



OBSERVING GENERATIONS

A look at the optical buying habits of different generations

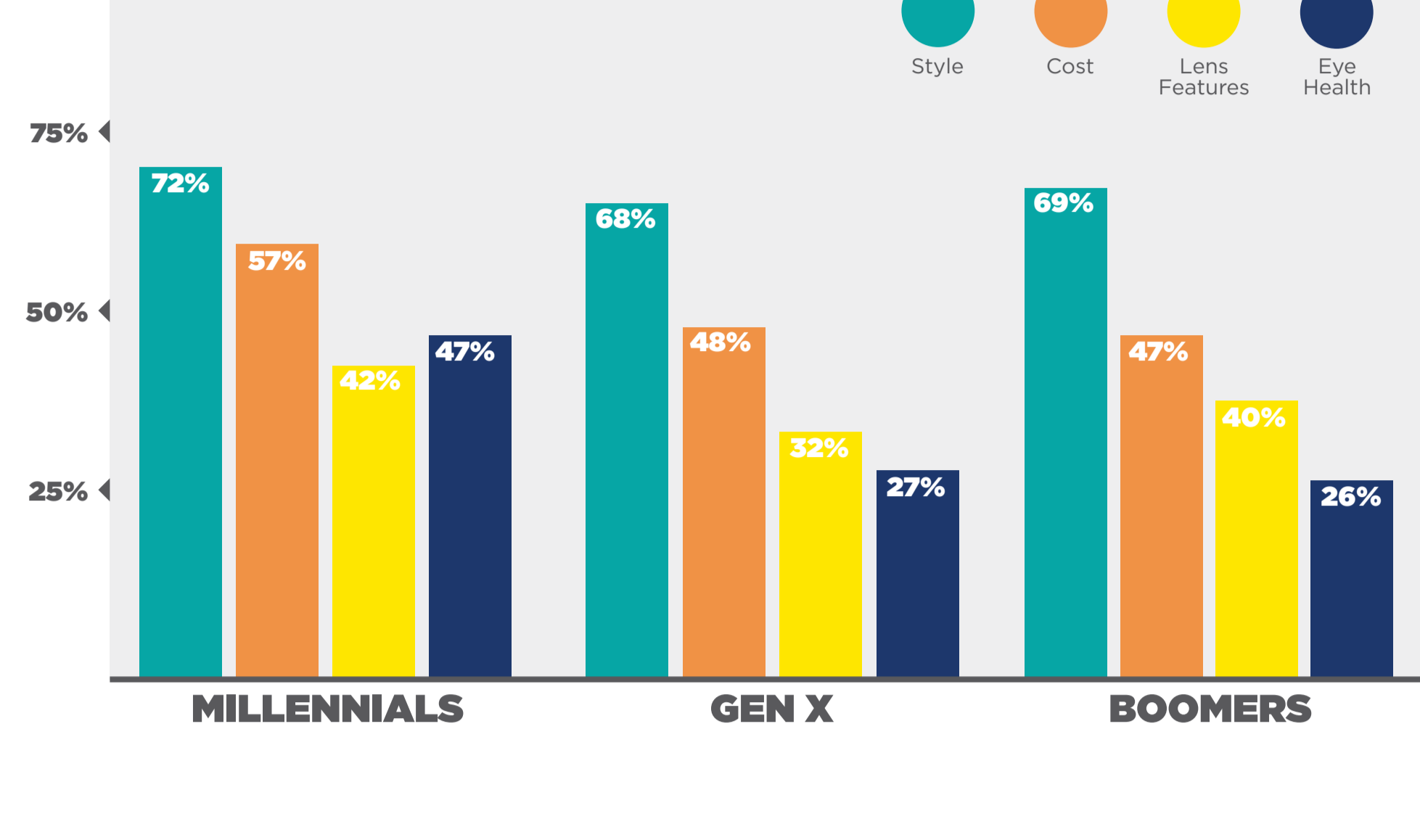
Eyeglass Shopping Can Be ENJOYABLE

1. When eyeglass wearers put on their glasses, they feel...



Millennials are also more likely to feel **ATTRACTIVE**  OR **COOL**  when putting on their glasses

