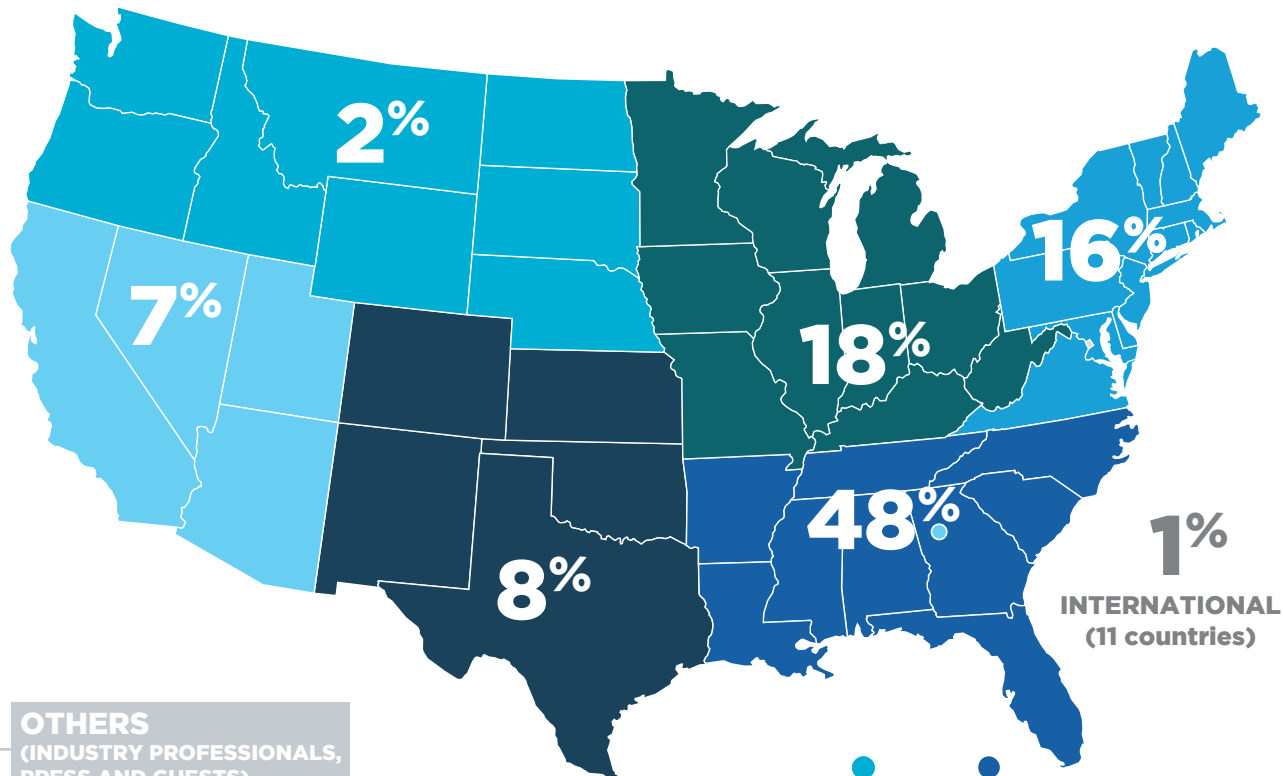


# SECO By the Numbers - May 2020

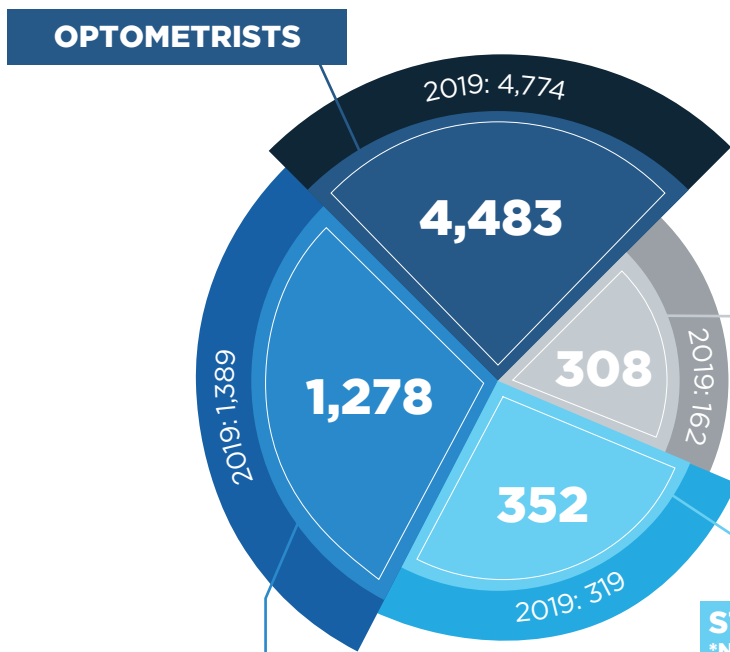
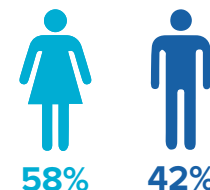
SECO demographics are reported in a CE cycle due to the educational requirements of our member states. Our measured success of SECO's year-round education opportunities is the number of ODs, Opticians, Technicians and Practice Administrators we serve in the education cycle.



