

SUNGLASS USAGE AND PERCEPTIONS OF BENEFITS

Methodology: This poll was conducted by Morning Consult on behalf of The Vision Council between May 27–May 29, 2022 among a sample of 2,210 U.S. adults. The interviews were conducted online and the data were weighted to approximate a target sample of adults based on gender, age, race, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

Two-thirds of adults (67%) report wearing sunglasses always, most, or some of the time when spending time outside, and they're significantly more likely to wear sunglasses during summer compared to other months. Sunglass usage differs by activity type as well, with adults most likely to wear sunglasses while driving and relaxing outside. Majorities of parents (70%) say their child(ren) wear sunglasses to protect their eyes from the sun when spending time outside, and a majority say that sunglasses' benefits for children make them more likely to encourage their use.

Sunglass use differs by age, region, and community type.

GEN-Z-ERS ARE LESS LIKELY THAN OTHER GENERATIONS TO WEAR SUNGLASSES WHEN SPENDING TIME OUTSIDE. DIFFERENCES ALSO EMERGE BETWEEN COMMUNITY TYPES AND REGIONS OF THE COUNTRY.

- 50% of GenZers wear sunglasses always, most or some of the time outside, compared to 71% of Millennials, 72% of GenXers, and 68% of Baby Boomers.
- Adults in the Northeast (63%) are less likely than those in the Midwest (70%), South (68%), or West (69%) to wear sunglasses when spending time outside.
- Community type also influences sunglass usage: 68% of urban adults and 70% of suburban adults wear sunglasses always, most or some of the time, compared to 64% of rural adults.
- 70% of parents say their children wear sunglasses always, most or some of the time to protect themselves from the sun when spending time outside, a similar percentage to adults overall (67%).

Awareness of sunglasses' health benefits increases adults' likelihood to wear them, and makes parents say they would encourage their child(ren) to use them as well.

MAJORITIES OF ADULTS SAY THEY WOULD BE MORE LIKELY TO WEAR SUNGLASSES IF THEY KNEW THAT:

- Wearing sunglasses can lower your risk of eye disease (74%).
- The larger your sunglasses, the better the protection they offer from UV light (61%).
- Lighter colored eyes (blue or green) absorb more UV light (54%).

GREATER THAN TWO THIRDS OF PARENTS SAY THEY WOULD BE MORE LIKELY TO ENCOURAGE SUNGLASS USE AMONG THEIR CHILD(REN) IF THEY KNEW EACH OF THE FOLLOWING:

- Children receive three times the annual sun exposure as adults on average (74%).
- Children’s eyes let in more UV light than adults’ eyes (70%).

Adults’ sunglass use is most common in summer (74%), but drops off throughout spring (65%), fall (54%), and winter (42%).

HIGHER INCOME EARNERS (\$100K+) ARE MORE LIKELY TO WEAR SUNGLASSES THROUGHOUT ALL FOUR SEASONS OF THE YEAR COMPARED TO THOSE EARNING <\$50K OR BETWEEN \$50K - \$100K ANNUALLY.

Percentage of Adults who Wear Sunglasses During Each of the Following Seasons				
Seasons	Adults	Income: <\$50k	Income: \$50k-\$100k	Income: \$100k+
Summer	74%	69%	78%	82%
Spring	65%	61%	69%	75%
Fall	54%	47%	60%	66%
Winter	42%	38%	46%	51%

Various outdoor activities also reveal differences in sunglass usage.

MAJORITIES OF ADULTS REPORT WEARING SUNGLASSES WHILE DRIVING (63%), LOUNGING/RELAXING OUTSIDE (56%) AND TAKING PART IN OUTDOOR RECREATION (54%).

- Of the tested options, adults are least likely to wear sunglasses while playing sports (15%) or taking part in water activities such as going to a pool, lake, or beach (39%).

Percentage of Adults who Typically Wear Sunglasses when Doing the Following Activities	
Activities	% Selected
Driving	63%
Lounging/relaxing outside	56%
Outdoor recreation (i.e. running, walking)	54%
At an outdoor event (i.e. concert, sports game)	48%
Doing outdoor chores/yardwork	46%
Eating/drinking outdoors	44%
Water activities (i.e. pool, lake, beach, etc.)	39%
Playing sports	15%