The business research firm IBIS World has listed "optometrists" on its list of Top US Industries For Women. Using its database of more than 700 industry reports, in conjunction with Bureau of Labor Statistics employment statistics, the firm chose six industries it sees as offering unique employment advantages for women based on 2009-2014 data. The industries are characterized by strong growth in revenue and employment, particularly in the number of female workers.

Among the positive aspects of the outlook for optometry, IBIS World noted that industries across the medical sector have experienced hiring surges as a result of the Affordable Care Act (ACA). It also stated that demand for pediatric optometrists in particular has increased because the ACA designated pediatric vision services a mandatory benefit under all health plans.