

2024

Top 50 U.S. Optical Retailer Survey

NOTE: Vision Monday will publish its signature Annual Top 50 U.S. Optical Retailers Report and Ranking in our JUNE print/digital edition. This is to give you time and give us the ability to collate and present the industry data from Calendar Year ending Dec. 2023 in a clear and comprehensive format. We thank you in advance for your participation.

BASIC FACTS

Corporate name of retail firm/company:*

Headquarters street address:*

Street Address: _____

City: _____

State: _____

Zip Code: _____

Headquarters telephone number:*

Company Website*

General Email*

EXECUTIVES

Name and exact title of top company executives (i.e., president, CEO, etc.) and year appointed:*

	Name	Title	Year Appointed
Executive 1			
Executive 2			
Executive 3			

U.S. LOCATION/STORE & REVENUE (includes Puerto Rico)

OPTICAL

Corporate Total U.S Optical Locations/Stores: _____

Corporate Total U.S. Optical Revenue: _____

Please provide the total number of locations/stores your company operated in the U.S. (including Puerto Rico) as of 12/31/2023.

OPTICAL TRADE NAMES

How many different optical retail trade names/DBAs did your company operate under as of 12/31/23?

*Include your **corporate name** in this count if there are retail stores with that name.*

INFO FOR EACH DBA

Please enter the following information for each optical retail trade name/DBA your company operated under as of 12/31/23.

DBA 1 Name: _____

Year End Location/Store Counts by Type

Dec 31, 2023

U.S. company-owned stores: _____

U.S. franchised stores: _____

U.S. leased depts: _____

Other U.S. stores: _____

Year End Revenue by Type

Dec 31, 2023

U.S. company-owned stores: _____

U.S. franchised stores: _____

U.S. leased depts: _____

Other U.S. stores: _____

DBA 2 Name:_____

Year End Location/Store Counts by Type

Dec 31, 2023

U.S. company-owned stores: _____

U.S. franchised stores: _____

U.S. leased depts: _____

Other U.S. stores: _____

Year End Revenue by Type

Dec 31, 2023

U.S. company-owned stores: _____

U.S. franchised stores: _____

U.S. leased depts: _____

Other U.S. stores: _____

DBA 3 Name:_____

Year End Location/Store Counts by Type

Dec 31, 2023

U.S. company-owned stores: _____

U.S. franchised stores: _____

U.S. leased depts: _____

Other U.S. stores: _____

Year End Revenue by Type

Dec 31, 2023

U.S. company-owned stores: _____

U.S. franchised stores: _____

U.S. leased depts: _____

Other U.S. stores: _____

DBA 4 Name:_____

Year End Location/Store Counts by Type

Dec 31, 2023

U.S. company-owned stores: _____

U.S. franchised stores: _____

U.S. leased depts: _____

Other U.S. stores: _____

Year End Revenue by Type

Dec 31, 2023

U.S. company-owned stores: _____

U.S. franchised stores: _____

U.S. leased depts: _____

Other U.S. stores: _____

DBA 5 Name:_____

Year End Location/Store Counts by Type

Dec 31, 2023

U.S. company-owned stores: _____

U.S. franchised stores: _____

U.S. leased depts: _____

Other U.S. stores: _____

Year End Revenue by Type

Dec 31, 2023

U.S. company-owned stores: _____

U.S. franchised stores: _____

U.S. leased depts: _____

Other U.S. stores: _____

ONLINE SALES

What percent of all optical sales dollars are through online orders?

Jan 1 - Dec 31, 2023 _____

What percent of online sales dollars are from the following categories? Jan 1 - Dec 31, 2023

_____ Contact Lenses

_____ Sunglasses

_____ Eyeglasses

_____ Other

ACQUISITIONS/DIVESTITURES

Did you have any acquisitions in 2023?

☐ Yes

☐ No

Did you have any divestitures in 2023?

☐ Yes

☐ No

Please list ACQUISITIONS made in calendar year 2023:

	Company/Store Acquired	Headquarters Location	Number of Units	Date Acquired

Please list DIVESTURES made in calendar year 2023:

	Company/Store Sold	Headquarters Location	Number of Units	Date Divested

What would you say is the company's biggest achievement in 2023?

What would you say will be the company's greatest investment in 2023?

REMOTE EXAMS

Did your practice group in 2023 invest or add any of the technologies that enable "remote" eye exams for patients?

☐ Yes

☐ No

Were you offering remote exams or "tele-optometry" services prior to 2023?

☐ Yes

☐ No

Are you planning to add or expand this capability in 2024?

☐ Yes

☐ No

YOUR CONTACT INFO:

Please enter your contact info in case we have any questions about your responses:*

Your name:: _____

Your title:: _____

Your email:: _____

Your phone number:: _____

Thank You!

Please email your form to jwaller@jobson.com
