



Contact Lens Institute Publishes “Shifting Focus: Generational Perspectives of Contact Lenses & Eye Care”

In-Depth Report Analyzes How Gen Z, Millennials, and Gen X Evaluate Eye Care Providers, Practices & Products; Offers Guidance to Increase Patient Satisfaction and Grow Revenue

WASHINGTON, D.C., December 1, 2025—[Contact Lens Institute™ \(CLI\)](https://www.contactlensinstitute.org) has published “[Shifting Focus: Generational Perspectives of Contact Lenses & Eye Care](https://www.contactlensinstitute.org/resources/see-tomorrow/)” to help the eye care community better understand and connect with Gen Z, Millennial, and Gen X patients. The in-depth report is packed with data, infographics, and insights about how consumers of different ages evaluate and interact with providers, practices, and products. An ideal tool for staff training and conversation, the PDF is now available for free download, printing, or on-screen reading from <https://www.contactlensinstitute.org/resources/see-tomorrow/>.

Included in the work are analyses of generational differences in contact lens and glasses wearing frequency, purchase motivations, cost-value considerations, practice and product loyalty drivers, and expectations of practice and retailer services. Each section is complemented by columns and tip sheets from CLI Visionaries—16 veteran and emerging optometrists and opticians—describing practical ways to translate the findings into practical, results-bearing actions.

“What we discovered is at times surprising, yet essential as eye care business owners and managers prepare for the decades ahead. By better connecting with people in the exam lane or optical floor—a constant throughout past CLI reports—individuals and teams are more likely to strengthen patient relationships and long-term success,” said Stan Rogaski, CLI’s executive director.

The findings include:

- Contact lens patients are more loyal to their eye care professionals compared to glasses wearers, especially among Gen X (77% CL vs. 54% glasses).

- Millennial contact lens wear (43%) outpaces Gen Z (35%) by eight percent, suggesting considerable upside opportunity to engage younger patients.
- At least 70% of all patients want their eye care team to explain the real value of vision correction recommendations, helping them understand the key benefits; the same proportion also want their provider to discuss lifestyle gains afforded by contact lenses.
- Gen Z and Millennial consumers' appreciation of authenticity, personalization, and social/environmental responsibility extend to how they assess their eye care experience, including both practices/retailers and product brands.
- While Gen Z and Millennials expect faster non-emergency responses from eye care practices compared to Gen X, their demand for non-traditional office hours illustrate a more pronounced difference, e.g., approximately 50% of patients ages 15-44 believe that their eye doctor or staff should be available for care and questions during the evening (5-9 pm).
- Despite an onslaught of digital information sources, respondents in all generations still see their eye care team (ophthalmologists, optometrists, opticians, and staff) as the most trusted experts, far outpacing options such as artificial intelligence platforms and social media.

[EDITOR'S NOTE: IN ADDITION TO SELECT DATA VISUALIZATIONS EMBEDDED BELOW, ALL CHARTS WITHIN THE REPORT ARE AVAILABLE AS STANDALONE GRAPHICS BY CONTACTING CONTACT LENS INSTITUTE OR [VISITING THIS DROPBOX LINK.](#)]

“Shifting Focus” is the latest installment in [CLI's See Tomorrow initiative](#), which discovers and disseminates previously unavailable information that supports soft contact lens prescribing and healthy wear and care. Insights were derived from a CLI-commissioned survey of 1,308 vision corrected respondents in the U.S. and Canada during Summer 2025, representing three generations: Gen Z (ages 15-28), Millennials (ages 29-44), and Gen X (ages 45-60).

Contact Lens Institute advances the latest innovations in safe and effective contact lens and lens care products and services that provide unique benefits to patients while satisfying the evolving needs of eye care professionals. CLI undertakes activities that properly assess, enhance, promote and balance contact lens and lens care industry welfare and growth, including the safe use of products in the marketplace. Its members include Alcon, Bausch + Lomb, CooperVision, and Johnson & Johnson Vision. For more information, visit contactlensinstitute.org.

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Shifting Focus: Generational Perspectives of Contact Lenses & Eye Care

Fall 2025

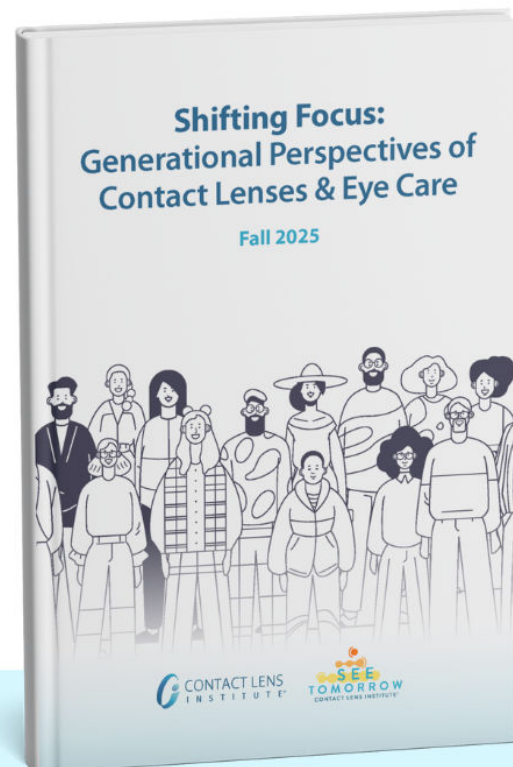




AVAILABLE NOW!

