



GENERATION Z



MILLENNIALS



GENERATION X



BABY BOOMER

Generation	Generation Z Connected, Tech Savvy	Millennials Socially-aware	Generation X Family-focused	Baby Boomers Brand-loyal, Financially Aware
<b>Age</b>	• 17 & under	• 18-34	• 35-50	• 51-69
<b>% of Population</b>	• 21.60%	• 23.10%	• 20.40%	• 23.10%
<b>Iconic Technology</b>	<ul style="list-style-type: none"> <li>• Smartphone, TV, Laptop</li> <li>• Facebook, YouTube, Instagram, Snapchat, Twitter, Vine, Google</li> <li>• Wii, PS3, Android</li> </ul>	<ul style="list-style-type: none"> <li>• Internet, Email, SMS</li> <li>• Facebook, YouTube, Instagram, Twitter</li> <li>• DVD</li> <li>• PlayStation, Xbox, iPod</li> </ul>	<ul style="list-style-type: none"> <li>• VCR</li> <li>• Walkman</li> <li>• IBM PC</li> </ul>	<ul style="list-style-type: none"> <li>• TV</li> <li>• Audio Cassette</li> <li>• Transistor radio</li> </ul>
<b>Digital Habits and Eye Strain</b>	<ul style="list-style-type: none"> <li>• 2 in 3 parents report their children use devices 2+ hours daily</li> <li>• 77% of parents report concern about the impact of digital devices</li> </ul>	<ul style="list-style-type: none"> <li>• 2 in 5 use devices 9+ hours daily</li> <li>• 73% report symptoms of digital eye strain</li> </ul>	<ul style="list-style-type: none"> <li>• 1 in 3 use devices 9+ hours daily</li> <li>• 66% experience one or more symptoms of eye strain</li> </ul>	<ul style="list-style-type: none"> <li>• 1 in 4 use devices 9+ hours daily</li> <li>• 53% experience symptoms of digital eye strain</li> </ul>
<b>Where do they shop?</b>	<ul style="list-style-type: none"> <li>• 70% prefer a private practice for an eye exam</li> <li>• 57% prefer a private practice to purchase contacts</li> <li>• 50% prefer a private practice to purchase eyeglasses</li> </ul>	<ul style="list-style-type: none"> <li>• 70% prefer a private practice for an eye exam</li> <li>• 54% prefer a private practice to purchase contacts</li> <li>• 31% prefer an optical retailer like LensCrafters or Visionworks to purchase eyeglasses</li> </ul>	<ul style="list-style-type: none"> <li>• 70% prefer a private practice for an eye exam</li> <li>• 57% prefer a private practice to purchase contacts</li> <li>• 50% prefer a private practice to purchase eyeglasses</li> </ul>	<ul style="list-style-type: none"> <li>• 73% prefer a private practice for an eye exam</li> <li>• 54% prefer a private practice to purchase contacts</li> <li>• 39% prefer a private practice to purchase eyeglasses</li> </ul>
<b>What do they buy?</b>	<ul style="list-style-type: none"> <li>• 90% single vision lenses</li> <li>• 49% scratch resistant coating</li> <li>• 36% anti-reflective coating</li> <li>• 19% light-reactive lenses</li> </ul>	<ul style="list-style-type: none"> <li>• 47% plano sunglasses</li> <li>• 44% single vision lenses</li> <li>• 16% anti-reflective coating</li> <li>• 13% scratch resistant coating</li> <li>• 6% computer glasses</li> <li>• 5% sport goggles</li> </ul>	<ul style="list-style-type: none"> <li>• 43% plano sunglasses</li> <li>• 38% single vision lenses</li> <li>• 15% anti-reflective coating</li> <li>• 15% scratch resistant coating</li> <li>• 4% sport goggles</li> </ul>	<ul style="list-style-type: none"> <li>• 41% scratch resistant coating</li> <li>• 40% progressive lenses</li> <li>• 33% reading glasses</li> <li>• 30% polycarbonate lenses</li> <li>• 30% anti-reflective coating</li> <li>• 26% UV coating</li> <li>• 25% prescription sunglasses</li> <li>• 20% bifocal/trifocal lenses</li> <li>• 18% light-reactive lenses</li> <li>• 14% clip-on sunglasses</li> <li>• 4% sport goggles</li> </ul>
<b>How often do they use their benefits?</b>	<ul style="list-style-type: none"> <li>• Eye exam: annually, with coverage</li> <li>• Eyeglasses: annually</li> </ul>	<ul style="list-style-type: none"> <li>• Eye exam: annually, with coverage</li> <li>• Contacts: annually</li> <li>• Eyeglasses: every other year</li> </ul>	<ul style="list-style-type: none"> <li>• Eye exam: annually, with coverage</li> <li>• Contacts: annually</li> <li>• Eyeglasses: annually</li> </ul>	<ul style="list-style-type: none"> <li>• Eye exam: annually, with coverage</li> <li>• Contacts: annually</li> <li>• Eyeglasses: annually</li> </ul>