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20/20



**THE SPORT EYEWEAR
MARKETPULSE**

**EYEWEAR FITTING FOR
WRAPS AND TILTS**

Swing!

STEP UP AND GET IN **THE GAME**
SPORT EYEWEAR IS READY FOR YOU
PUT ON YOUR GAME FACE... **NOW**

A SPECIAL
REPORT ON
**PROTECTIVE
SPORTS
EYEWEAR**

SHAQ EYE GEAR FROM ZYLOWARE

EDITOR-
IN-CHIEF



GET IN THE SWING OF IT

I'm going to be as completely direct as possible in this opening pep talk for our annual *20/20 Sport Eyewear* issue.

You need sport eyewear. This is your game, and you need to embrace every aspect of the importance of sport specific eyewear as it relates to performance, competition specific lenses and frames, and that critical aspect of safety provided by the right eyewear. So many of you get all of this and go to great lengths delivering the exactly right specs consumer athletes need to pursue their active dreams, but as I animate this ongoing challenge, many ECPs still think the specific of sport vision is not something they can handle or deliver. For whatever reason, they feel it's more than OK to give up this opportunity to big box sports stores, mass market retailers and the numerous and increasing venues of online delivery. And that's just plain and simply... wrong.

This game of sport specs is your game. By virtue of the tech involved, the safety required and the

product so specifically available to you, sport eyewear and the message of enhanced competitive vision is custom made for you as a total eyecare and eyewear pro. So we are taking dramatic action focused on helping you up your game.

First up... four full pages (pp. 58 to 61) devoted to the critical aspect of safety and its relationship to sports vision. This Sports Eye Injuries & Protective Sports Eyewear study was conducted by Jobson Research in conjunction with the International Sports Vision Association (ISVA) and Zyloware Eyewear. As clearly noted in its introduction, the purpose of the survey was to understand ECP experiences in treating sports-related eye injuries and to gauge their knowledge and attitudes about sports protective eyewear, along with factors that influence decisions to recommend sports protective eyewear to patients.

Our own annual Jobson Research Sport Eyewear MarketPulse Survey is also proudly featured in order to help you position your part in the ongo-

ing quest to understand how the optical market views the present and future of sport eyewear.

And our final cheerleading is the delivery of the actual eyewear options at hand as photographed by still life master Ned Matura. We love romanticizing eyewear, and nothing deserves object love more than the specs of sport. The eyewear featured is indeed bold and bodacious. Sport glasses impact every aspect of all eyewear. It out fashions fashion. Its tech tops every version of technical achievements in both frames and lenses. It colors with a dazzle and degree you cannot ignore.

Please... give sport a swing. It will leave you breathless with excitement, and it will do the same for those you serve with vision solutions.

● James J. Spina
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EXECUTIVE
EDITOR



ADRENALEYZED

Last year, I made my comeback to road running races after nearly a two year break from the pandemic and completed 10 races including most recently the NYC Half Marathon. As most of my industry colleagues know, this race took place on the Sunday morning of Vision Expo East. Many were impressed I took this on, knowing the busy schedule the *20/20* team had during this time, not only at the show but with all the surrounding events that took place. I'm pretty sure some thought I was flat out insane; in fact, a few actually told me I was. But it's been a few years since I've ran this race, so insane or not, it was time to take my place again at the start line.

I had been training since the new year, but I knew the week leading up to race day was going to be tough. That week, my "training" consisted of four straight days of "running" to and from events such as the VM Summit, the OWA Champagne Breakfast, the Person of Vision Gala, anniversary celebrations for Marchon and Zyloware, and of course,

appointments at the Javits Center and The Loft. As a lifelong New Yorker who rarely drives or rides in cars, I'm used to constantly being on my feet, whether it's taking the subway or walking crosstown. The trick was switching up my footwear to preserve my feet—heels in the evenings for dinners and parties, and flat shoes or sneakers during the day (thank goodness for athleisure!). This helped, but I am human after all, and realistically speaking, when race day arrived, I was pretty exhausted both mentally and physically. But it was a positive exhaustion if that makes sense, those four days spent reconnecting with and meeting new industry friends along with the excitement of our two March issues and the positive feedback we received across the board truly



energized me for this race. And that's how I ran 13.1 miles from Brooklyn to Manhattan that morning—on pure adrenaline. Believe it or not, finishing this race was actually the perfect finale to a great week of show events and celebrations... that was my runner's high.

