

ESSENTIAL *eyewear stats*



With lots of statistics swirling around about eyewear as a fashion accessory and people's frame-wearing habits, it's tough to know what's fact or fiction. Ensure your readers or viewers are receiving accurate and up-to-date information by providing them with these essential eyewear facts, collected from The Vision Council's most recent "VisionWatch" consumer survey!

There are 188.7 million vision correction users in the United States.

- **213.8 million** Americans wear non-prescription sunglasses.
- **30.9 million** Americans wear over-the-counter readers.
- **36.4 percent** of Americans regularly use two or more pairs of prescription eyeglasses.
- **52.4 percent** of Americans regularly use two or more pairs of sunglasses.
- **More than 1/6** of Americans believe that the style of the frame is the most important factor when buying eyeglasses.
- **More than 3/5** (60 percent) of Americans bought their most recent pair of sunglasses because of the fit on their face.
- **Up to 19 million** Americans have worn eyeglasses without a prescription just to be fashionable.
- **68.6 percent** of eyeglass wearers recognize that frames are more fashionable now than they were five years ago.

eyecessorize