

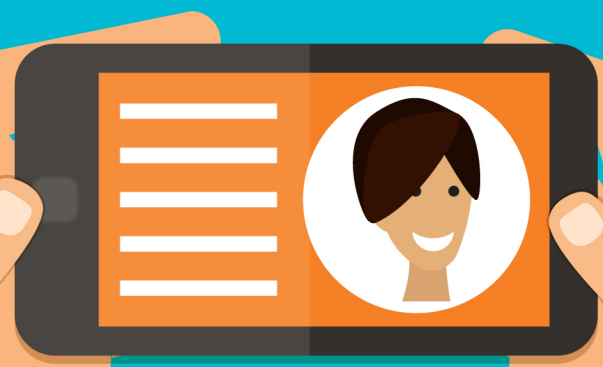
# SCREEN TIME SURPLUS



Americans spend nearly

# 1/2

of their waking hours looking at a screen



# 79%

of Americans report that their **SCREEN TIME HAS INCREASED** in the past five years



# 41%

of Americans admit it has increased **"A LOT"**



# 73%

of Americans report that looking at screens makes them feel physically tired

**7 IN 10** Americans say the 1<sup>st</sup> thing they do every morning is **LOOK AT A SCREEN**



The average American takes a **SCREEN BREAK 3X A DAY** due to eye discomfort



# TOP 10 MOST LOOKED AT SCREENS

91%  
TV

74%  
Smartphone

73%  
Laptop

64%  
DVD  
Blu-ray player

56%  
Desktop  
computer



iPad  
tablet

Video game  
console

iPhone

Kindle  
e-reader

MP3  
Player

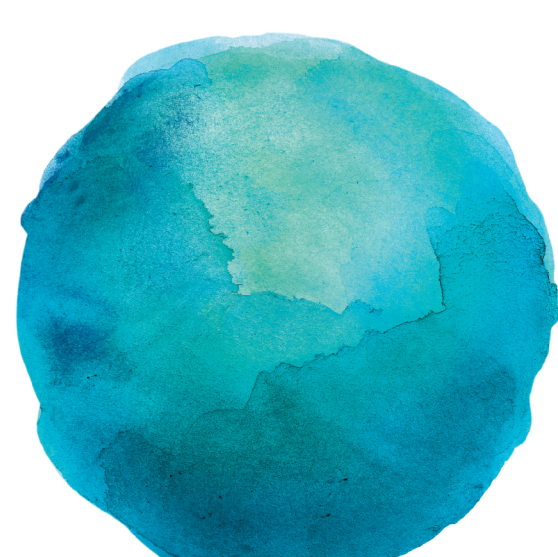
46%

42%

31%

27%

26%



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