THE VISION COUNCIL · RESEARCH

LOCATION LIST — BUSINESS DATA DICTIONARY

What this dataset is

A master list of U.S. eyecare locations, with each location enriched by the demographics of the community (ZIP code) it sits in, plus a set of derived competitive and clinical metrics.

Grain — one row per eyecare location. Every row is a single physical storefront. The list is limited to active optical locations in a valid U.S. state.

Because demographics are attached by the location's ZIP code, **every location in the same ZIP shows identical ZIP-level values**. If ten locations sit in the same ZIP, all ten repeat that ZIP's population, income, and insurance figures — those columns describe the *community*, not the individual store.

Where the data comes from

Source	What it covers	Level
Curated Location List	Name, address, contact, ratings, brand/insurance affiliations. A custom-curated list of eyecare businesses built from Google business data.	Per-location
Derived Metrics	Competitive density, rating-vs-neighborhood, and clinical staffing profile. Calculated in-house from the location list and the CMS NPI provider registry.	Mix of per-location and per-ZIP (noted per column)
U.S. Census ACS	Population, age, race, income, housing, insurance, education, and vision-difficulty figures for the ZIP. American Community Survey 5-year estimates, **most recent year: 2024**.	Per-ZIP

Per-location vs. per-ZIP at a glance: - **Per-location** columns describe the individual store — its address, ratings, brands, nearest competitors, and on-site providers. - **Per-ZIP** columns describe the surrounding community and are shared by all locations in that ZIP.

Column dictionary

LOCATION DETAILS (PER-LOCATION · CURATED LOCATION LIST)

Column	Description
Location Name	The business or brand name of the eyecare location.
Location Address	Full street address of the location.
Location Street	Street portion of the address (number and street name).
Location City	City the location operates in.
Location ZIP	5-digit postal code of the location. Also the key that links the location to all ZIP-level community data below.
Location State Code	Two-letter U.S. state abbreviation.
Location Latitude	North–south geographic coordinate of the location.
Location Longitude	East–west geographic coordinate of the location.
Location Phone Number	Publicly listed phone number.
Location Website	Business website address, where one is listed.
Location Rating	Average public star rating (1–5).
Location Rating Count	Number of public reviews the rating is based on.
Location Independency Flag	Whether the location is an independent practice rather than part of a chain.
Location Chain Affiliation	The chain or brand the location belongs to, if any.

Column	Description
Is Location EyeMed	Whether the location accepts EyeMed vision insurance.
Is Location VSP	Whether the location accepts VSP vision insurance.
Is Location Superior	Whether the location accepts Superior Vision insurance.
Location Indie Brands Offered	Whether the location carries luxury or independent eyewear brands.

LOCATION METRICS (DERIVED)

Column	Level	Description
Location Nearest Competitor (In Miles)	Per-location	Distance in miles from this location to the closest other eyecare location.
Location Number of Competitors within 3 Miles	Per-location	Count of other eyecare locations within a 3-mile radius.
ZIP Total Locations in ZIP Count	Per-ZIP	Total number of eyecare locations in the same ZIP code.
ZIP Percent Stores are Chains	Per-ZIP	Share of eyecare locations in the ZIP that belong to a chain (a brand with 5 or more U.S. locations).
Location Rating v. ZIP Average	Per-location	How this location's star rating compares to the average rating of other locations in its ZIP. Positive means above the local average.
Location Provider Count	Per-location	Number of licensed eyecare providers registered at this location's address. May be inflated where many providers share a single address.
Location Percent Provider MD	Per-location	Share of the location's providers who are ophthalmologists (medical doctors).
Location Percent Provider OD	Per-location	Share of the location's providers who are optometrists.
Location Percent Provider Optician	Per-location	Share of the location's providers who are opticians.
Location Clinical Profile	Per-location	Overall clinical character of the location: medical, optometric, or mixed.

COMMUNITY DEMOGRAPHICS (PER-ZIP · U.S. CENSUS ACS, 2024)

All columns below describe the location's ZIP-code community and are shared by every location in that ZIP.