Better understand and connect with Gen Z, Millennial, and Gen X patients. New data, infographics, and insights map how consumers ages 15 to 60 evaluate and interact with eye care professionals, practices, and products, including soft contact lenses.

Don't miss this perfect tool for 2026 planning, staff training, and discussion.

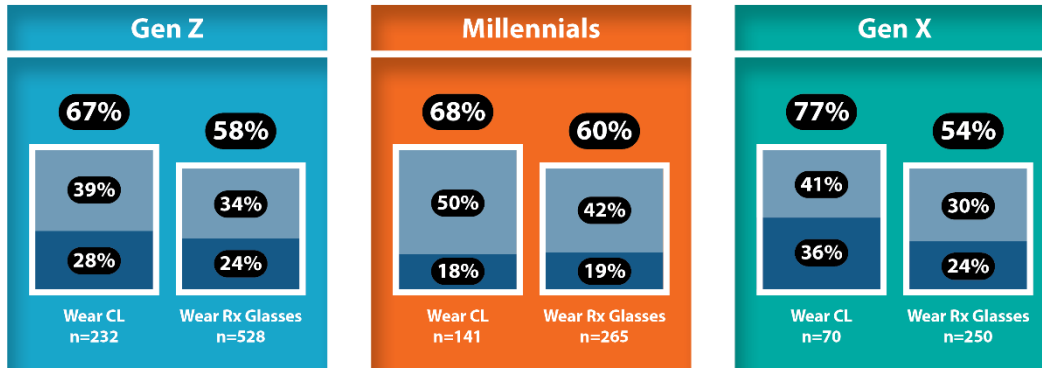


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The Contact Lens Loyalty Advantage

IMPORTANCE OF REMAINING WITH CURRENT ECP CONTACT LENS VS. RX GLASSES WEARERS



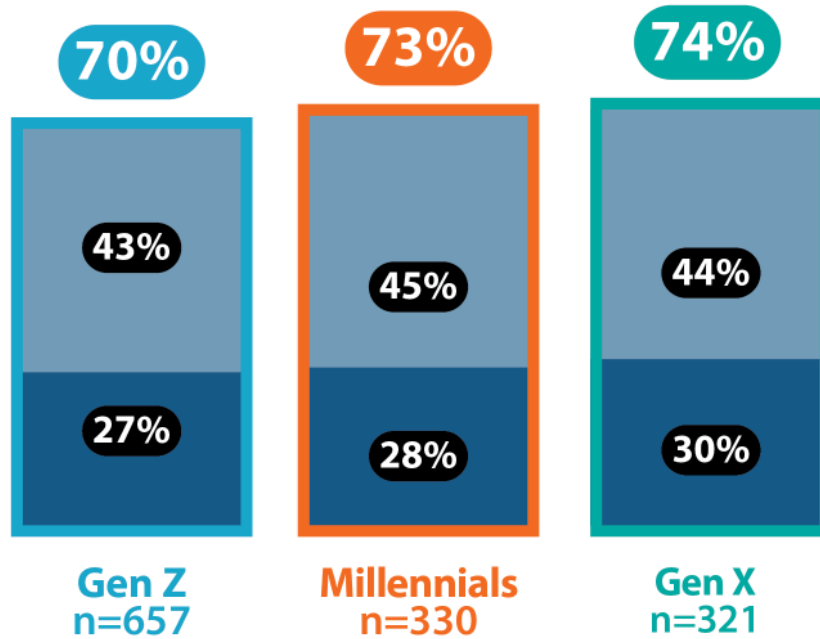
■ Extremely Important, must have ■ Very Important

Online fieldwork conducted by Prodege for Contact Lens Institute from July 30-August 19, 2025, among U.S. and Canadian vision corrected respondents ages 15-60. Q. How important is it to remain with your current eye care professional (ophthalmologist / optometrist) for ongoing care?

