

The Visionary Report

Bausch + Lomb set out to uncover the nation's blind spots on Age-related Macular Degeneration (AMD) awareness and understanding via a survey of more than 2,000 consumers.* The following spotlights the findings.

Surveyed Americans care about their vision...

→ **81%** of Americans would be willing to give up one of the following if it meant never losing their eyesight:



going on vacation



the internet



listening to music

& the ability to remember people's names or another one of their senses



62% of Americans 50+ are worried about losing their eyesight as they age

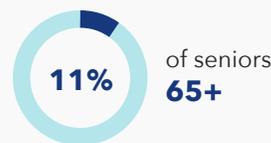
but AMD still isn't prioritized.

→ **16M** Americans suffer from AMD¹ (nearly double the population of NYC!) but only **37%** of adults **50+** know that AMD is a leading cause of vision loss for Americans.

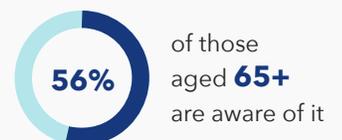
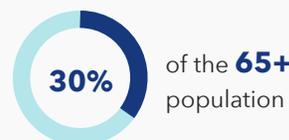
30% of U.S. adults are at risk of developing AMD in their lifetime

Only 44% of Americans are concerned about developing AMD as they get older

Alzheimer's disease and dementia impacts



By contrast, AMD impacts



There is confusion on the condition & its impact...

→ **58%** of Americans **50+** aren't sure if the progression of AMD is inevitable

Less than half of Americans (48%) are aware that vitamins/supplements can reduce the risk of progression of AMD in some patients

61% of Americans aren't aware that a dilated eye exam is needed to diagnose AMD

Only 25% of Americans are aware that being overweight/obese puts people at increased risk for being diagnosed with AMD

and people crave more information.

→ **75%** of Americans who see an ophthalmologist/optometrist and have heard of AMD have never discussed it with their provider

77% of this group would be interested in discussing AMD, warning signs and their risk factors with their eye doctor

See What You've Been Missing

Learn More and Take Action



Explore **SightMatters.com** to learn more about the condition and take control of your eye health.



Be sure to schedule your **annual dilated eye exam** and ask your doctor about AMD.

*Survey Methodology: This survey was conducted online within the United States by The Harris Poll on behalf of Bausch + Lomb from April 14-18, 2022 among 2,073 U.S. adults ages 18 and older. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within + 2.8 percentage points using a 95% confidence level. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact Bausch + Lomb.

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