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New Research from The Vision Council Finds Many Adults with Eye Strain Symptoms Skip Professional Care

Free report available to eyecare providers who join The Vision Council's research panel at Academy 2026 Anaheim

ALEXANDRIA, Va. (September 30, 2026) – Tired, dry or watery eyes after screen time are common, but many adults don't know what causes them or that an eyecare provider can help, according to [Focused inSights 2026: Dry Eye and Digital Eye Strain](#), a new report from The Vision Council based on a survey of 1,089 U.S. adults.

The report finds:

- 78% of respondents experienced eye fatigue after screen use at least once in the past three months.
- 63% have never heard of digital eye strain or know only its name. Half say the same of dry eye disease.
- 39% of respondents with symptoms have never raised them with a healthcare professional.

When patients do seek help, eyecare providers play a central role. Eye doctors are respondents' top sources of information about managing symptoms (40%), and a recommendation from an eye doctor is the single most important factor when choosing products to treat their symptoms (38%).

"Most people in our survey recognize the symptoms of dry eye and digital eye strain, but many don't know what's causing them or that an eyecare provider can help," **said Kris Stevens, Vice President of Research at The Vision Council.** "Patients already trust their eye doctor more than any other source. The data suggest the most important step is simply starting the conversation during exams that are already happening."

Access the Report at Academy 2026 Anaheim

The Vision Council will share the report with attendees at Academy 2026 Anaheim, the American Academy of Optometry's annual meeting taking place Sept. 30–Oct. 3 at the Anaheim Convention Center. Eyecare professionals who join The Vision Council's eyecare provider research panel will receive free access to the full report, valued at \$3,000. Panel members

share their perspectives through periodic surveys that inform The Vision Council's research on the optical industry.

Providers can sign up at booth 203 or complete the panel sign up form at https://visioncouncil.qualtrics.com/jfe/form/SV_2tJZcL3zqvc2lvA.

Free Resources for Eyecare Providers

During Academy 2026, attendees can also learn about free, customizable toolkits from The Vision Council and The Vision Council Foundation to support patient education in their practices and communities. These include:

- **Life in Focus kits**, a series from EyeMed and The Vision Council Foundation that educates patients of all ages about common vision conditions.
- **See What Matters** campaign materials to help families, educators and patients prioritize eye health year-round.
- **Monthly social media calendars** with ready-to-use post copy practices can pair with their own visuals.
- **Seasonal toolkits** for National Sunglasses Day, Healthy Vision Month, UV awareness and back-to-school eye exams.

All resources are available at thevisioncouncilfoundation.org/news-resources/promotional-toolkits.

About the Survey

The Vision Council surveyed 1,089 U.S. adults online April 13–30, 2026. Results were weighted by age, gender, race and ethnicity. The margin of error is approximately 3%.

Those not attending Academy 2026 can download the report from The Vision Council's [Research Download Center](#). The report is available complimentary to members of The Vision Council; non-members may purchase it directly.

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About The Vision Council

The Vision Council brings the power of sight to all through education, government relations, research, and technical standards. A leading advocate for the optical industry, the association positions its members to deliver the eyewear and eyecare people need to look and feel their best. Vital to health, independence, and safety, better vision leads to better lives.