The importance of eye comfort

Research shows Americans are looking to improve their well-being but are missing something right in front of their eyes – their lighting.

Survey sample: 1,000 Americans aged 18 and older

More than three-quarters of Americans surveyed say they are somewhat or very active in managing their health and well-being 78%

But less than half consider caring for their eyesight to be a top well-being priority 48%

In fact, only one-third think about how well they see when tracking their overall health 34%

Americans take preventative measures to protect their eyesight

51% visit the eye doctor on a regular basis

57% wear sunglasses on a regular basis

45% rest their eyes throughout the day

Americans report spending an average of 7 hours per day in front of screens

73% recognize that light quality affects their eyesight

Yet less than 4 out of 10 people (37%) use light bulbs that are more comfortable for their eyes as part of their well-being regimen

When shopping for light bulbs, most Americans don’t consider light quality, eye comfort or their well-being at home

$60% price

54% lifetime

49% energy efficiency

29% quality of light

21% comfort on eyes

71% of Americans are concerned about their eyesight deteriorating as they grow older

72% believe that their eye health can be positively impacted by their lifestyle choices

Nearly 3 out of 5 believe light quality and quality lighting are key to promoting well-being at home

* Designed for the comfort of your eyes. Visit www.philips.com/eyecomfort for flicker, strobe and other criteria and product details.