

**Harris Poll Findings on Women's Vision Health Awareness  
2014 Update  
Fact Sheet/Key messages**

**Key Findings:**

- 86 percent of women surveyed believe incorrectly that men and women are at equal risk of permanent vision loss
- 5 percent believe that men are at greater risk
- As per 2012 study *Vision Problems in the US*:
- 66 percent of those experiencing blindness are women
- 61 percent suffering with cataracts are women
- 65 percent with Age-Related Macular Degeneration are women
- **Data reveals that women suffer serious vision conditions at almost twice the rate of men**
- 76 percent of women surveyed said they knew the risk factors for the most common vision problems.
  - Strongly agreed – 27 percent
  - Somewhat agreed – 49 percent
- 40 percent of women surveyed said they'd visited an eye doctor within the past 12 months. Of that 40 percent the breakdown by age is as follows:
  - 18-31 – 32 percent in this age range visited the eye doctor within past 12 months
  - 35-44 – 33 percent
  - 45-54 – 34 percent
  - 55-64 – 40 percent
  - 65+ - 61percent

**Conclusions:**

- After reviewing the most current data from the 2012 report, PB wanted to poll women to determine how much they know about the risks of permanent vision loss that are specific to women. As evidenced by the survey, a vast majority is unaware of these risks and conditions.
- Seejanese.com, the website and awareness campaign was developed, specifically for women, to provide information about vision health for women at every life stage.