To add to my running excitement, I'm thrilled to see that eyewear brands have stepped up their sport eyewear game, designing eyewear specifically geared for runners in mind but also with styling fit for the street and everyday wear. At Expo, I previewed some of these running sunglass styles from Oakley (Upfront p. 27) and Article One. I look forward to giving these a test run and will be sure to keep you posted with my feedback.

● Christine Yeh
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SHAQ EYE GEAR 102Z
from Zyloware

SPORTS CENTER



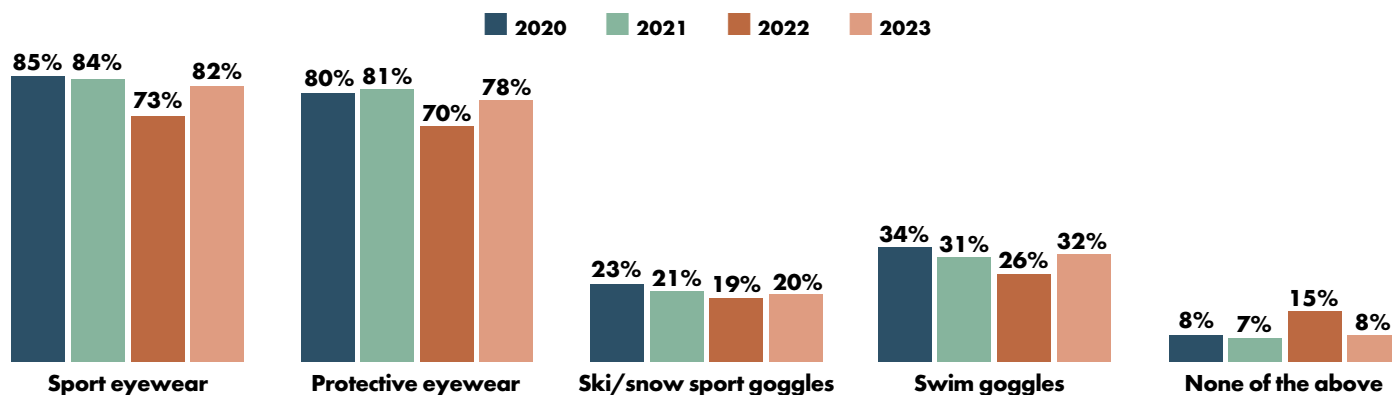
Photographed by Ned Matura

Every independent retailer can make their dispensary a sports center—for sport eyewear, that is. *20/20* presents our annual Sport Eyewear MarketPulse Survey. Ninety-two percent of independent optical locations dispensing eyeglasses report dispensing some type of sport or protective eyewear, including ski and swim goggles. Read on and learn about some central themes in this important category, and how you can be an advocate for sport eyewear for your patients’ active and athleisure needs. Conducted by Jobson Research, this year’s study surveyed 290 respondents at independent optical locations dispensing eyeglasses (267 dispensed sport eyewear) in January 2023.

—Jennifer Waller, *20/20* Director of Research & Business Analytics

Which of the following, if any, does this location dispense?

