



**Attitudes & Intentions
To Announcement of
Vision Expo East
Date & Location Change**

Conducted by



Feb 2021

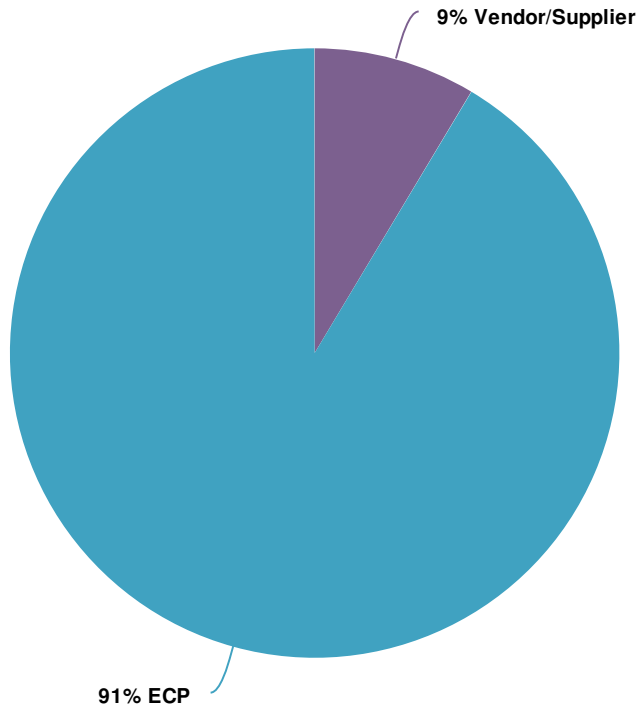
Report for VEE 2021 with Filter on Past Attendees/Exhibitors

Response Counts



Totals: 813

1. Which best describes you?

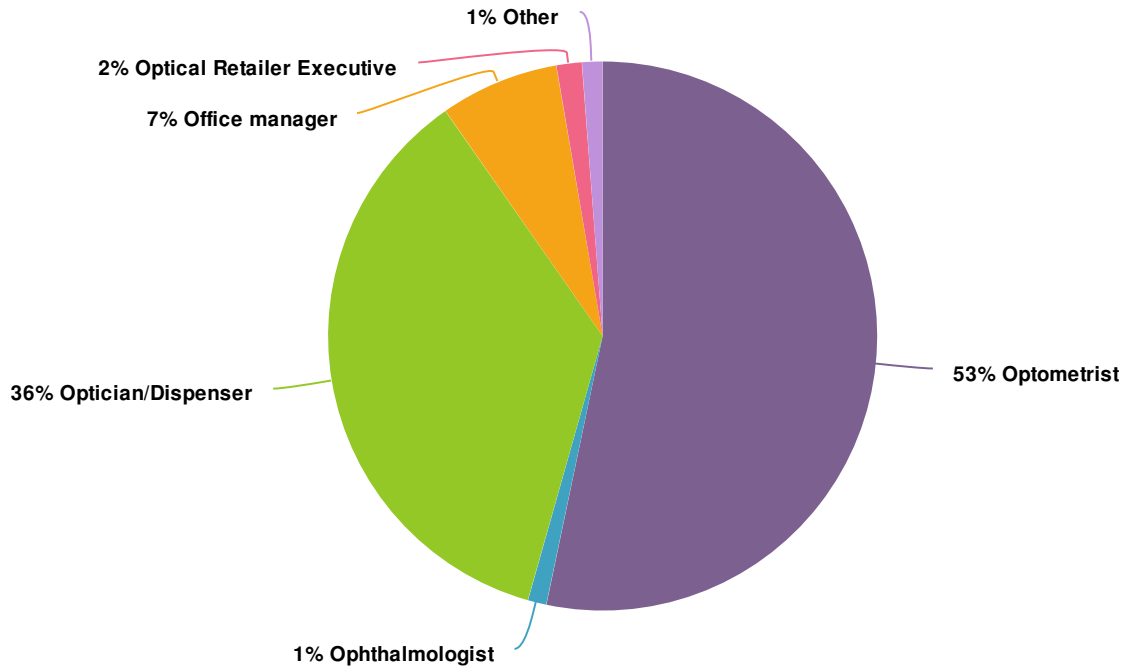


Value		Percent	Responses
Vendor/Supplier		8.6%	70
ECP		91.4%	743

Totals: 813

ECPs:

