

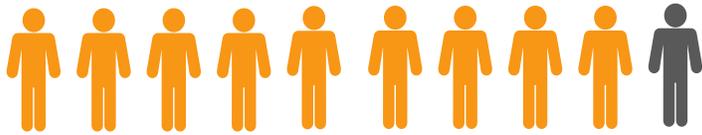
# EYES OVEREXPOSED:

## A LOOK AT THE DIGITAL DILEMMA

Digital eye strain is the physical eye discomfort felt by many individuals after two or more hours in front of a digital screen

**83%** 83% of Americans use digital devices for two or more hours each day.

More than nine out of 10 people with digital eye strain use devices for two or more hours each day.



Computer Vision Syndrome: Is simply an overuse injury, created by repetitive habitual activity that can be solved via blocking blue light & regular eye exercises).



**76%** of Americans look at their digital devices in the hour before going to sleep.

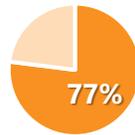


Adults under 30 experience the highest rates of digital eye strain symptoms (73%) compared with other age groups.

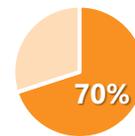


**41%** of women report experiencing back pain or neck symptoms compared to 30% of men.

**60%** At least 60% report experiencing symptoms of digital eye strain.



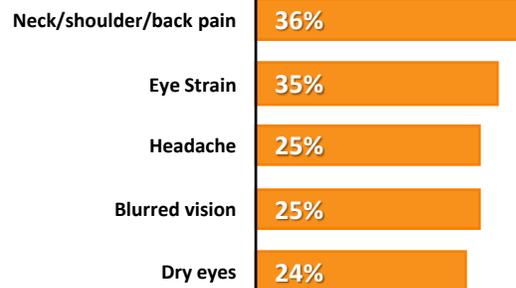
77% of the individuals who suffer from digital eye strain use two or more devices simultaneously.



70% of women report experiencing symptoms of digital eye strain and are more likely than men to simultaneously use multiple devices.

65% of Americans report experiencing symptoms of digital eye strain.

### Symptoms Reported:



### Blue Light may result in:

1. Damage to the retina
2. Macular degeneration
3. Vision loss
4. Suppressing release of melatonin
5. Disruption to sleep



Digital Device use is a family affair, but every generation has their own unique habits.

#### GRANDPARENTS:

More than 30% of adults 60 and older have had prolonged use of digital devices (two or more hours per day) for more than 15 years.

#### YOUNG ADULTS:

Nearly nine out of 10 use two or more devices at a time and are more likely to use their smartphones for activities such as getting news updates.

#### CHILDREN AND TEENS:

65% spend two or more hours per day on a digital device, yet 77% of parents report being somewhat or very concerned about the impact of devices on children's eyes.

#### PARENTS AND CAREGIVERS:

64% spend more than five hours a day looking at digital screens. 55% use computers to shop online.



96% of adults use digital devices to find a recipe.



Women (56%) are more likely than men (51%) to use their smartphones to get direction.



More than half of adults use their smartphones most frequently to check the weather.



59% of individuals in their 40s use computers to shop online, more than any other age group.

83% of adults in their 20s use a smartphone as their alarm clock.



**55.6%** of parents report their children experience the following symptoms after 2 hours of screen time: Headaches, Eye Strain, Dry or irritated Eyes, Reduced Attention Span, Poor Behavior, irritability, neck/shoulder pain.