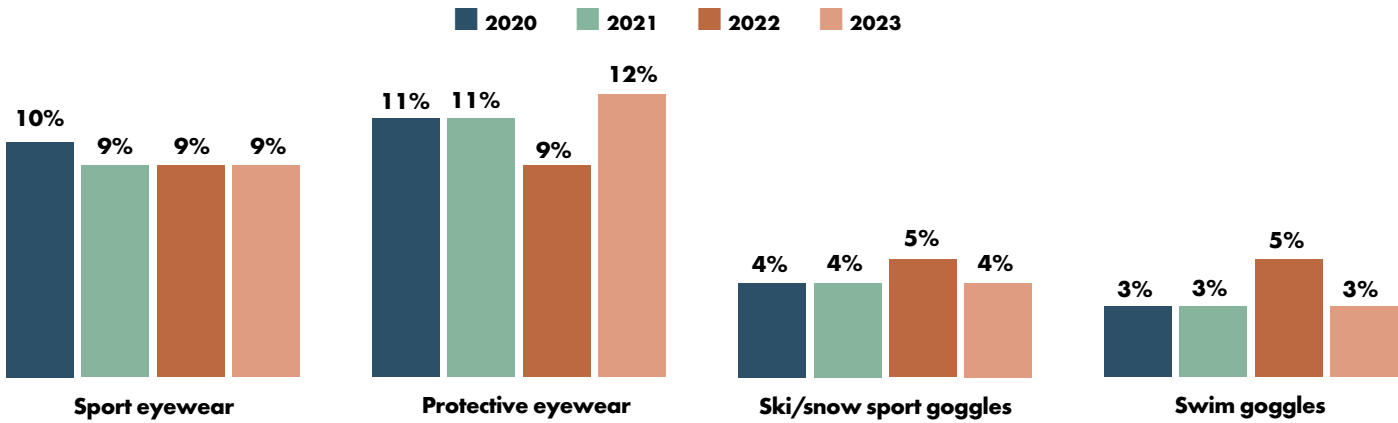
Select all that apply



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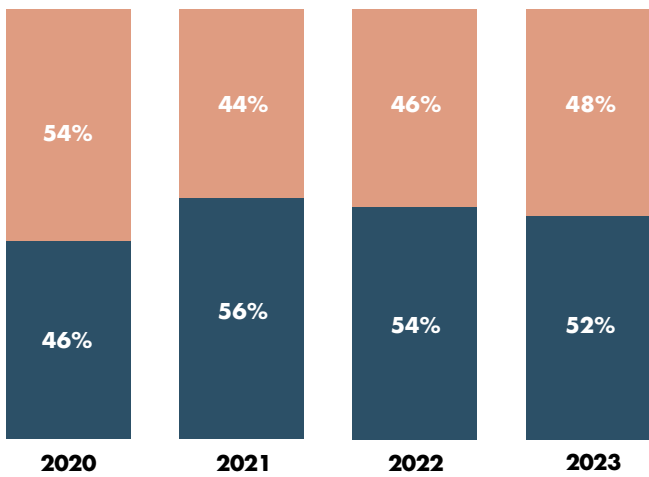
What percent of your total practice revenue do the following categories represent?

Only asked if dispense category



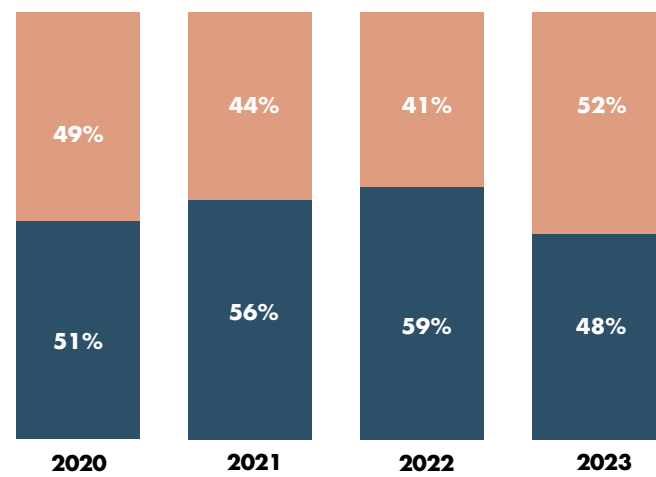
Do you use marketing or merchandising materials from the manufacturer for any sport eyewear?

Yes No



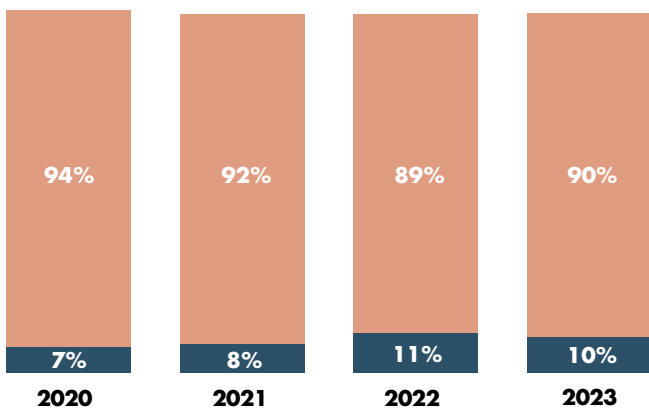
Do you value sports endorsements from athletes for sport eyewear?

