

Consumer inSights

Canada Q3 and Q4 2024



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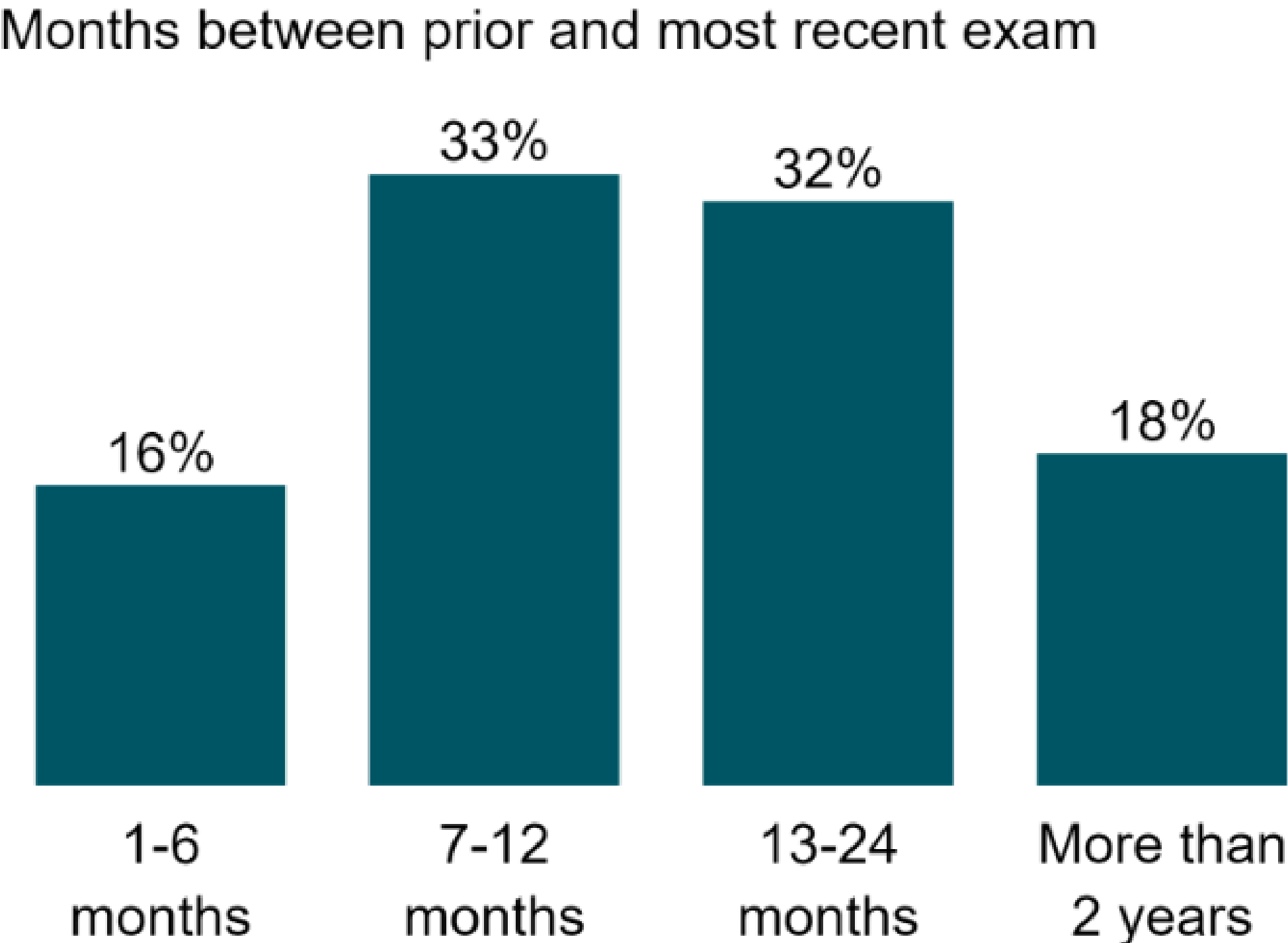
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Exam frequency cycle



Consumers were asked estimate the number of months since their previous exam to better understand the typical exam cycle.

Average: 21 months between exams
Median: 13 months between exams

The median number of months is less influenced by outliers (very low or very high numbers), so the median number of months may be a better estimate of how the typical consumer behaves.

When you had your most recent eye exam, how long had it been since your previous exam? Estimate the number of months you went between exams. n = 2,077