



FOR IMMEDIATE RELEASE

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The Vision Council Releases New Research Highlighting Canadian Consumer Trends

Alexandria, VA – March 12, 2025 – Today, The Vision Council announces the release of its latest research report, **Consumer inSights Canada Q3 and Q4 2024**, offering an in-depth look into Canadian consumers' opinions and habits related to vision correction, vision insurance, eye exams, prescription eyewear, reading glasses, and plano sunglasses.

Findings from this report, as part of **The Vision Council's inSights Research Program**, reveal several key insights into Canadian vision care behavior. Over half (52 percent) of Canadians had an exam in the past year, an increase from the first half of 2024, but still lower than U.S. rates, which hover around 62 percent. Report findings also suggest that Canadian consumers are replacing eyewear less frequently, with the median replacement cycle for glasses at 24 months, double the U.S. average. For out-of-pocket spending, 38 percent of respondents reported paying \$99 or less for their glasses, lenses, or frames.

"Our latest Consumer inSights Canada report explores how Canadian consumers approach optical products and services and sheds light into what matters most for them when it comes to their eye health," said **Alysse Henkel, Vice President of Research and inSights** at The Vision Council. "Findings from this latest report highlight some of the differences between U.S. and Canadian consumers and can help members of industry better serve Canadian consumers.

Additional Report Highlights:

- 76 percent of respondents use a form of vision correction – including glasses, prescription sunglasses, reading glasses and contact lenses.
- 48 percent of prescription glasses users made a purchase in the past year.
- 28 percent of respondents report their last eye exam was more than two years ago.
- 65 percent of those who use readers purchased a new pair within the past year.
- More than half (58 percent) of respondents wear plano sunglasses.

The Vision Council's **Consumer inSights Canada Q3 and Q4 2024** findings are the result of a survey of 3,052 adults in Canada aged 18 or older fielded by Full Circle Research between July and December. Respondents are representative of the Canadian adult population. The survey included questions about vision correction, managed vision care, eye exams, prescription eyewear, reading glasses, and plano sunglasses.

The full report is available in The Vision Council's [Research Download Center](#) as a complimentary download for members of The Vision Council, with a paid option for non-members to download.

More about the inSights Research Program

The Vision Council's inSights Research Program is built on a foundation of rigorous methodology and cutting-edge technology. The inSights Research Program provides a comprehensive perspective on the state of the optical industry through quarterly consumer

survey reports; quarterly in-depth special reports on eyewear and eyecare products and topics; and an end-of-year market estimate and industry forecast.

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About The Vision Council

The Vision Council brings the power of sight to all through education, government relations, research, and technical standards. A leading advocate for the optical industry, the association positions its members to deliver the eyewear and eyecare people need to look and feel their best. Vital to health, independence, and safety, better vision leads to better lives.