



# Executive Summary: Personal Style and Vision Enrollment

*2016 Transitions Optical Employee Perceptions of Vision  
Benefits Survey*

*February 2016*

## Overview

Since 2010 Transitions Optical has conducted consumer research to better understand employee perceptions, purchase decisions and usage of vision benefits.

Insights from the surveys have helped inform brokers and HR professionals on how to deliver vision plans that improve employee eye health, job satisfaction and overall productivity and well-being.

## Methodology

Online survey conducted by Wakefield Research on behalf of Transitions Optical, Inc. in November 2015 among 1,000 nationally representative U.S. adults, ages 18+, employed full- or part-time, whose employers offer vision benefits.

# Key takeaways

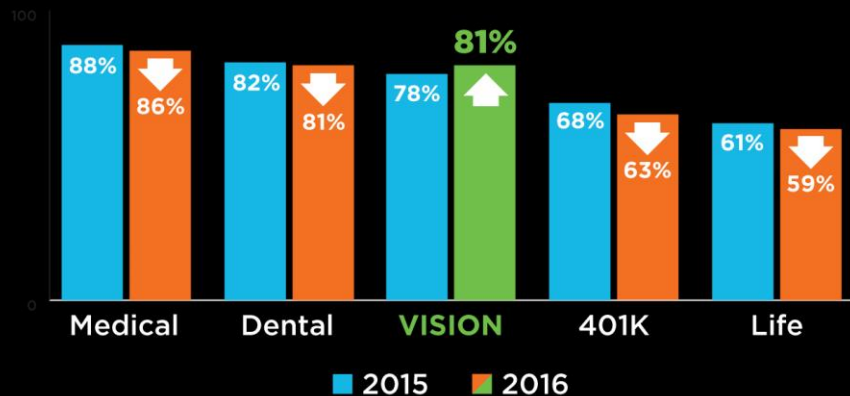
- **Employee perception of vision as valued election improves**
  - Vision insurance tied with dental as the second most popular election
  - Utilization of benefit to cover eye exams multiple times throughout the year is highest among Millennials compared to older generations (30% vs. 18% Gen Xers and 17% Baby Boomers)
- **Competitive benefits packages are significant tool to attract and retain top talent**
  - Nearly one-third (32%) of respondents say they have or know someone who has accepted a new job in the last year because it offered competitive benefits package
  - One in four Millennials has accepted a new job to have more competitive benefits – and same percentage say vision is the most compelling element of the package

# Key takeaways

- Knowledge gap among employees highlights critical need for improved education on vision plan coverage
  - Majority of employees (87%) say having premium material coverage is important when selecting a vision plan
  - Yet, more than a quarter of employees are uninformed about the lens materials covered by their employer-sponsored vision plan and unaware of discounts and coverage offered on eyeglass lens options, such as progressives and photochromics (26% and 28%, respectively)
- Lens choice and frame selection key considerations in personal style
  - Fifty-eight percent of employees say brand name frames define “stylish” eyewear, but lenses were not far behind; with 39% identifying lens color and tint, and 30% citing lens technology
  - Overwhelming majority of employees (90%) agree that a vision plan is more competitive if it covers premium lens brands and helps them select stylish eyewear

# Enrollment trends

## Vision Benefit Enrollment on the Rise



**Vision benefits** are now tied with dental as the second most popular election.



2016 Transitions Employee Perceptions of Vision Benefits Survey. Wakefield Research for Transitions Optical, Inc.

Vision benefits remain a popular election among employees, with eight in 10 employees who are offered a vision plan through their employer choosing to enroll in one.

- It is the first time throughout Transitions Optical's history of surveying employees, that vision benefits ranked as the No. 2 most popular election.
- Of those who enrolled, the majority (85%) purchased their plan from their employer, while 9% purchased directly from a vision provider and 4% through a health exchange.

## Enrollment trends – Data breakdown

Which of the following health insurance plans or benefits are you enrolled in? Select all that apply

Response	Total (2016)	Total (2015)
Medical	86%	87.9%
Dental	81%	82.1%
Vision	81%	77.7%
401K	63%	67.6%
Life	59%	60.6%
None of these	4%	4%

# Vision benefit driving job decisions in Millennials

Benefits in general are of immense importance to Millennials, with more than half (52%) of these employees saying they have, or have known someone who has, accepted a new job in the last year because it offered a competitive benefits package, versus 26% of Gen Xers and 17% of Boomers.

