

# 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



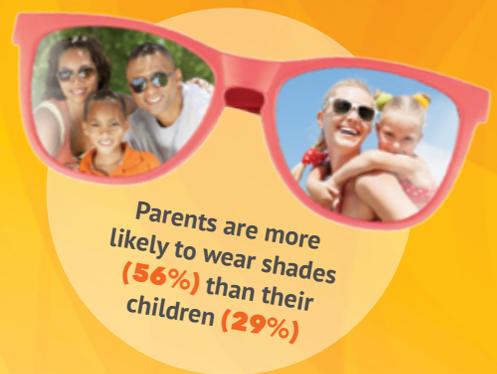
**26%**  
"I forgot to put them on"

**28%**  
"I don't have them with me"

### EXCUSES

**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](http://thevisioncouncil.org/uv).



THE VISION COUNCIL