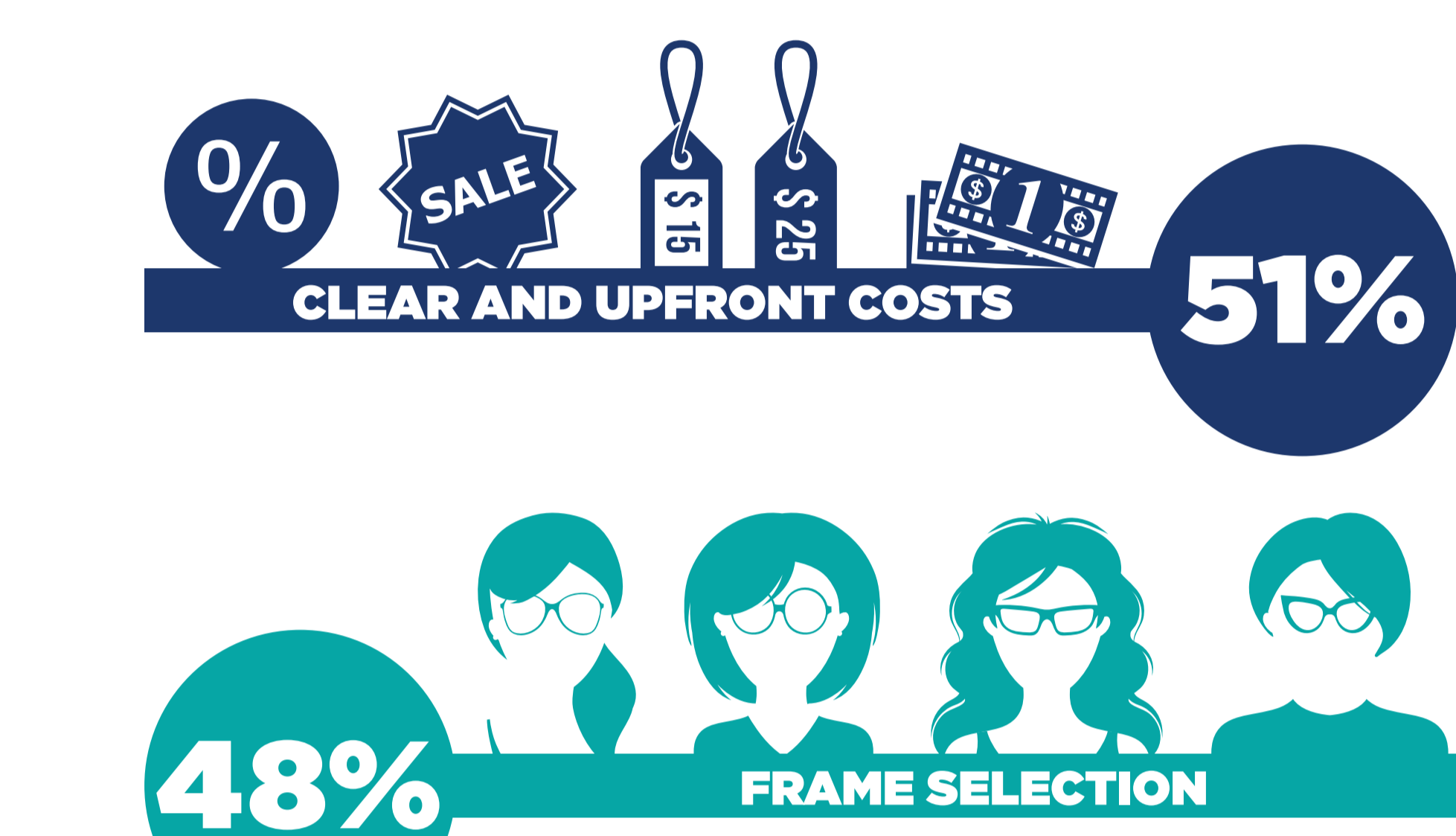
2. Across generations, when wearers get input from others on their eyeglass decisions, **most often it's in regard to style**



3. Millennials are significantly more likely than Gen X and Boomers to say that **shopping for eyeglasses is an enjoyable or easy experience**