Yes No



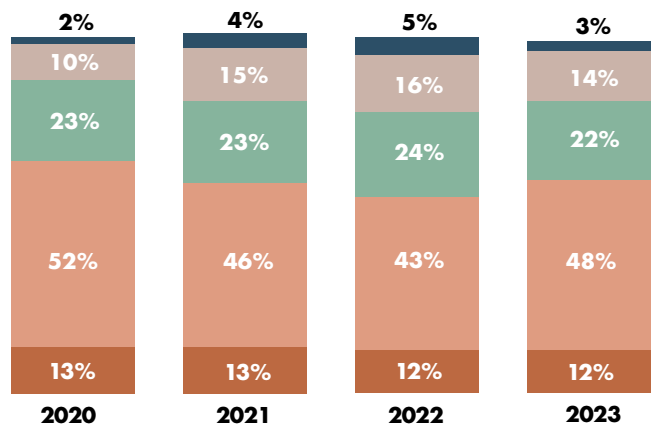
Do you dispense prescription sport eyewear?

Yes No



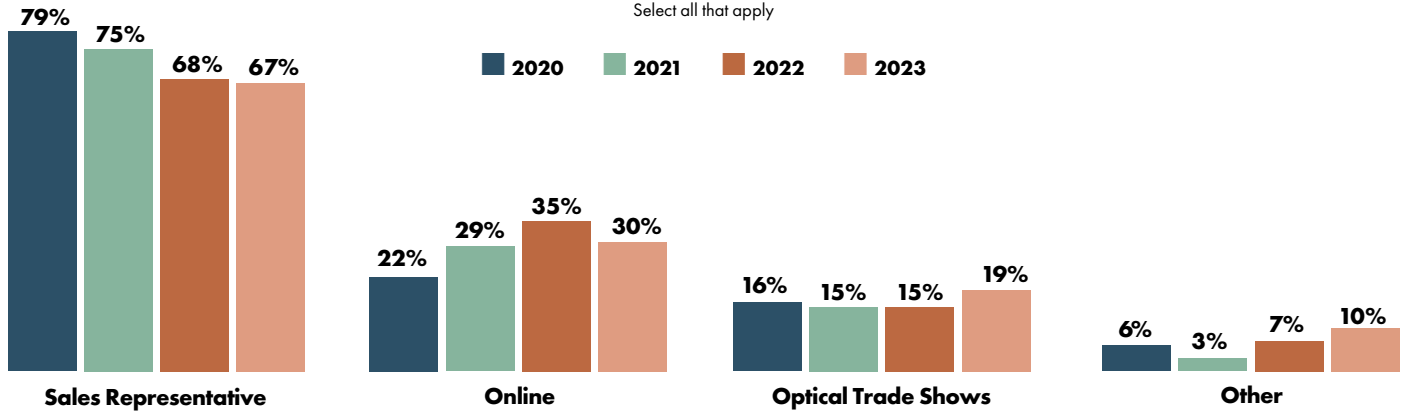
How interested do you think your patients are in sports endorsements from athletes for sport eyewear?

Not at all interested Not very interested No opinion Somewhat interested Very interested



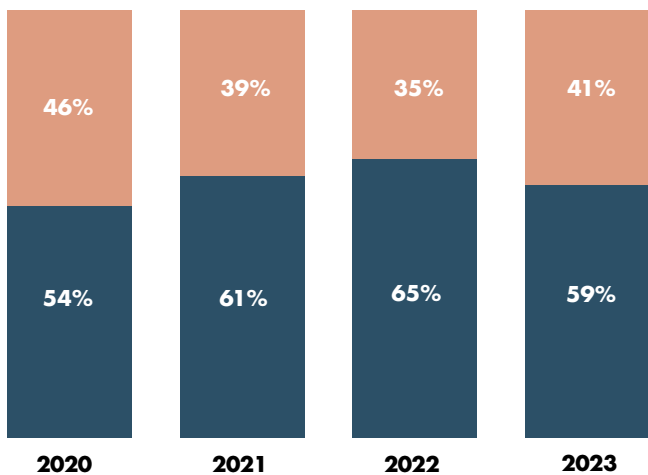
Where do you purchase sport eyewear from?

