24% of parents wait for their child to have symptoms before taking them to an eye doctor. Only 2% of parents would wait for symptoms to take their child to a pediatrician – or even a dentist – for the first time. 

Think About Your Eyes took a close look at the opinions of American parents on the importance of eye exams as a part of their child’s healthy check-up schedule. The results show a significant lack of awareness on the benefits of healthy vision, and this misunderstanding is putting children’s future at risk.

60% of parents don’t feel an eye exam is an essential part of a child’s healthy checkup schedule.

WHAT DID PARENTS PRIORITIZE IN THE LAST YEAR?

Critical issues such as lazy eye, crossed-eyes, myopia or nearsightedness, are common, yet they require early detection from an eye care provider to prevent learning disabilities and possible vision loss in the future.

Parents can’t wait for children to say they aren’t seeing well – they don’t know what “normal” vision is.

TO FIND AN EYE DOCTOR NEAR YOU, VISIT THINKABOUTYOUREYES.COM.

PARENTS NEED TO TAKE ACTION

1 in 4 children has a visual problem that can interfere with learning and behavior.

60% of students identified as problem learners have undetected vision problems.

80% of children learn more through their eyes.

Parents can’t wait to see their child say they aren’t seeing well – they don’t know what “normal” vision is.

1/2 parents think babies and young children do not need glasses or contacts until their sixth birthday.

Nearly 60% of parents with children under the age of 6 have never taken their children to an eye doctor.

60% of parents don’t feel an eye exam is an essential part of a child’s healthy checkup schedule.

WHAT DID PARENTS PRIORITIZE IN THE LAST YEAR?

Nearly 50% of parents with children under the age of 6 have never taken their children to an eye doctor.

36% of parents binge-watched a TV show.

86% of parents took their car in for maintenance – nearly twice as many who had their kids eyes checked!

1 in 4 children has a vision problem that can interfere with learning and behavior.

1/2 parents think babies and young children do not need glasses or contacts until their sixth birthday.

Nearly 50% of parents with children under the age of 6 have never taken their children to an eye doctor.

60% of parents don’t feel an eye exam is an essential part of a child’s healthy checkup schedule.

ARE U.S. PARENTS RISKING THEIR CHILD’S EYES AND LEARNING ABILITY?

1 in 3 parents indicate they would wait for a child to have symptoms before taking them to see an eye doctor.

1/2 parents think babies and young children do not need glasses or contacts until their sixth birthday.

60% of parents don’t feel an eye exam is an essential part of a child’s healthy checkup schedule.

60% of parents falsely believe only children who need glasses or contacts need to see an eye doctor.

1/2 parents falsely believe only children who need glasses or contacts need to see an eye doctor.

1/2 parents falsely believe only children who need glasses or contacts need to see an eye doctor.

1 in 4 children has a vision problem that can interfere with learning and behavior.

60% of parents falsely believe only children who need glasses or contacts need to see an eye doctor.

86% of parents took their car in for maintenance – nearly twice as many who had their kids eyes checked!

1/2 parents falsely believe only children who need glasses or contacts need to see an eye doctor.

60% of parents don’t feel an eye exam is an essential part of a child’s healthy checkup schedule.

WHAT DID PARENTS PRIORITIZE IN THE LAST YEAR?

Nearly 50% of parents with children under the age of 6 have never taken their children to an eye doctor.

60% of parents don’t feel an eye exam is an essential part of a child’s healthy checkup schedule.

WHAT DID PARENTS PRIORITIZE IN THE LAST YEAR?

Nearly 50% of parents with children under the age of 6 have never taken their children to an eye doctor.

60% of parents don’t feel an eye exam is an essential part of a child’s healthy checkup schedule.

WHAT DID PARENTS PRIORITIZE IN THE LAST YEAR?

Nearly 50% of parents with children under the age of 6 have never taken their children to an eye doctor.

60% of parents don’t feel an eye exam is an essential part of a child’s healthy checkup schedule.

WHAT DID PARENTS PRIORITIZE IN THE LAST YEAR?

Nearly 50% of parents with children under the age of 6 have never taken their children to an eye doctor.

60% of parents don’t feel an eye exam is an essential part of a child’s healthy checkup schedule.

WHAT DID PARENTS PRIORITIZE IN THE LAST YEAR?

Nearly 50% of parents with children under the age of 6 have never taken their children to an eye doctor.

60% of parents don’t feel an eye exam is an essential part of a child’s healthy checkup schedule.

WHAT DID PARENTS PRIORITIZE IN THE LAST YEAR?

Nearly 50% of parents with children under the age of 6 have never taken their children to an eye doctor.

60% of parents don’t feel an eye exam is an essential part of a child’s healthy checkup schedule.

WHAT DID PARENTS PRIORITIZE IN THE LAST YEAR?

Nearly 50% of parents with children under the age of 6 have never taken their children to an eye doctor.

60% of parents don’t feel an eye exam is an essential part of a child’s healthy checkup schedule.

WHAT DID PARENTS PRIORITIZE IN THE LAST YEAR?

Nearly 50% of parents with children under the age of 6 have never taken their children to an eye doctor.

60% of parents don’t feel an eye exam is an essential part of a child’s healthy checkup schedule.

WHAT DID PARENTS PRIORITIZE IN THE LAST YEAR?