

FUN FACTS ABOUT EYEWEAR

Guys Do Make Passes

87% of Americans disagree with the statement "Guys don't make passes at girls who wear glasses."

92% of men disagree.

84% of women disagree.



Eyewear as a Fashion Statement

44% of Americans believe eyeglasses are a fashion accessory.

In 2005, only 29% of Americans believed eyeglasses were a fashion accessory.

89% of Americans believe that a particular shape of eyeglasses best suits the shape of a person's face.

73% of Americans believe that a person's choice of eyeglasses reflects his or her personality.

55% of Americans notice a person's eyeglasses when they first meet them.



Eyewear Users

There are 174.2 million vision correction users in the United States.

35.8% of Americans regularly use two or more pairs of eyeglasses.

195.8 million Americans wear non-prescription sunglasses.

Another 25 million American adults regularly wear sunglass clips in conjunction with their eyeglasses.

53.1% of Americans regularly use two or more pairs of sunglasses.

25.6 million Americans wear over the counter reading glasses.



You Look So...

Percentage of Americans who describe eyeglass wearers as:

Intelligent: 59%

Fashionable: 34%

Sophisticated: 30%

Nerdy: 10%