Column	Description
ACS Survey Year	The Census ACS data year the community figures come from (most recent available: 2024).
Total ZIP Population Count	Total residents in the ZIP.
Total Male ZIP Population Count	Male residents in the ZIP.
Total Female ZIP Population Count	Female residents in the ZIP.
Total Caucasian ZIP Population Count	Residents identifying as White.
Total African American ZIP Population Count	Residents identifying as Black or African American.
Total Indigenous American ZIP Population Count	Residents identifying as American Indian or Alaska Native.
Total Asian American ZIP population Count	Residents identifying as Asian.
Total Native Hawaiian and Pacific Islander ZIP population Count	Residents identifying as Native Hawaiian or Pacific Islander.
Total 2+ Ethnicity ZIP Population Count	Residents identifying with two or more races.

Column	Description
Total Hispanic ZIP Population Count	Residents identifying as Hispanic or Latino.
Total Under-18 ZIP Population Count	Residents under age 18.
Total 18-44 ZIP Population Count	Residents aged 18 to 44.
Total 45-64 ZIP Population Count	Residents aged 45 to 64.
Total 65-PLUS ZIP Population Count	Residents aged 65 and older.
ZIP Median Age	Median age of residents in the ZIP.
ZIP Population Percent Under 18	Share of residents under age 18.
ZIP Population Percent Between 18 and 44	Share of residents aged 18 to 44.
ZIP Population Percent Between 45 and 64	Share of residents aged 45 to 64.
ZIP Population Percent Over 65	Share of residents aged 65 and older.
ZIP Median Household Income	Median annual household income in the ZIP.
ZIP Per Capita Income	Average income per person in the ZIP.
ZIP Total Population Count Below Poverty Line	Residents living below the federal poverty line.
ZIP Total Household Count	Total households in the ZIP.
Total ZIP Households Count below 10k	Households earning under $10,000 per year.
Total ZIP Households Count between 10k and 15k	Households earning $10,000–$15,000 per year.
Total ZIP Households Count between 15k and 20k	Households earning $15,000–$20,000 per year.
Total ZIP Households Count between 20k and 25k	Households earning $20,000–$25,000 per year.
Total ZIP Households Count between 25k and 30k	Households earning $25,000–$30,000 per year.
Total ZIP Households Count between 30k and 35k	Households earning $30,000–$35,000 per year.
Total ZIP Households Count between 35k and 40k	Households earning $35,000–$40,000 per year.
Total ZIP Households Count between 40k and 45k	Households earning $40,000–$45,000 per year.
Total ZIP Households Count between 45k and 50k	Households earning $45,000–$50,000 per year.
Total ZIP Households Count between 50k and 60k	Households earning $50,000–$60,000 per year.
Total ZIP Households Count between 60 and 75k	Households earning $60,000–$75,000 per year.
Total ZIP Households Count between 75k and 100k	Households earning $75,000–$100,000 per year.
Total ZIP Households Count between 100k and 125k	Households earning $100,000–$125,000 per year.
Total ZIP Households Count between 125k and 150k	Households earning $125,000–$150,000 per year.
Total ZIP Households Count between 150k and 200k	Households earning $150,000–$200,000 per year.
Total ZIP Households Count over 200k	Households earning more than $200,000 per year.
ZIP Household Percent Below 10k	Share of households earning under $10,000.
ZIP Household Percent Between 10k and 15k	Share of households earning $10,000–$15,000.
ZIP Household Percent Between 15k and 20k	Share of households earning $15,000–$20,000.
ZIP Household Percent Between 20k and 25k	Share of households earning $20,000–$25,000.
ZIP Household Percent Between 25k and 30k	Share of households earning $25,000–$30,000.
ZIP Household Percent Between 30k and 35k	Share of households earning $30,000–$35,000.
ZIP Household Percent Between 35k and 40k	Share of households earning $35,000–$40,000.

