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**Survey Uncovers Methods to Enhance Canadian Consumers' Eyewear Shopping Experience**

*Transitions Optical Reveals Key Insights into Customer Journey*

PINELLAS PARK, Fla., March 13, 2018 – When it comes to purchasing eyeglasses—cost, style and a variety of options are key factors among all generations. According to a survey from Transitions Optical and the Center for Generational Kinetics<sup>i</sup>, almost half (46 percent) of Canadian Millennials enjoy the experience of shopping for eyeglasses—and being transparent about cost, offering a variety of lens options and emphasizing the convenience of eyewear options can make the shopping experience easier and more enjoyable. The Canadian survey findings follow the release of the U.S. results during a presentation from Jason Dorsey, millennials and gen Z speaker and researcher, at the 2018 Transitions Academy. Dorsey returned to the Transitions Academy stage after delivering the hit keynote in 2017 on millennials in the workplace.

**Style Opinions are the Most Informative**

When making a purchase—eyeglasses or any other product—people often consult family, friends, or online forums for their opinion. When it comes to purchasing eyeglasses, consumers are most likely to be influenced by others on the topic of style, with 67 percent of people saying this. Style was the highest feature among all generations, followed by cost at 49 percent.

When it comes to recommendations, the survey found that eyeglass wearers are the most influenced by eyecare professionals when making purchasing decisions—with 58

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percent of all generations feeling this way. This provides an opportunity to bring style—as well as cost—into the conversation when assisting consumers with their purchase.

### **Consumers Value Clear and Upfront Costs**

According to the survey, 48 percent of consumers say that clear and upfront costs would help make their shopping experience better, with little differences across generations. As a result, helping consumers understand the value of eyeglasses and being transparent about the factors that contribute to the overall cost of a pair of eyeglasses can help make the shopping experience better.

### **Make Frame and Lens Variety Part of the Conversation**

When asked how the eyewear purchasing process could be better, almost half (45 percent) of consumers said that having a good selection of frames would improve their experience. Boomers were the most likely to feel this way at 48 percent, followed by Gen X at 45 percent and Millennials at 43 percent. While offering a large frame selection is important, lenses should not be overlooked. In fact, 4 in 10 eyeglass wearers say others influence their purchasing decision by offering opinions on lens features.

Photochromic lenses are a popular lens feature among eyeglass wearers, with almost all (92 percent) having heard of them before and over a quarter (27 percent) willing to try them. Gen X and Millennials are the most likely to be willing to try photochromic lenses, at 27 percent. Overall, close to half (42 percent) of all eyeglass wearers are willing to try Transitions® brand photochromic lenses, with Boomers and Gen X most likely at 42 percent, followed closely by Millennials at 41 percent. As a result, eyeglass wearers are interested in trying photochromic lenses—but they are even more interested in trying *Transitions* lenses.

“It’s no surprise that eyeglass wearers want affordable and stylish frames—however, bringing lenses into the conversation about style and price has become even more important when speaking to patients about purchasing eyewear,” said Patience Cook, director, North America marketing. “The research-based claim that patients are not only interested in photochromic lens options, but *Transitions* brand lenses, provides an

opportunity for ECPs to bring lenses into the conversation about not just eye health and convenience, but style as well.”

### **About Transitions Optical**

Transitions Optical is the leading provider of photochromic (adaptive) lenses to optical manufacturers worldwide. Having been the first to successfully manufacture and commercialize plastic adaptive lenses in 1990, and as a result of its relentless investment in research and development and technology, Transitions Optical offers a wide variety of products, setting new standards of advanced performance to provide ever increasing visual comfort and UV protection.

Product leadership, consumer focus, and operational excellence have made the Transitions® brand one of the most recognized consumer brands in optics.

For more information about the company and *Transitions* lenses, visit [Transitions.com](https://www.transitions.com).

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**NOTE: For high resolution images, please contact Christina Gregory at 724-261-8332 or [Christina.Gregory@havas.com](mailto:Christina.Gregory@havas.com).**

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<sup>i</sup> Online survey conducted by the Center for Generational Kinetics on behalf of Transitions Optical in January 2018 among 1,271 nationally representative Canadian adults, ages 22-65, categorized as heavy eyeglass wearers, non-heavy eyeglass wearers and eyeglass non-wearers. For the purposes of this survey, Millennials are defined as those born between 1977-1995, Gen X as 1965-1976, and Boomers as 1946-1964.