

# Protection for the Naked Eye: Sunglasses as a Health Necessity

## Report Findings At-a-Glance

### Americans are Leaving Their Eyes Exposed

**1 in 4** Americans rarely or never wear sunglasses, leaving eyes at risk

**2 in 3** Americans leave eyes unguarded on cloudy or rainy days

**3 in 10** Americans don't protect their eyes in the winter, when UV rays are still present

### Most Adults are Outside when UV is Harshes on Eyes

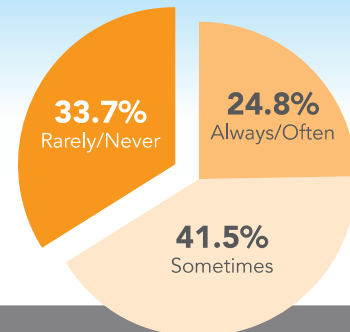


58% of Americans spend the most time outdoors from 2PM-6PM, a peak UV time for eyes. Eyes are most at risk from 8AM-10AM and 2PM-4PM.

### The dangers of unprotected UV exposure are underrecognized

- **Sunburned eyes** (58% don't identify connection)
- **Cataracts** (65% don't identify connection)
- **Age-related macular degeneration** (65% don't identify connection)

### More than 1/3 of Children's Eyes Unprotected



**33.7%** of parents of children under 13 said their kids rarely or never wear shades.

*This is dangerous since children receive 3X the annual adult dose of UV and eyes are at risk with larger pupils and clearer lenses setting the stage for serious vision damage later in life.*

### Sunglass Use By Generation



#### Millennials (born 1981-1996)

- Least likely to report wearing sunglasses always or often (43%).
- Less likely to use sunglasses for UV protection and more likely to use them to look good vs. GenXers or Boomers



#### Generation X (born 1965-1980)

- Majority often or always wear sunglasses, but habits are led by Gen X women (62% always/often wear shades)
- 33% of Gen X men never wear shades



#### Baby Boomers (born 1946-1964)

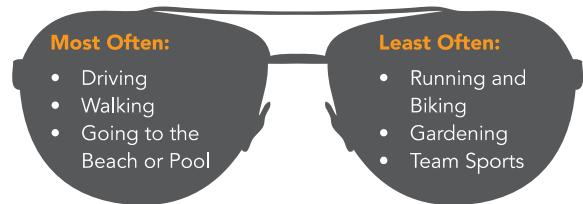
- Half of all baby boomers always or often practice sun safe eye health (53%), but nearly 23% report rarely or never wearing shades
- Boomers are more likely to know sources of reflected UV exposure (asphalt, snow, water)



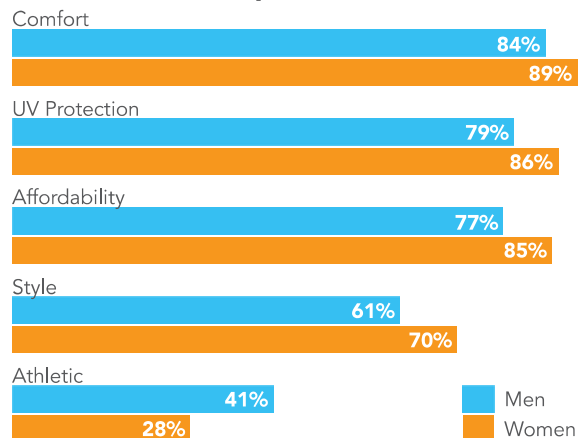
#### Beyond Boomers (born 1945 or earlier)

- 58% state they often or always wear sunglasses.

### Adults' Use of Eye Protection Depends on the Activity



### Most people choose shades for comfort over protection



### Sunglasses are a top option for UV eye protection

	Adults
Sunglasses	72%
Sunscreen	47%
Hat	41%
Shade	34%
Other	4%
No UV Eye Protection	10%

### Reflected UV light is just as damaging as direct UV

- **Water** reflects up to **100%**
- **Snow** reflects up to **85%**
- **Dry sand and concrete** reflect up to **25%**
- **Grass** reflects up to **3%**