

Focused inSights 2024: Consumer Choices

November 2024



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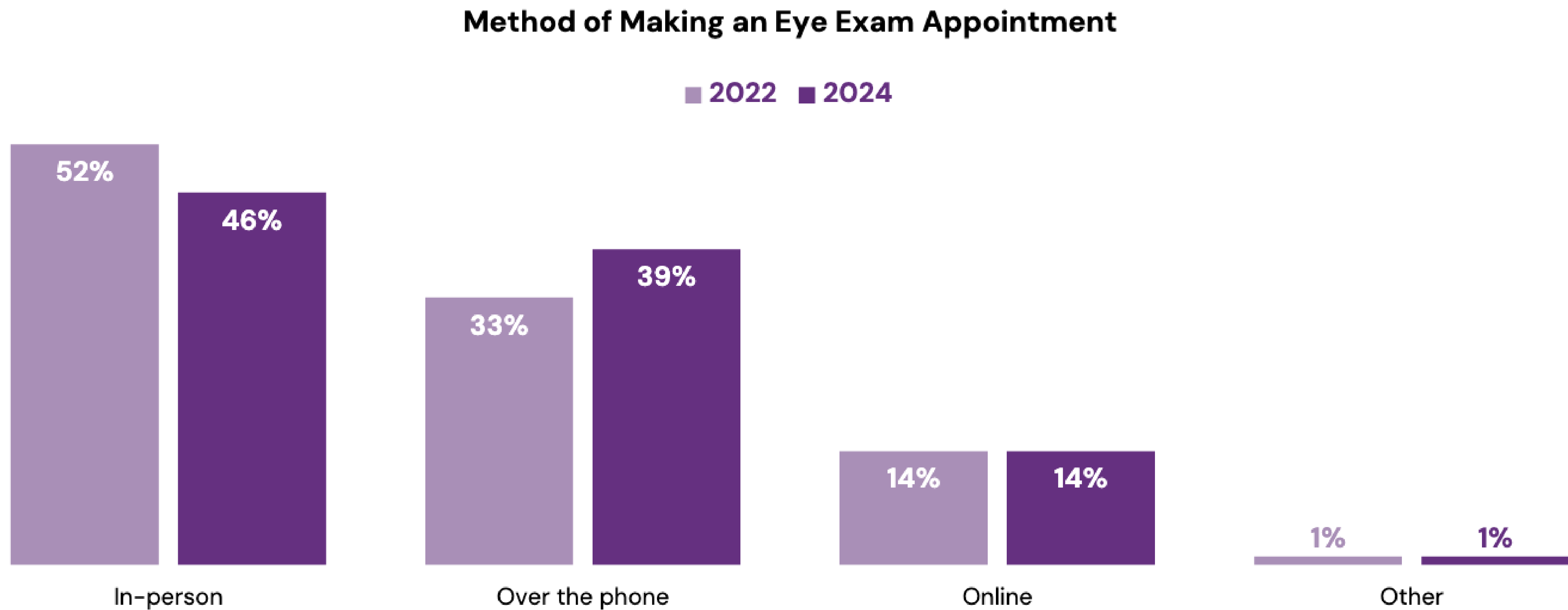
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In-person remains the most common way of making an eye exam appointment, despite going down in favor of over-the-phone scheduling in 2024. Online stayed flat between 2022 and 2024.



How did you make your most recent eye exam appointment?
*Among U.S. adults who have received an eye exam in the past 12 months, 2024 n=1,441 (MOE 3%); 2022 n=1,232 (MOE 3%)