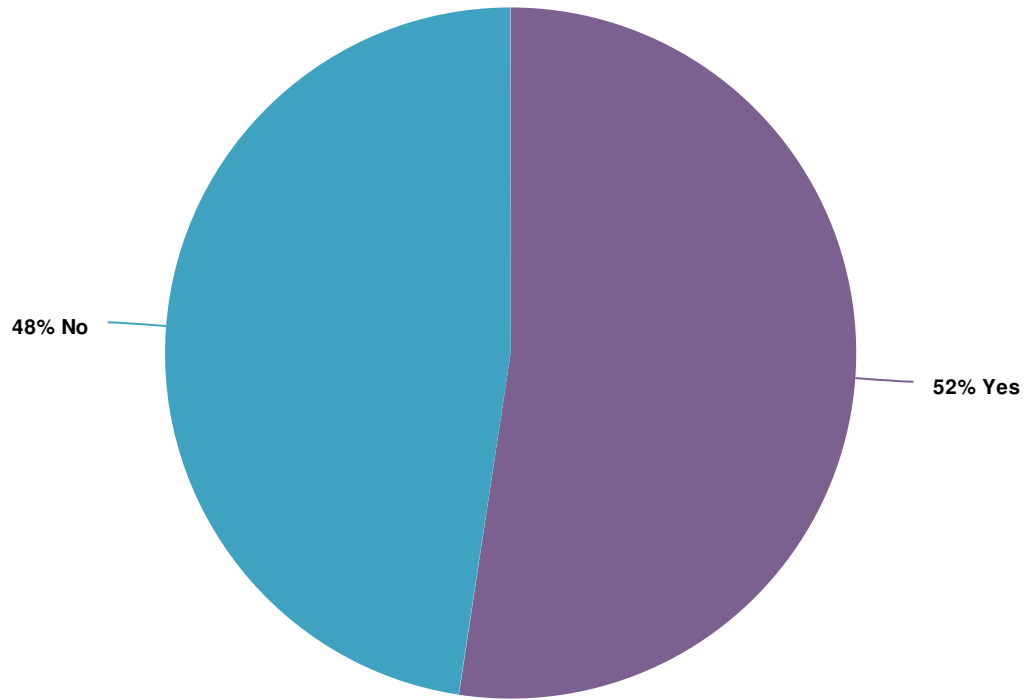
2. What is your profession?





Value	Percent	Responses
Optometrist	53.3%	396
Ophthalmologist	1.1%	8
Optician/Dispenser	35.9%	267
Office manager	7.0%	52
Optical Retailer Executive	1.5%	11
Other	1.2%	9

Totals: 743

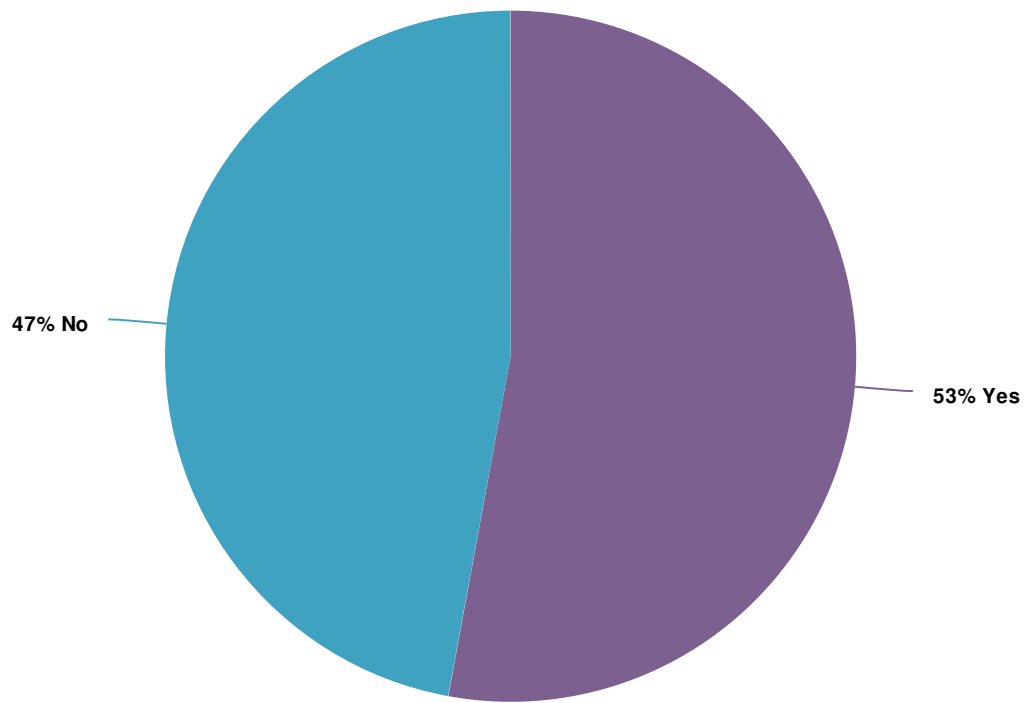
3. Have you attended Vision Expo East in the past?