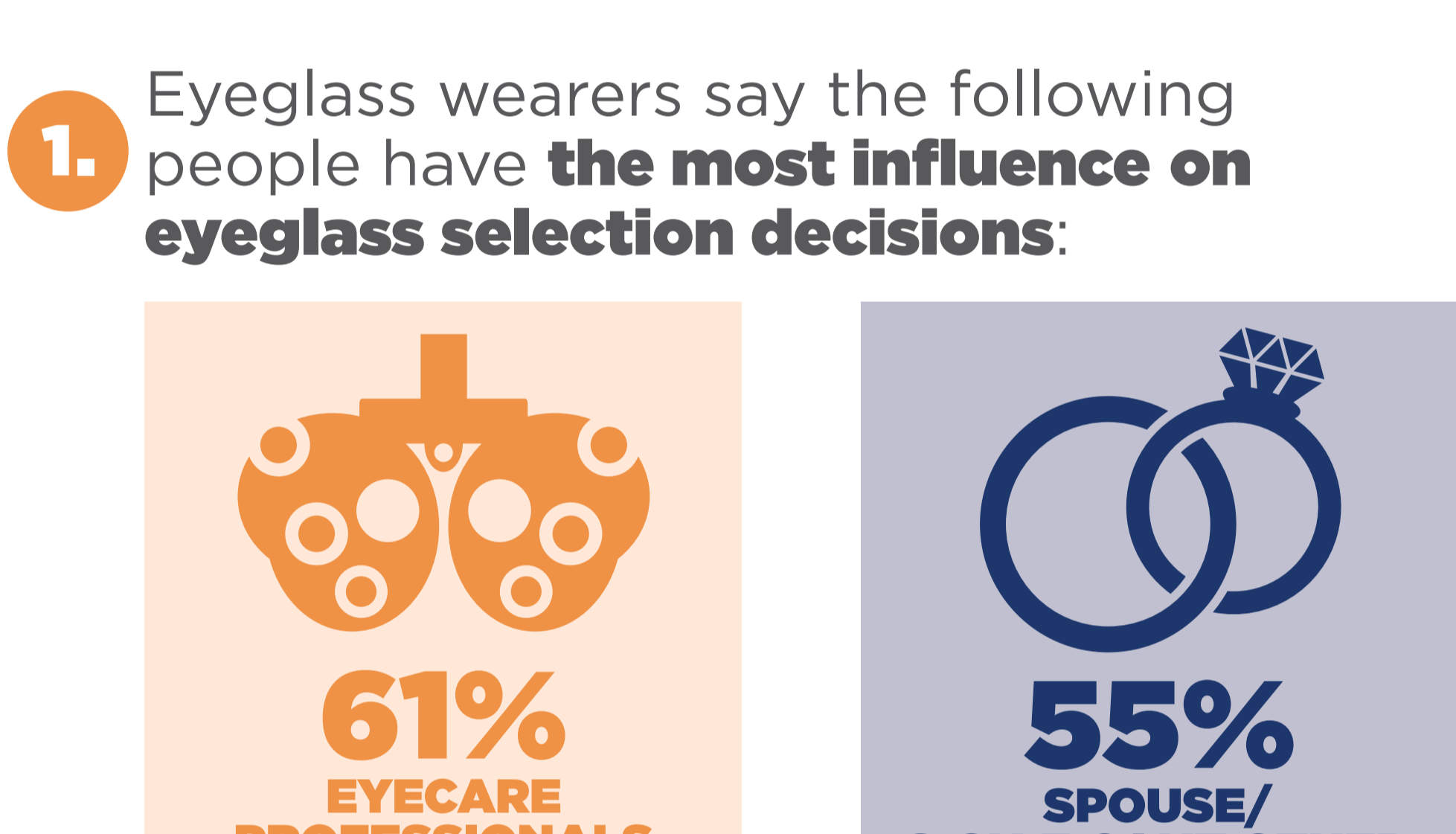


4. **HALF OF EYEGLASS WEARERS** say the eyeglass shopping experience would be **improved by clear and upfront costs and good frame selection**

