

The Vision Council inSights Research Program



PROGRAM OVERVIEW:

Powered by a modern analytics platform, The Vision Council inSights Research Program includes all-new reports developed from updated consumer and market data sources and methodologies. The program provides a comprehensive perspective on the state of the vision care industry through quarterly consumer survey reports; quarterly eyecare provider survey reports; quarterly in-depth special reports on eyewear and eyecare products and topics; and an end-of-year market estimate and industry forecast. Designed to better serve the needs of members, the new program provides timely data and analysis in an accessible, flexible format.

REPORTS INCLUDED IN THE NEW PROGRAM:

The inSights Research Program features five categories of reports, many of which are available on a complimentary basis to members of The Vision Council. Report categories include:

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.

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

Focused inSights: In-depth special interest reports on topics important to members. In 2022, the four Focused inSights reports will include: consumer decision-making related to products and providers; digital habits; frames; and lenses. Data sources for these reports will include ad-hoc consumer surveys and transaction data (when applicable).

Industry Data inSights: Member-reported data benchmarking programs for select product categories facilitated by an external partner. Participating companies will provide data quarterly through a secure online portal that prepares anonymized aggregate reports ensuring data confidentiality. The Industry Data inSights online portal allows only participating members to easily access and download Excel and PowerPoint reports that benchmark their submitted data to the aggregate results.

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 on consumer survey data, ECP survey data, transaction data, and member-reported data to create the market size estimates and forecast.

PAID REPORTS:

inSights+ reports will be available across some report categories at an additional cost and will include detailed crosstabulations of demographic data.



THE VISION COUNCIL INSIGHTS RESEARCH PROGRAM 2022 ROADMAP

The chart below indicates the reports that will be released in 2022.

	Q1	Q2	Q3	Q4
Consumer inSights <i>(published quarterly)</i>	☑	☑	☑	☑
Provider inSights <i>(published quarterly)</i>	☑	☑	☑	☑
Focused inSights <i>(published quarterly; topics chosen with input from members)</i>		<ul style="list-style-type: none"> • Consumer Choices • Digital Habits 	<ul style="list-style-type: none"> • Frames 	<ul style="list-style-type: none"> • Lenses
Industry Data inSights * <i>(published quarterly)</i>			<ul style="list-style-type: none"> • Lenses • Labs 	<ul style="list-style-type: none"> • Plano Sunglasses • Readers
Market inSights <i>(published annually)</i>				☑

*Report topic and timing contingent upon member participation

CUSTOM INSIGHTS

The Vision Council offers **Custom inSights** to serve the unique needs of individual businesses. Capabilities include the development, fielding, and analysis of custom surveys. Through Custom inSights, businesses can engage proprietary panels of consumers, providers, and industry professionals to uncover insights on key issues and opportunities. Thoughtful analysis will be provided in Custom inSights reports and presentations, all of which are proprietary and confidential for each client.

QUESTIONS?

Please contact Alysse Henkel, Director, Research Data and Analytics, at ahenkel@thevisioncouncil.org for more information, or visit our website at <https://thevisioncouncil.org/optical-market-research>.