Select all that apply



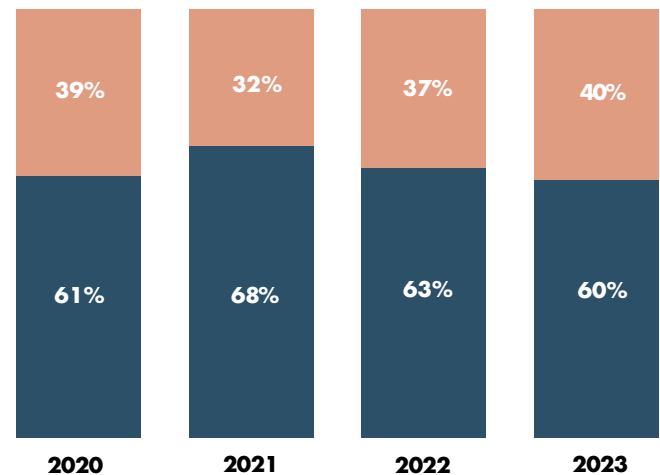
Would you say your patients are requesting sport eyewear, or you are suggesting sport eyewear to your patients?

We suggest sport eyewear | Patients request sport eyewear



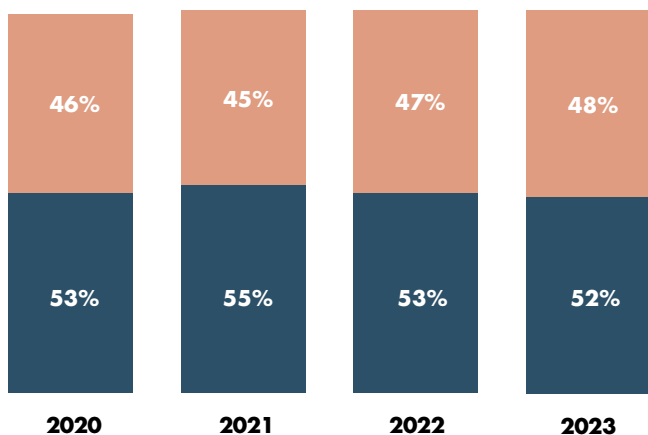
Are you familiar with the growing category of Athleisure as it relates to lifestyle branding?

Yes | No



Do you participate in a manufacturer's Rx program?

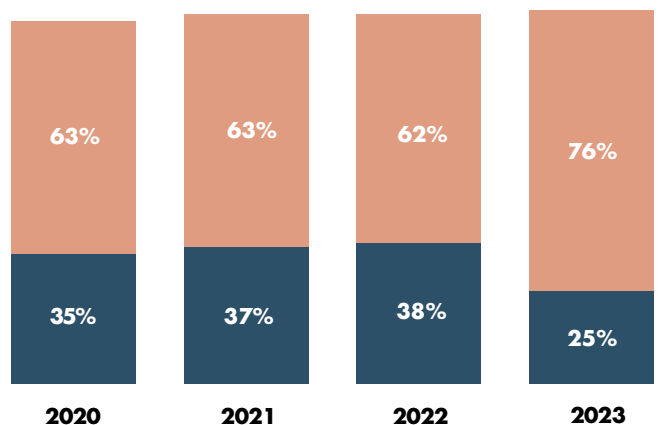
Yes | No



Do you carry any eyewear brands that could be considered Athleisure?

If aware of the category

Yes | No



Sports Eye Injuries & Protective Sports Eyewear

SUMMARY OF MAJOR FINDINGS

The Sports Eye Injuries & Protective Sports Eyewear study was conducted by Jobson Research in conjunction with the International Sports Vision Association (ISVA) and Zyloware Eyewear. The purpose of the survey was to understand eye care professionals' experiences in treating sports-related eye injuries and to gauge their knowledge and attitudes about sports protective eyewear, along with factors that influence their decision to recommend sports protective eyewear to their patients.