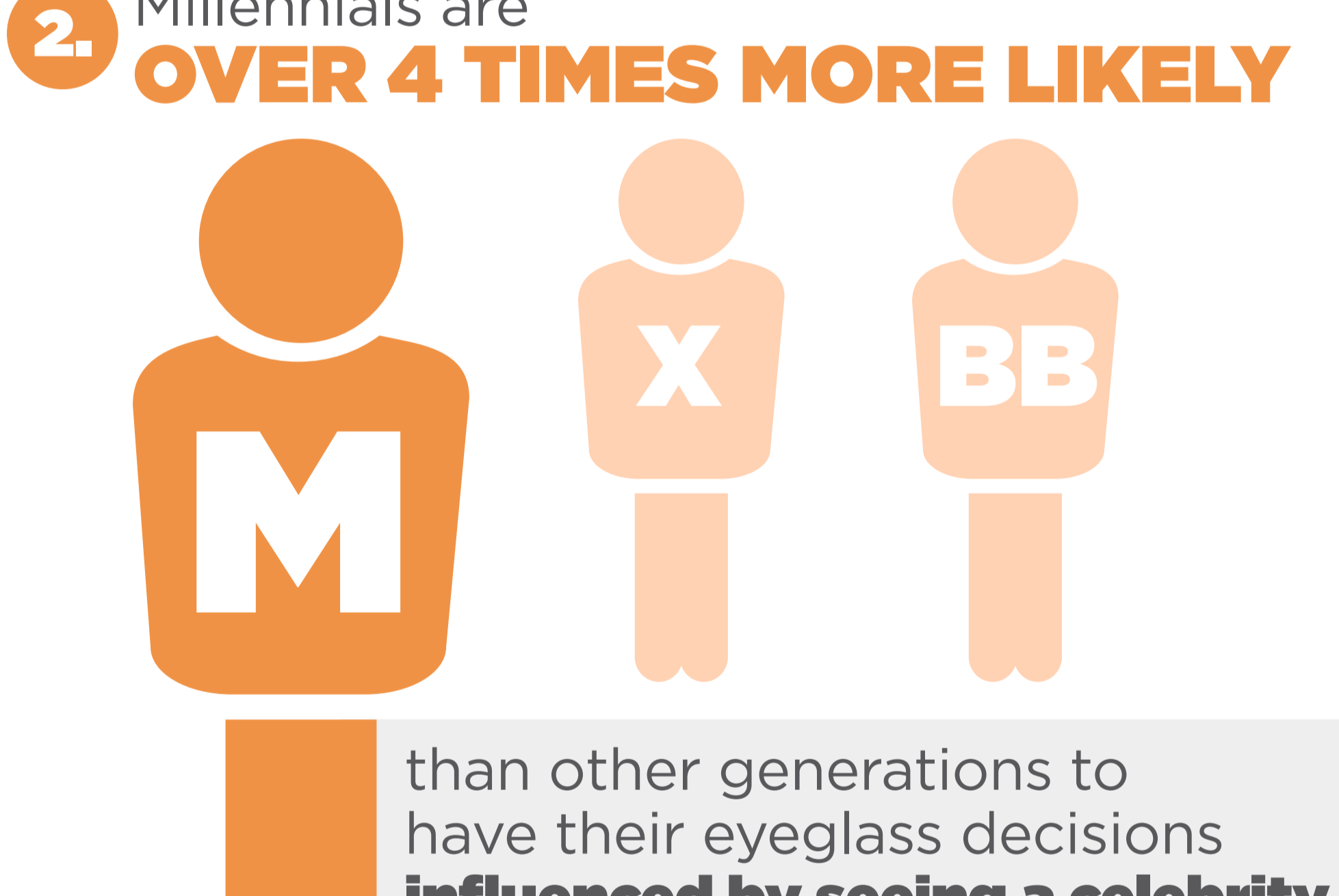


Eyeglass Selection is not a SOLO DECISION

1. Eyeglass wearers say the following people have **the most influence on eyeglass selection decisions**:



2. Millennials are **OVER 4 TIMES MORE LIKELY**



Transitions® Lenses are a POSITIVE OPTION for Millennial Consumers

1. **56%** OF MILLENNIAL EYEGLASS WEARERS are interested in trying Transitions® lenses