Column	Description
ZIP Household Percent Between 40k and 45k	Share of households earning $40,000–$45,000.
ZIP Household Percent Between 45k and 50k	Share of households earning $45,000–$50,000.
ZIP Household Percent Between 50k and 60k	Share of households earning $50,000–$60,000.
ZIP Household Percent Between 60k and 75k	Share of households earning $60,000–$75,000.
ZIP Household Percent Between 75k and 100k	Share of households earning $75,000–$100,000.
ZIP Household Percent Between 100k and 125k	Share of households earning $100,000–$125,000.
ZIP Household Percent Between 125k and 150k	Share of households earning $125,000–$150,000.
ZIP Household Percent Between 150k and 200k	Share of households earning $150,000–$200,000.
ZIP Household Percent Above 200k	Share of households earning more than $200,000.
ZIP Total Population Labor Force Count	Residents in the labor force.
ZIP Total Population Unemployed Count	Residents who are unemployed.
ZIP Housing Unit Count	Total housing units in the ZIP.
ZIP Housing Owner Occupied Unit Count	Housing units occupied by their owners.
ZIP Housing Renter Occupied Unit Count	Housing units occupied by renters.
ZIP Median Gross Rent Value	Median monthly rent in the ZIP.
ZIP Median Home Value	Median home value in the ZIP.
ZIP Insurance Universe Population Count	Residents counted in the health-insurance figures below.
ZIP Insured Population Under 18 Count	Insured residents under age 18.
ZIP Uninsured Population Under 18 Count	Uninsured residents under age 18.
ZIP Insured Population Age 18 to 64 Count	Insured residents aged 18 to 64.
ZIP Uninsured Population Age 18 to 64 Count	Uninsured residents aged 18 to 64.
ZIP Insured Population Age 65 and Over Count	Insured residents aged 65 and older.
ZIP Uninsured Population Age 65 and Over Count	Uninsured residents aged 65 and older.
ZIP Insured Population Count	Total insured residents.
ZIP Uninsured Population Count	Total uninsured residents.
ZIP Insured Population Percentage	Share of residents with health insurance.
ZIP Uninsured Population Percentage	Share of residents without health insurance.
ZIP Vision Universe Population Count	Residents counted in the vision-difficulty figures below.
ZIP Population with Vision Difficulty Count	Residents reporting difficulty seeing, even with glasses.
ZIP Population with Vision Difficulty Percentage	Share of residents reporting a vision difficulty.
ZIP Population with High School Diploma Count	Residents whose highest education is a high school diploma.
ZIP Population with Bachelor's Degree Count	Residents holding a bachelor's degree.
ZIP Population with Master's Degree Count	Residents holding a master's degree.

National ZIP rankings

These rank the location's ZIP against all other U.S. ZIPs for the same year. **Percentile** runs 0 to 1 (higher = the ZIP scores above more of the country); **Quartile** groups ZIPs into 1 (bottom 25 percent) through 4 (top 25 percent). ZIPs with unreliable or missing Census values are left blank.

Column	Description
ZIP Insured Population Percentage Percentile	National rank of the ZIP's insured share.
ZIP Insured Population Percentage Quartile	National quartile (1–4) of the ZIP's insured share.
ZIP Median Household Income Percentile	National rank of the ZIP's median household income.
ZIP Median Household Income Quartile	National quartile (1–4) of the ZIP's median household income.
ZIP US Median Age Percentile	National rank of the ZIP's median age.
ZIP US Median Age Quartile	National quartile (1–4) of the ZIP's median age.
ZIP Age 65+ US Median Age Percentile	National rank of the ZIP's share of residents aged 65+.
ZIP Age 65+ US Median Age Quartile	National quartile (1–4) of the ZIP's share of residents aged 65+.
ZIP Population Percentage with Vision Difficulty Percentile	National rank of the ZIP's vision-difficulty share.
ZIP Population Percentage with Vision Difficulty Quartile	National quartile (1–4) of the ZIP's vision-difficulty share.