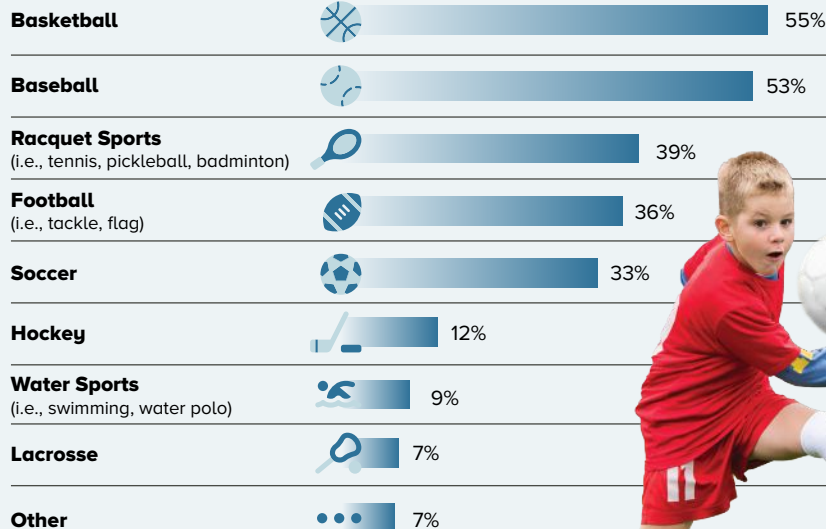
// TREATING SPORTS RELATED EYE INJURIES

Eight in ten respondents (79%) report that within the last five years their office has treated patients who have suffered a sports-related eye injury. Respondents report that they most often treat Corneal Abrasions, with 72% stating this is the most common sports related injury they treat. Blunt Trauma was the second most common, followed by Detached Retina and then Penetrating Eye Injuries.

Rank	Corneal Abrasions	Blunt Trauma	Detached Retina	Penetrating Eye Injuries
1	72%	22%	3%	3%
2	25%	57%	10%	8%
3	2%	14%	47%	37%
4	2%	6%	41%	52%

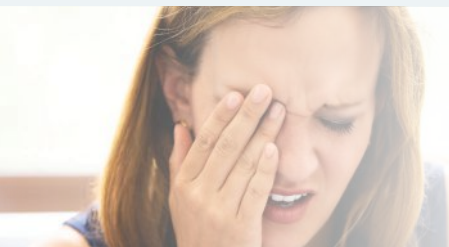
// SPORTS AND EYE INJURIES

More than half of respondents say Basketball (55%) and Baseball (53%) are the sports that are the cause of most of the sports related eye injuries they treat. About four in ten (39%) say they often treat eye injuries associated with racquet sports such as tennis, pickleball, and badminton and flag or tackle football (36%). Soccer (33%), Hockey (12%), Water Sports (9%) and Lacrosse (7%) were other top sports related activities that eye care professionals say are the causes of most of the sports related eye injuries they treat.



// AVERAGE AGE OF PATIENTS REPORTING EYE INJURIES

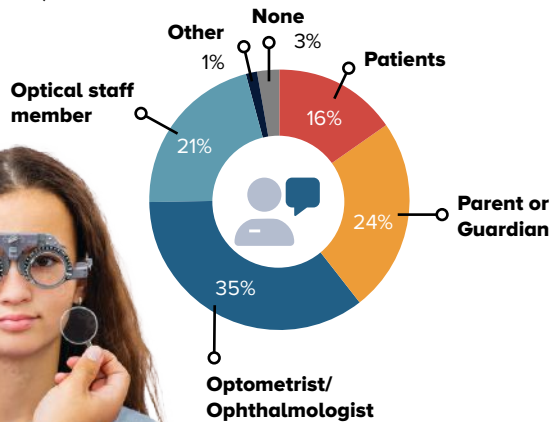
More than half (53%) of respondents note that most sports related eye injuries they treat are among Teenagers (13-19). The next most common age group is Young Adults (20's), followed by children (12 and under), Adults (30-50), and older Adults (50+).



// SPORTS ACTIVITIES AND EXAMS

During eye exams or other office visits, three-quarters (77%) of respondents say they are proactive in asking patients about the sports/leisure activities/hobbies they participate in.