**25,031 MEMBERS**



**ATTENDEES BY GENDER**



**OTHERS**  
(INDUSTRY PROFESSIONALS, PRESS AND GUESTS)

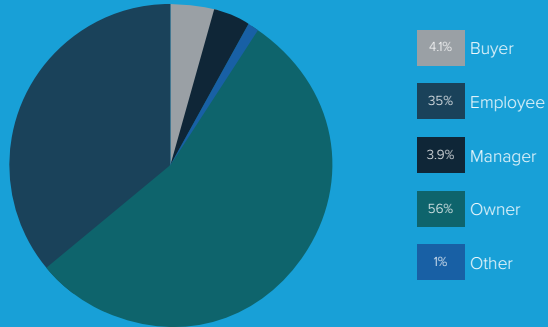
**STUDENTS**  
\*NOTE - OUR HIGHEST ATTENDANCE IS 401

**ALLIED HEALTHCARE PROFESSIONALS: OPTICIANS, TECHNICIANS AND PRACTICE ADMINISTRATORS**

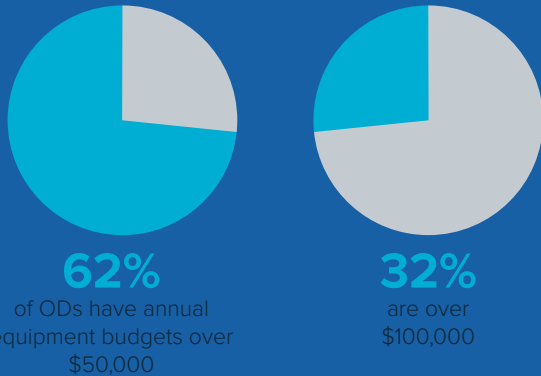
**31% of attendees ONLY attend SECO**

**25%** of Optometrists and **43%** of Ophthalmic Professionals

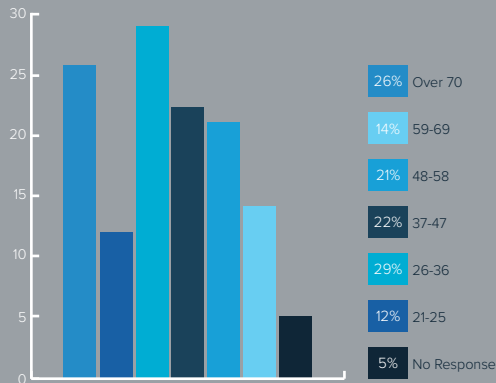
## ROLE IN PRACTICE



## ANNUAL EQUIPMENT BUDGET



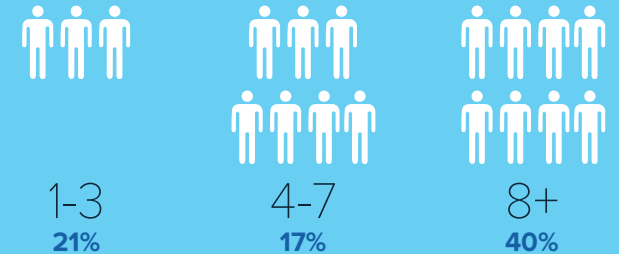
## ATTENDEES BY AGE



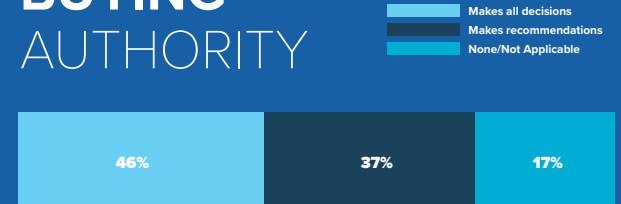
## OTHER STATS

- 46%** of Optometrists attending SECO are the final decision maker for purchases;
- 37%** exert significant influence in the purchases process.
- 44%** of Optometrists attending SECO made a purchase or plan to make a purchase within 6 months
- 41%** of purchases were more than \$10,000,
- 25%** were more than \$25,000
- 11%** more than \$50,000

## ATTENDEES BY COMPANY SIZE



## BUYING AUTHORITY



## TYPE OF BUSINESS/PRACTICE

