



Focused inSights

Beyond UV Awareness

How Comfort, Fit, and Style Drive Sunglass Use

Survey of 608 U.S. adults who do not currently wear sunglasses, conducted April–May 2026

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AT A GLANCE

What to Know About People Who Don't Wear Sunglasses

The Vision Council surveyed 608 Americans who don't wear sunglasses. Here's what they told us.

75% used to wear sunglasses but stopped

74% walk outside several times a week — without eye protection

77% see people around them wearing sunglasses, yet still don't

Top Reasons Non-Wearers Give for Not Wearing Sunglasses

I forget to bring them	34%
They're uncomfortable	34%
I lose or break them	30%
I don't feel I need them	24%
Cost	23%
I don't like how I look	21%

What Would Encourage Non-Wearers to Start Wearing Sunglasses

47%

better comfort & fit

36%

lower cost

34%

more styles that suit their face

The Awareness Gap



- **65%** of non-wearers know UV can harm their eyes.
- Only **36%** are worried enough to act on it.
- And just **7%** say more health messaging would change their habits.

The Takeaway

Non-wearers understand the reasons why they should protect their eyes. What may change behavior are sunglasses that actually work for them — in comfort, price, and style.

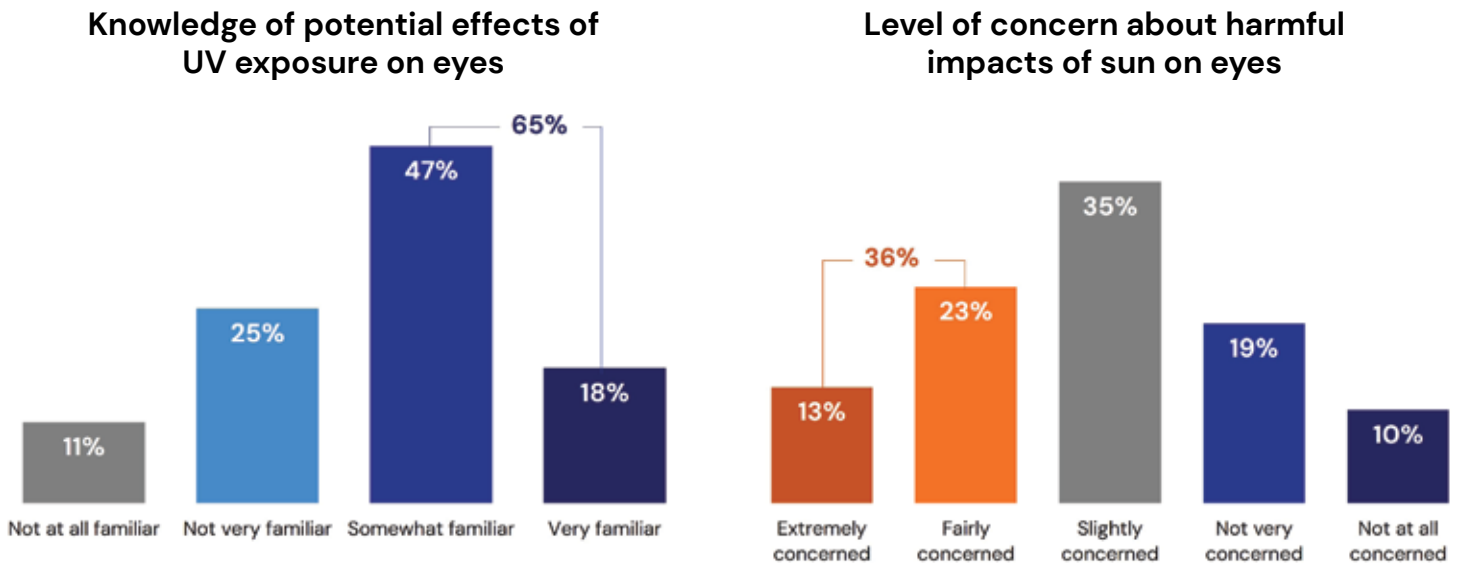
Are you a non-wearer? Here's what to know.

UV rays reach your eyes even on cloudy days — and cumulative exposure is linked to cataracts and macular degeneration, two leading causes of vision loss. If sunglasses haven't worked for you in the past because of discomfort, poor fit, or difficulty finding the right style, ask your eyecare provider about sunglass options at your next visit.

Learn more at thevisioncouncil.org

Familiarity with UV Risk Has Not Translated into Urgency

Knowing UV harms your eyes doesn't mean you're worried – and more information alone won't close that gap.



*How familiar are you with the potential effects of UV exposure on your eyes?
How concerned are you about harmful impacts the sun can have on your eyes? n = 608*

65% of non-wearers are at least somewhat familiar with the potential effects of UV exposure on the eyes. Yet only 36% report being concerned about those effects, a 29–percentage–point gap between what consumers know and what they feel moved to act on. When asked what would encourage more regular wear, greater awareness of health risks ranks at just 7%, near the bottom of the list.

These findings suggest that awareness campaigns centered on UV risk may be approaching their ceiling for this audience. The non-wearer who is already familiar with UV's effects is not waiting for more information before acting; they are waiting for a product that fits, a price that works, or a style that feels personally relevant.

IMPLICATION FOR MARKET EDUCATION

Consumer-facing communications may be more effective when they shift from reinforcing risks that nonwearers already understand toward helping consumers find sunglasses that work for them through education on fit and style, better access at multiple price points, and reduced friction at the point of trial.