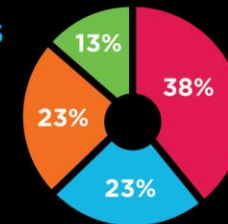
## Show Me the Benefits

*In the past year....*



**1 in 4 Millennials** has accepted a new job to have more competitive benefits.

**1 in 4 Millennials** say **vision** is the most appealing element of the package.



- Medical
- VISION**
- Dental
- Health Savings / Flexible Spending Accounts

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2016 Transitions Employee Perceptions of Vision Benefits Survey. Wakefield Research for Transitions Optical, Inc.



## Benefits package – Data breakdown

In the last year, did you or someone you know accept a new job because it offered a competitive benefits package?

Response	Total	Millennial (18-34)	Gen X (35-50)	Boomers (51-69)
Yes, I have	15%	27%	11%	7%
Yes, someone I know has	17%	25%	15%	10%
No	68%	48%	74%	83%
Yes [NET]	32%	52%	26%	17%

## Benefits package – Data breakdown

*Among those who have accepted a new job for its competitive benefits package*

Which element of the benefits package was the most appealing?

Response	Total	Millennial (18-24)	Gen X (35-50)	Boomers (51-69)
Medical	48%	38%	61%	67%
Vision	19%	23%	13%	14%
Dental	17%	23%	8%	5%
Health Savings/Flexible Spending Accounts	13%	13%	13%	14%
Other	3%	2%	5%	--

# Lens features considered part of “style”

## What Defines “Stylish” Eyewear? It’s Not Just the Frames!



Lens Color/Tint  
39%



Lens Technology  
30%



Frame Shape/Size  
70%



Brand Name Frames  
and Frame Color  
58%



Frame Material  
50%

Employers have long assumed that offering a generous frame selection as part of a vision benefit package is important to their style-conscious employees, but the new research suggests that employees’ definition of stylish eyewear also extends to lens choice.

- Nearly 60% of employees who say they were prevented from making their desired eyewear purchase, attribute it to an insufficient selection of frames and lenses.

## Personal style – Data breakdown

Which of the following defines “stylish” eyewear? Select all that apply.

Response	Total	Millennial (18-24)	Gen X (35-50)	Boomers (51-69)
Frame shape/size	70%	69%	70%	72%
Brand name frames	58%	57%	55%	64%
Frame color	58%	61%	55%	59%
Frame material	50%	50%	48%	52%
Lens color/tint	39%	35%	37%	45%
Lens technology	30%	33%	27%	31%

# Importance of covering premium brands

Findings suggest that employers could improve the appeal of vision benefits by ensuring plans offered to employees deliver excellent coverage of premium lens brands and frames, and that they take extra effort to ensure employees are aware of this coverage.

## Coverage of Premium Lenses Turns Heads

90% Agree



“A vision plan that offers coverage of premium brands and lens materials helps employees select stylish eyewear.”

“A vision plan is more competitive if it covers premium lens brands.”

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2016 Transitions Employee Perceptions of Vision Benefits Survey. Wakefield Research for Transitions Optical, Inc.

## Coverage of premium brands – Data breakdown

How strongly do you agree or disagree with the following statement – a vision plan that offers coverage of premium brands and lens materials helps me select stylish eyeglasses.

Response	Total	Millennial (18-24)	Gen X (35-50)	Boomers (51-69)
Strongly agree	39%	40%	41%	37%
Somewhat agree	51%	51%	50%	51%
Somewhat disagree	8%	8%	8%	9%
Strongly disagree	2%	1%	1%	3%
Agree [Net]	90%	91%	91%	88%
Disagree [Net]	10%	9%	9%	12%

## Coverage of premium brands – Data breakdown

How strongly do you agree or disagree with the following statement – a vision plan is more competitive if it covers premium lens brands.

Response	Total	Millennial (18-24)	Gen X (35-50)	Boomers (51-69)
Strongly agree	41%	41%	43%	38%
Somewhat agree	50%	51%	47%	51%
Somewhat disagree	9%	7%	9%	10%
Strongly disagree	1%	1%	1%	1%
Agree [Net]	90%	92%	90%	89%
Disagree [Net]	10%	8%	10%	11%

# *About Transitions Healthy Sight Working for You®*

A public awareness and education initiative created to increase awareness of the need for **quality eye care and eyewear through a vision benefit**

Content for benefits brokers, employers and employees

Education and tools to show how using a vision benefit can:

- Manage health care costs
- Boost productivity
- Increase employee satisfaction

[www.HealthySightWorkingforYou.org](http://www.HealthySightWorkingforYou.org)



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for additional inquiries on the survey findings