

Focused inSights Eyewear Accessories

Morning Consult, March 2024



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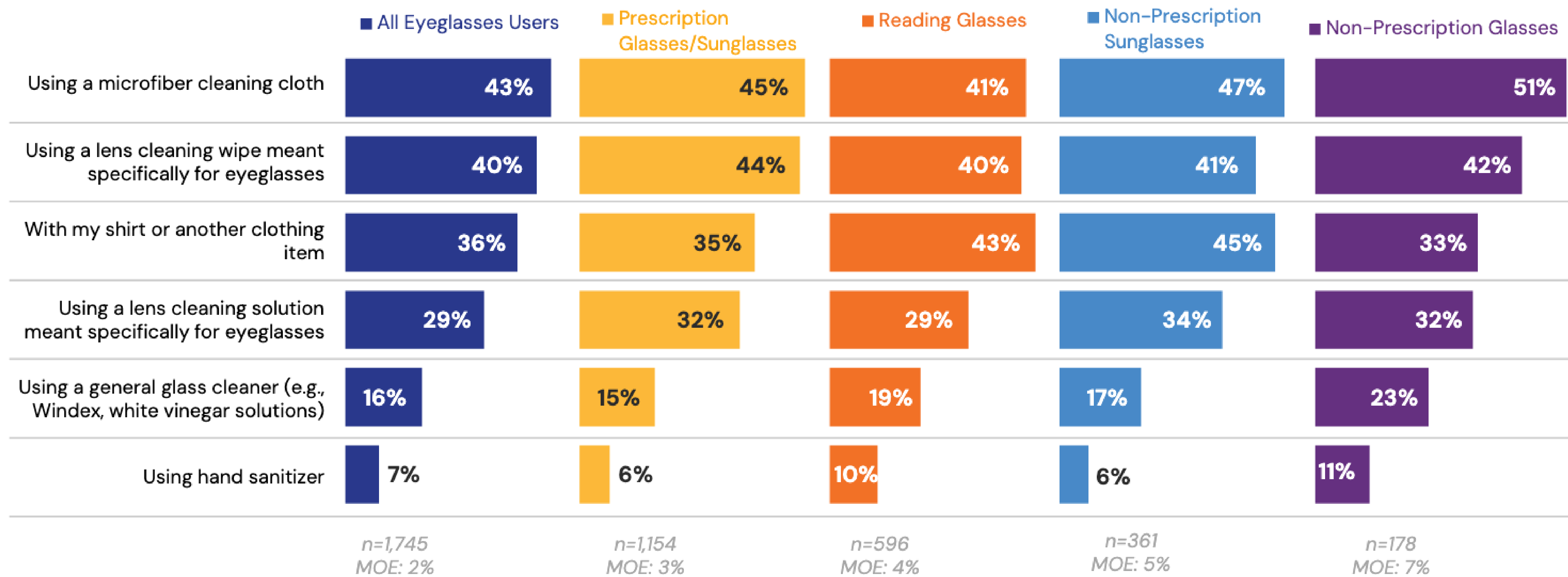
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When asked how they clean their glasses, 36% of adults said they use their shirt or another clothing item.

This points to a need for education with glasses wearers about how to properly care for their lenses.



How do you typically clean the lens of your glasses or sunglasses? Select all that apply.
*Among adults who regularly wear each eye product (not mutually exclusive groups)

“Other” response option not displayed (<5% of responses).