



Research Signals Five Major Trends for Post-Pandemic America

Despite challenges over the past year, more than half of U.S. adults are optimistic about the next six to 18 months, according to two nationwide surveys commissioned by the [Contact Lens Institute](#). That translates to people planning to socialize more and concentrate more on health—including eyesight.

“America is once again focused on the future. Great vision and contact lens options play a huge role in turning plans into reality. That’s why we launched See Tomorrow ([SeeTomorrowNow.com](#)) and our companion sweepstakes, pinpointing what U.S. residents want as the pandemic subsides and helping them get there” said Contact Lens Institute Executive Director Stan Rogaski.

The research uncovered five eye-opening trends taking place across the country:

Things are Looking Up. 59% of the more than 1,000 adults surveyed report they are optimistic about the next six months. The data is similar for 12-month and 18-month horizons, with 56% and 57% of people saying they are optimistic, respectively.

Plans to Do More. Presented with several options about what people wanted to do more of as restrictions are lifted, approximately one in two said they want to dine out (52%), gather with friends (48%), and travel (45%) more. At least one in three are craving more live entertainment (34%) and shopping (33%), and just under a quarter of U.S. adults (24%) are eager to take on more physical activities, such as personal fitness or sports.

More Spending Ahead. Consumers strongly affirmed they would spend on what matters most. Compared to before the pandemic, 35% are willing to spend more on things that improve their future, 38% are willing to spend more on things that improve their health, and 32% are willing to spend more on things that make them feel good about themselves.

Healthy Eyes Matter. An overwhelming 89% of respondents indicated their eyesight and eye health were important to the pursuit of a promising future. That tied mobility as the highest ranking health factor, with heart/cardiac health trailing closely at 88%. Roughly four in 10 U.S. adults are thinking more about their overall health than before the pandemic—with 25% specifically thinking more about their vision.

Missing Out on Contact Lenses. 57% of adults who require vision correction know little about contacts or have no opinion. They’re missing out on incredible advances in comfort and vision quality, plus innovations that extend everyday contact lens use from children to seniors.

“Considering how much people are linking good vision to their future prospects, there’s no better time to ask your eye doctor about contact lenses,” said Dr. Rick Weisbarth, an optometrist and immediate past chairperson for the Contact Lens Institute. “Many people who traditionally couldn’t wear contact lenses are happy to find they now can, and quickly gain all the sight and lifestyle benefits that align with their post-pandemic plans.”

The See Tomorrow Sweepstakes can make it easier for Americans to follow their dreams. The Contact Lens Institute is giving away \$25,000 in prizes, including daily draws for Amazon.com gift cards and three grand prize membership packages provided by LA Fitness, Esporta Fitness, and City Sports Club. There is no purchase necessary. Legal residents of the 50 U.S. and D.C., 18+ can enter and view the Official Rules by visiting [SeeTomorrowNow.com](https://www.SeeTomorrowNow.com) through September 24, 2021. Void where prohibited.

Contact Lens Institute members include Alcon, Bausch + Lomb, CooperVision, and Johnson & Johnson Vision.

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