

Gen X & Screen Time: Does It Impact Voluntary Benefits?

The explosive growth of screen time has implications for both employees and employers

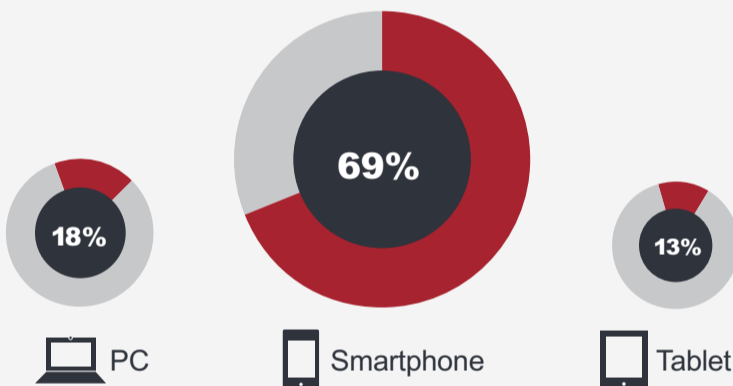


Generation X spends the most time on social media when compared with Millennials and Baby Boomers—almost **7 hours per week**



Source: 2016 Nielsen Social Media Report

Share of Weekly Social Minutes Across Devices by Gen X



Source: 2016 Nielsen Social Media Report

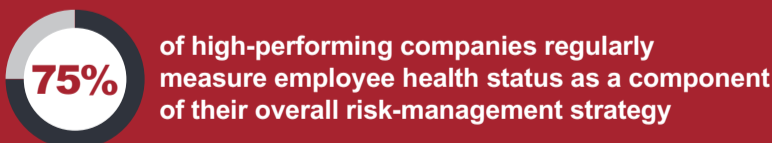
But all this screen time can actually affect clients' employee health

Gen X vision health issues related to digital device use

- ✓ **66%** experience one or more symptoms of digital eye strain
- ✓ **65%** spend more than 5 hours a day on digital devices
- ✓ **59%** use desktop and laptop devices to shop

Source: The Vision Council, 2016 Digital Eye Strain Report

Top companies view employee health as critical to their success



Source: National Business Group on Health: 15th annual employer survey on purchasing value in health care

Technology exposure impacts all clients' employees differently—the right vision plan can help



To find out if your clients' employees are getting the most out of their vision plan, take a short quiz at: **EvaluateYourWorkforce.com**