However, when it comes to talking about protective sports eyewear, only just over half (56%) say someone at their practice initiates the conversation. About one in three (35%) report the Optometrist/Ophthalmologist will bring the subject up first and 21% say it's an Optical Staff member. Four in ten respondents say the subject is generally introduced by Parents/Guardians (24%) and Patients (16%).



// ASTM STANDARDS

ASTM International, one of the largest voluntary standards developing organizations in the world, sets the standards that eye protection must meet to help prevent eye injuries in different sports. While virtually all respondents (97%) agree that it is important that protective sports eyewear meet the appropriate ASTM standard for specific sports, nearly three-quarters (75%) of Opticians/Dispensers see it as “very important” compared to only 54% of Optometrists/Ophthalmologists.

When asked how familiar they are with the ASTM international standards for protective sports eyewear, only three in ten (30%) survey respondents are “very familiar” while half (50%) are “somewhat familiar” and 21% are “unfamiliar.”

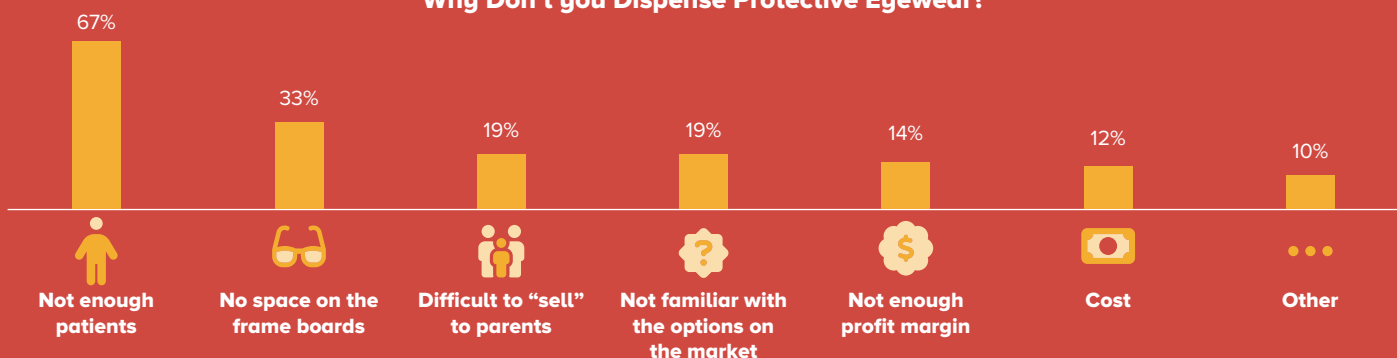
Additionally, three-fourths (75%) of respondents believe it is important that protective sports eyewear has undergone independent, 3rd party testing.

// DISPENSING PROTECTIVE SPORTS EYEWEAR

The majority (87%) of respondents report that their practice dispenses protective sports eyewear. Of those respondents who say their practice does not dispense protective sports eyewear, two-thirds (67%) say it's because they do not have enough patients, while one-third (33%) say they have no space on frame boards to display these products. One in five (19%) of those that do not dispense sports protective eyewear say they are unfamiliar with the options on the market.

Among those that do not dispense protective sport eyewear, about one in five (19%) say they find protective sports eyewear to be a difficult sell to parents, with Optometrists/Ophthalmologists (26%) more than twice as likely than Opticians/Dispensers (13%) to cite this difficulty in selling. Optometrists/Ophthalmologists are also slightly more likely than Opticians/Dispensers to identify cost (15% vs. 8%) as a reason they do not dispense.

Why Don't you Dispense Protective Eyewear?



// PROMOTING PROTECTIVE SPORTS EYEWEAR

Half (50%) of respondents says they promote protective sports eyewear through merchandising or marketing material supplied by the manufacturer. About three in ten (30%) do so via their website or social media, while one in five (19%) interact with schools, coaches, and athletic trainers. Only 10% utilize Eblasts to parents/patients as a promotional opportunity.



// FACTORS INFLUENCING DECISION TO RECOMMEND PROTECTIVE SPORTS EYEWEAR



INFLUENCE OF AGE AND GENDER

Most respondents (70%) surveyed say that age is an important factor in influencing their decision to recommend protective sports eyewear to their patients, but a patient's gender is not an important factor (69%).



