior VisionWatch reports, so the data used in the trending will differ from the data published in prior VisionWatch reports



*To view the details of the Consumer inSights Report, download the report from the [Research Download Center](#)*

# Consumer inSights

Q1 2022





# RESEARCH DOWNLOAD CENTER

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# Thank you!



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