AND

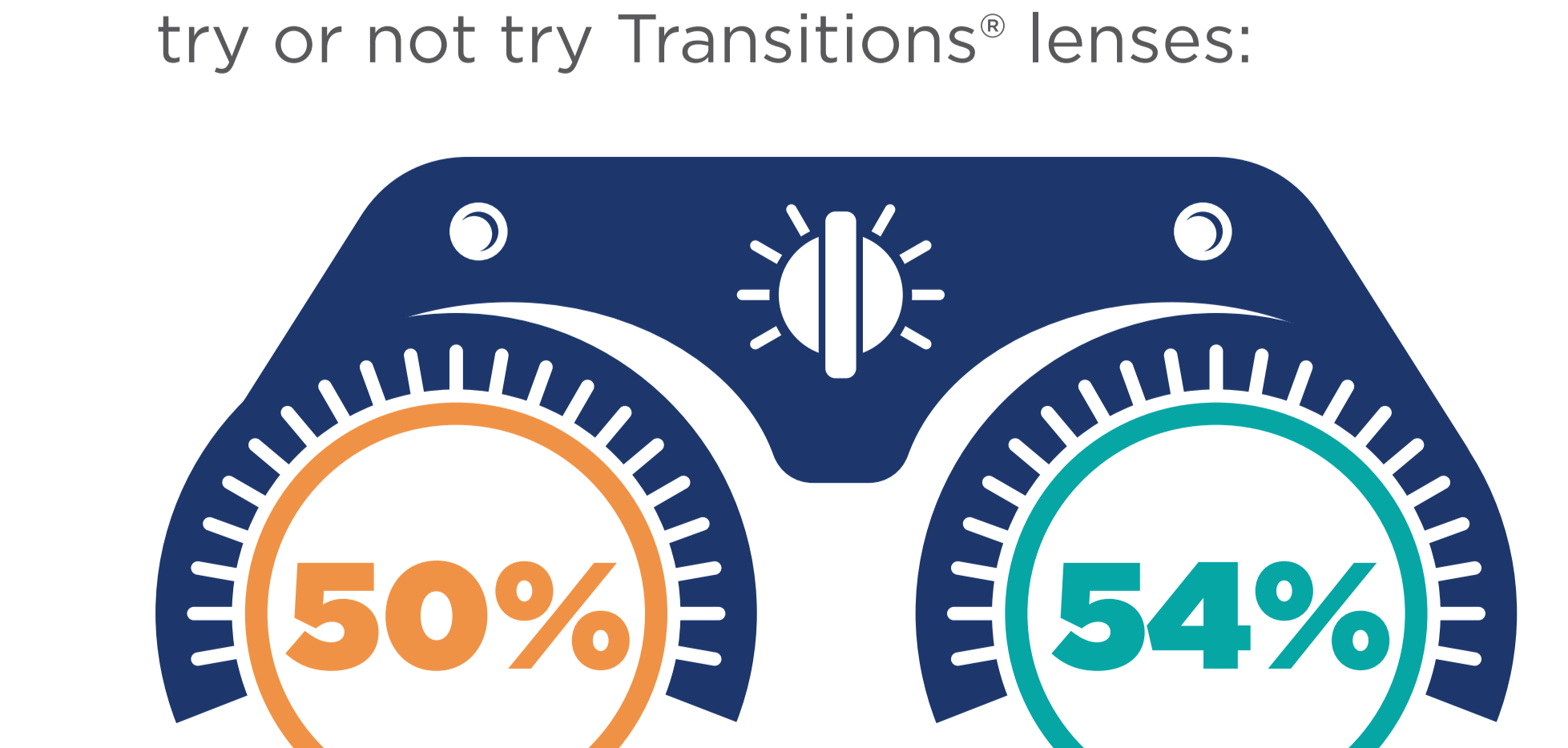
80% would try Transitions® lenses if they could **TRY THEM FOR A WEEK FOR FREE**



2. **Convenience and eye health** are the top two reasons that consumers like Transitions® lenses:



3. **Eye care professionals have tremendous influence** over whether consumers will try or not try Transitions® lenses:



Transitions™ light intelligent lenses

CGK THE CENTER FOR GenerationalKinetics®

For more information, please contact Transitions Optical at cservice@transitions.com.

This infographic is based on research results from a Custom 26-question survey designed collaboratively by Transitions (Transitions.com) and The Center for Generational Kinetics (GenHQ.com). The survey was conducted online from January 11, 2018 to January 17, 2018 with 1,263 U.S. respondents ages 22-65. The sample has a margin of error of +/- 3.1% against the US population and was weighted to current U.S. Census data for age, gender, and region.

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