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## THE VISION COUNCIL UNVEILS FOCUSED INSIGHTS 2023: PARENTAL PERSPECTIVES ON MYOPIA

*Findings Show Most Parents Know About Myopia, but Few are Aware of Myopia Epidemic and Preventative Measures*

**Alexandria, VA – December 12, 2023** – Today, The Vision Council released a new research report highlighting parents' awareness and experiences with childhood myopia. The report, **Focused inSights 2023: Parental Perspectives on Myopia** suggests that there is a significant gap in parental understanding regarding childhood myopia, and ample opportunity for eyecare providers to better educate families about the causes and risks associated with the condition.

The [World Health Organization](#) recognizes myopia as a significant public health concern, but survey responses indicate that only 2 in 10 parents have heard about the myopia epidemic. Almost three quarters of parents are generally familiar with myopia as a condition but lack comprehensive knowledge about the rise in childhood myopia and strategies to help prevent children from becoming myopic.

"It is crucial for eyecare providers to proactively educate parents about preventing childhood myopia," said **Alysse Henkel, Senior Director of Market Research and Analytics at The Vision Council**. "Spending time outdoors and limiting screen time are well-researched strategies for preventing myopia in children, but it needs to happen before a child becomes myopic, so early awareness is important. Providing more accessible information on childhood myopia and encouraging parents to monitor their children's vision issues more closely will be key for the prevention, detection, and treatment of myopia in future generations."

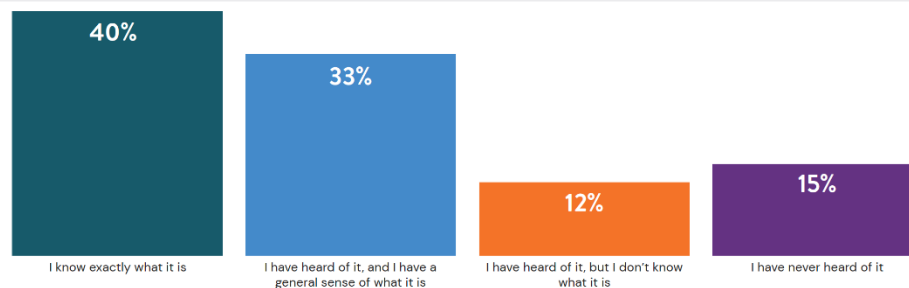
### **Report Highlights:**

- Two in five parents report knowing exactly what myopia is, and an additional one in three reports having a general sense of the term.
- Only one in eight parents (13%) recognized that lack of outdoor time as a risk factor for myopia onset, while 57% cited screen time and genetics as risk factors.
- Three-quarters of parents that are aware of myopia report they have not seen, read, or heard something about the childhood myopia epidemic recently.
- Only 37% of parents understand that vision loss is a complication associated with myopia.
- Three in 10 parents report they have a child who has been diagnosed with myopia.



- Three in five parents (62%) report their child’s eye doctor suggested a treatment plan and a plurality (42%) report their child was given bifocal/progressive glasses to manage their myopia.
- Most parents feel the treatment of their child’s myopia has been effective (83%) and easy to comply with (87%).

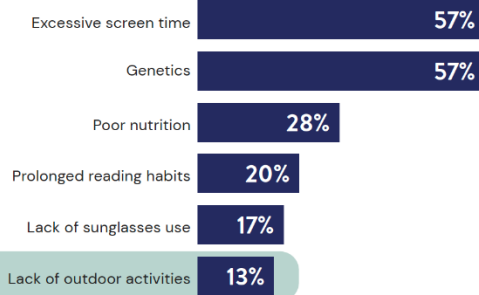
Two in five parents report knowing exactly what myopia is, and an additional one in three reports having a general sense of the term.



Based on what you know, how familiar are you with the term myopia (nearsightedness)? n=2,209 parents with children ages 5-16

### Only one in eight parents (13%) 'see lack of outdoor activities' as a risk factor for myopia onset

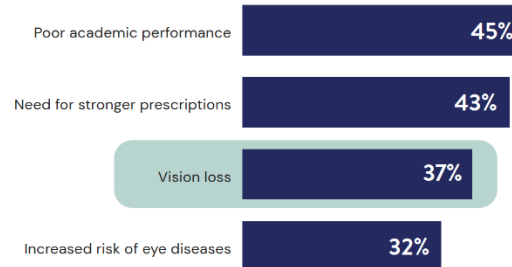
Over half of parents (57%) believe 'excessive screen time' and 'genetics' increase the risk of myopia in children



In your opinion, which of the following, if any, increase the risk of myopia (nearsightedness) in children? Select all that apply. n=2,209 parents with children ages 5-16

### Most parents believe that 'poor academic performance' and the 'need for stronger prescriptions' are complications associated with myopia

Vision loss is perceived as a serious complication by only about a third of parents



To the best of your knowledge, which of the following, if any, are complications associated with myopia (nearsightedness) in children? Select all that apply. n=2,209 parents with children ages 5-16

This survey was conducted by Morning Consult, on behalf of The Vision Council between November 2-11, 2023, and surveyed 2,209 parents with children 5-16 years old. The interviews were conducted online, and the data were weighted to approximate a target sample of parents based on gender, age, race/ethnicity, education level, region, and gender by age and education level. Results from the full survey have a margin of error of plus or minus 2 percentage points. A quota was set to collect at least n=500 parents with child(ren) diagnosed with myopia (a total of n=665 respondents were collected among this group).



A one-page summary, along with the full research report, is available in The Vision Council's [Research Download Center](#) as a complimentary download for members of The Vision Council, with a paid option for non-members.

### **More about the inSights Research Program**

The Vision Council's [inSights Research Program](#) launched in May 2022 and is built on a foundation of rigorous methodology and cutting-edge technology. The inSights Research Program provides a comprehensive perspective on the state of the optical industry through quarterly consumer survey reports; quarterly in-depth special reports on eyewear and eyecare products and topics; quarterly market estimates; and an annual industry forecast.

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### **About The Vision Council**

*The Vision Council brings the power of sight to all through education, government relations, research and technical standards. A leading advocate for the optical industry, the association positions its members to deliver the eyewear and eyecare people need to look and feel their best. Vital to health, independence and safety, better vision leads to better lives.*