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Importance of ECP & Staff to Explain Value of Vision Correction Options



■ Extremely important, must have ■ Very Important

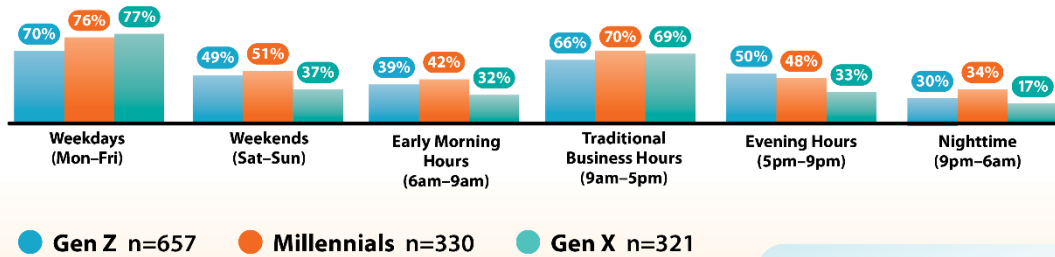
Online fieldwork conducted by Prodege for Contact Lens Institute from July 30-August 19, 2025, among U.S. and Canadian vision corrected respondents ages 15-60. Q. How important are doctors and staff at an eye care professional's office or eye-related retailers in helping you understand the real value of vision correction options (e.g., their benefits compared to cost)?



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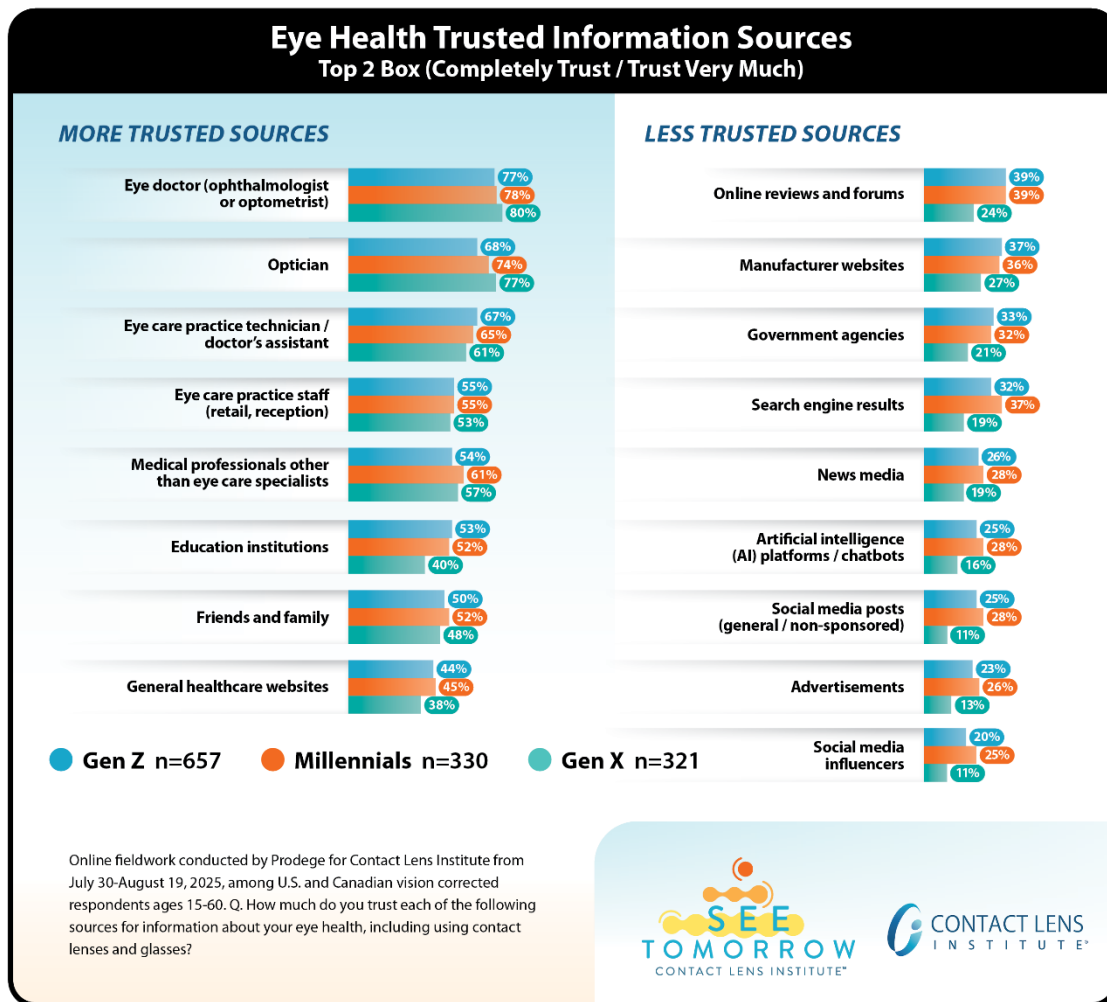
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Importance of ECP & Staff Availability by Time of Day (Extremely and Very Important)



Online fieldwork conducted by Prologix for Contact Lens Institute from July 30-August 19, 2025, among U.S. and Canadian vision corrected respondents ages 15-60.
Q. How important is it that your eye doctor or staff be available for regular (non-emergency) care and questions during the following times?





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