

# Consumer inSights

Q3 2025



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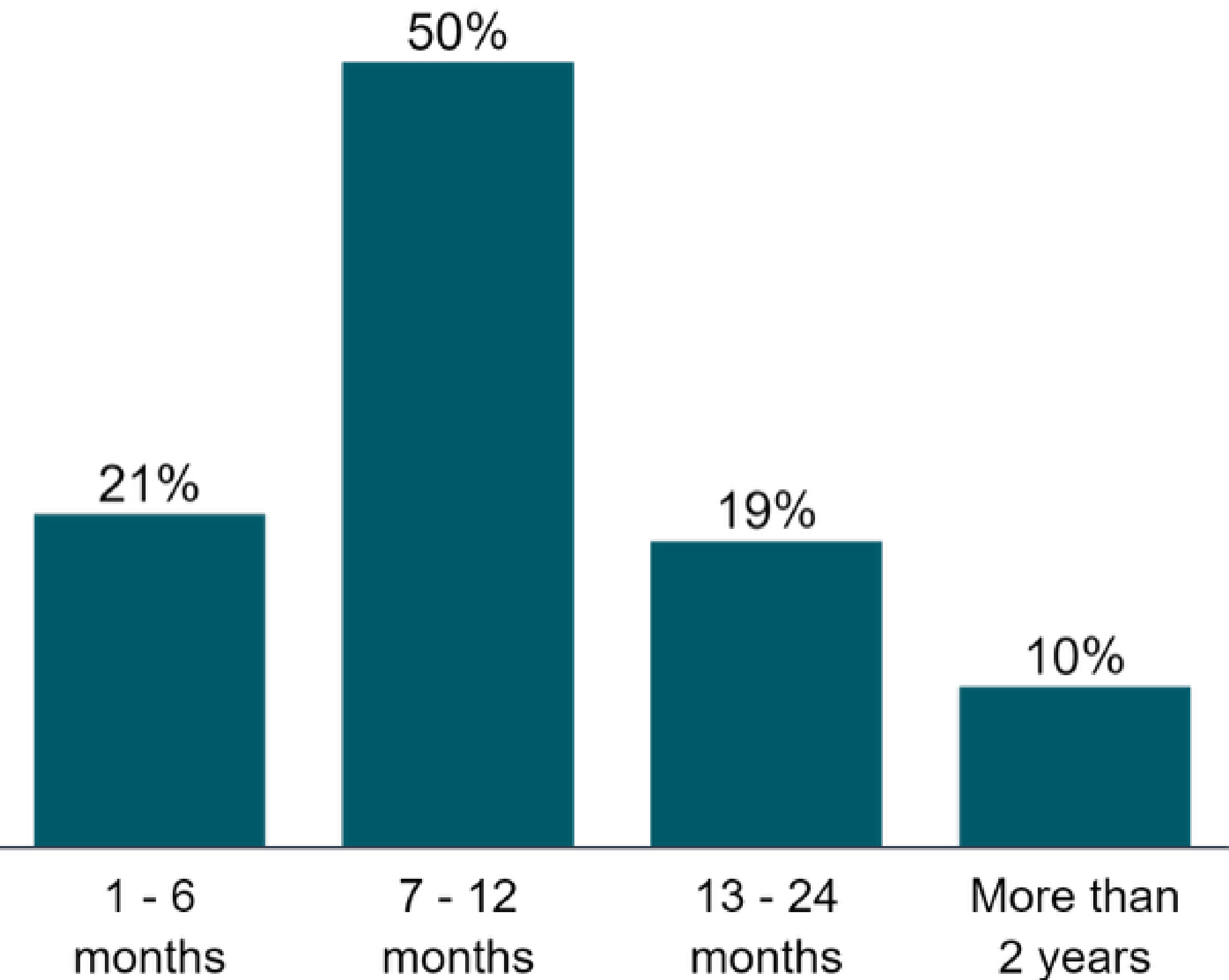
Plano Sunglasses

Appendix



# Exam frequency cycle

Months between prior exam and most recent



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 = 9105

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

**Average: 16 months between exams**

**Median: 12 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. Overall, the average cycle was 16 months between exams, due to the number of respondents who go more than two years between eye exams.