VISION CORRECTION

Virtually all respondents say a patient's prescription vision correction is an important consideration in their decision to recommend protective sports eyewear, with 96% of those surveyed seeing it as important factor for patients who currently wear prescription glasses for sports and 91% seeing it as an important factor for patients who currently wear contact lenses for sports. Nearly all (96%) say that the specific sport/activity/hobby played by the patient is also important. Eight in ten (81%) agree that all children need protective sports eyewear while playing sports regardless of whether they wear glasses or contact lenses.



COST AND INSURANCE

The majority (79%) of optical professionals surveyed say cost is an important factor when it comes to recommending protective sports eyewear. Six in ten (62%) say it is the top reason patients give them for not wanting protective sports eyewear.

The majority of respondents (63%) say a patient's insurance plan is not an important factor when it comes to their recommending protective sports eyewear, but 44% of them say it is a significant reason patients give them for not wanting protective sports eyewear.

According to those surveyed, other reasons patients say they do not want to purchase protective sports eyewear is because they don't think it is needed for the sports they play (48%), is "not cool" (40%), they think it will be uncomfortable (39%), or believe it will affect their vision while playing (28%).

// PROTECTIVE SPORTS EYEWEAR FEATURES AND MATERIALS

Three-quarters (73%) of respondents say they use polycarbonate lenses in the appropriate minimum lens thickness all the time, while an additional one in five (20%) say they use them most of the time when selecting a lens for prescription protective sports eyewear.

About nine in ten (93%) of those surveyed say frame material is an important property that influences their decision to recommend protective sports eyewear. Respondents also note the importance of properties such as ultraviolet protection (92%) and anti-reflective coating of lenses (74%) as important properties.

// ATTITUDES ABOUT PROTECTIVE SPORTS EYEWEAR

There is strong agreement among eye care professionals surveyed about the importance of protecting eyes during sports activities. Nearly all (97%) agree that proper eye protection can reduce the number and severity of eye injuries, while 9 in 10 agree everyday dresswear eyeglasses and sunglasses don't offer adequate protection to guard against potential eye injuries while playing sports (89%), and that wearing protective sports eyewear is as important as putting on other protective gear such as helmets and pads (92%).

Eyewear that fits well can help reduce injuries and increase compliance. Nine in ten (90%) respondents agree that protective sports eyewear should be fit by an eye care professional.



■ Strongly Agree ■ Agree

Proper eye protection can reduce the number and severity of eye injuries



Everyday dresswear eyeglasses, sunglasses, and contact lenses don't offer adequate protection to guard against potential eye injuries while playing sports



Wearing protective sports eyewear is as important as putting on other protective gear such as helmets and pads.



Protective sports eyewear should be fit by an Eye Care Professional



Survey Method and Sample

This study was conducted by Jobson Optical Research; fielded in September 2022. A total of 57,826 Eye Care Professionals were contacted via email and invited to click on a link to complete a survey. An incentive of a chance to win a \$10 Amazon.com Gift Card was offered to entice participants. A total of 388 qualified respondents (0.67% response rate) completed the survey.

Respondent Demographics

Survey respondents were mainly Optometrists (46%) and Opticians/Optical Dispensers (47%). Optical Staff (4%), Ophthalmologists (0.8%) and others, such as office managers, accounted for two percent of respondents. About six in ten (57%) respondents identified as female and 42% as male. Six in ten (60%) say they are currently practicing in a single location practice, with the remaining respondents reporting working in practices with 2-3 locations (28%), Group/Chain of more than 10 locations (7%), and Group/Chain of 4-10 locations (5%). The majority of responses (75%) were received by those who have been in practice or working in the optical industry 15 years or more.

This sample size yields a 95% confidence level with a 5% margin of error.

Protect. Prevent. Play. is an educational resource designed to help eye care professionals educate parents, coaches, teachers, athletic trainers and athletes of all ages and skill levels about the importance of wearing appropriate protective eyewear to help reduce the chance of eye injury. Visit <https://www.sportsvision.pro/athletes/protectpreventplay/> for more information.

