

SPARE YOUR SIGHT:

Using Shades for Protection and Style



75% of Americans are concerned about UV eye exposure yet only...

31% wear sunglasses every time they go outside



EXCUSES

- 26%** "I forgot to put them on"
- 28%** "I don't have them with me"
- 17%** "I'm not outside long enough to put them on"
- 11%** "I don't own prescription sunglasses"



36% of Americans spend time outdoors between the hours of **2 p.m. and 4 p.m.**, when UV exposure to eyes is at its highest

OUR FAVORITE ACTIVITIES REFLECT NEW DANGERS

Americans are more likely to wear sunglasses:

- In the car: 73%**
Asphalt reflects up to 9% of UV
- In winter: 69%**
Snow reflects up to 85% of UV
- On a walk: 49%**
Concrete reflects up to 25% of UV
- At the beach: 45%**
Water reflects up to 100% UV
- In the yard: 25%**
Grass reflects up to 3% of UV
- On the field: 6%**
Grass reflects up to 3% of UV

USE OF SUNGLASSES BY GENERATION

20s

55% never, rarely or only sometimes wear sunglasses

30s

41% have experienced symptoms of UV eye exposure, including irritation of the eye (18%) and trouble seeing (16%)

40s

32% report not having their sunglasses handy, exposing their eyes to damaging UV rays

50s

31% are concerned about vision loss from UV eye exposure but 24% aren't sure of the health effects of unprotected UV exposure

60s

40% spend time outdoors from 2 p.m. to 4 p.m., a peak time for strong UV rays



More than 1 in 3 adults have experienced symptoms from unprotected UV exposure. Learn how to spare your sight at thevisioncouncil.org/uv.