Value		Percent	Responses
Yes		52.4%	389
No		47.6%	354

Totals: 743

4. Are you aware the 2021 dates and location for Vision Expo East 2021 have changed to Orlando on June 2-5?

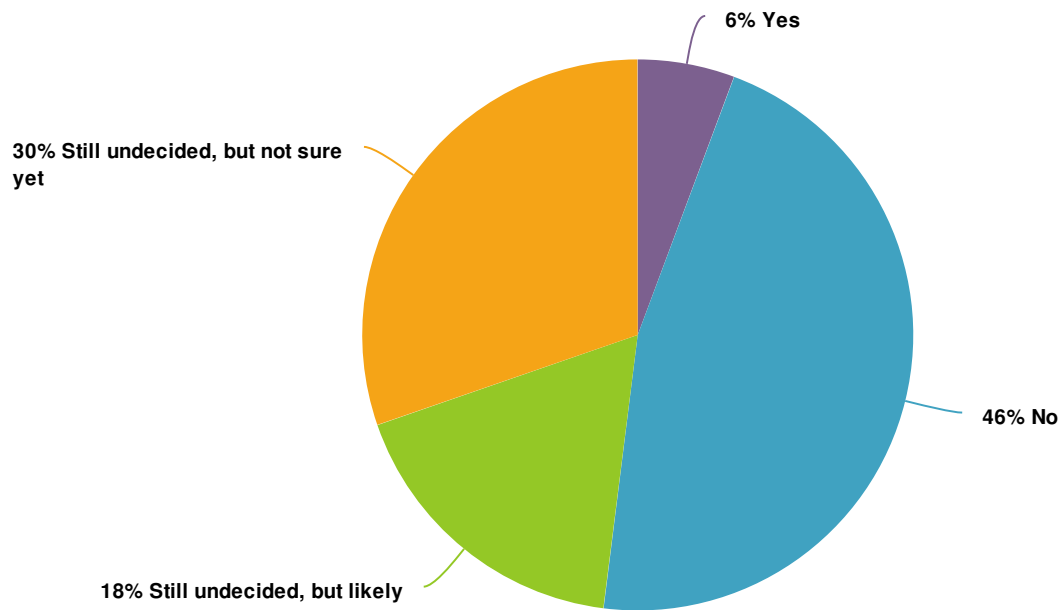


Value		Percent	Responses
Yes		52.9%	393
No		47.1%	350

Totals: 743

5. Will you attend Vision Expo East 2021 in Orlando on Jun 2-5?

Filter: #3 Question "Have you attended Vision Expo East in the past?" is one of the following answers ("Yes")

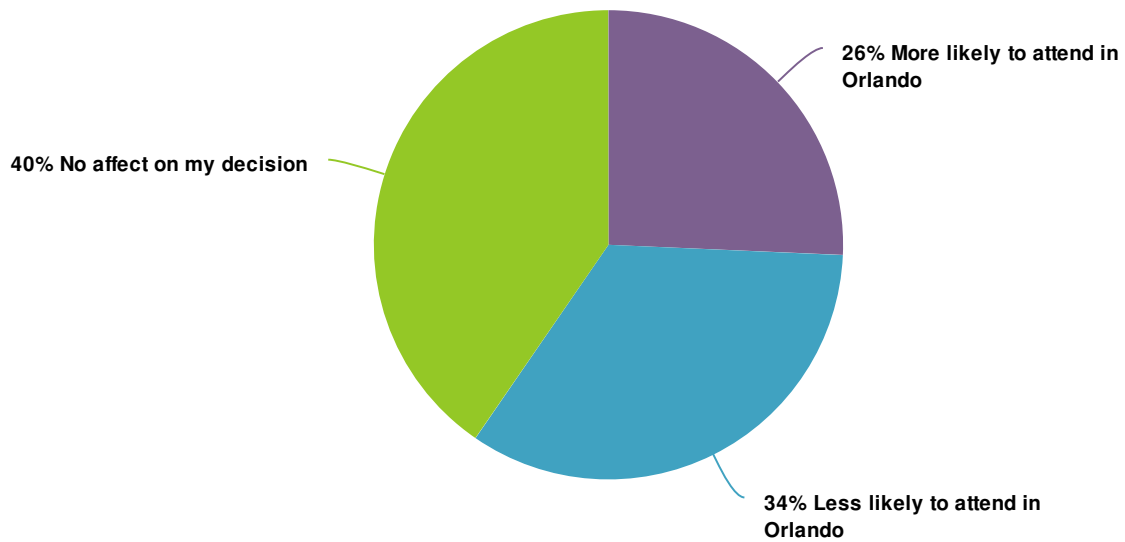


Value	Percent	Responses
Yes	5.7%	22
No	46.3%	180
Still undecided, but likely	17.7%	69
Still undecided, but not sure yet	30.3%	118

Totals: 389

6. How has the location change from NY to Orlando affected your decision on attending VEE 2021?

Filter: #3 Question "Have you attended Vision Expo East in the past?" is one of the following answers ("Yes")

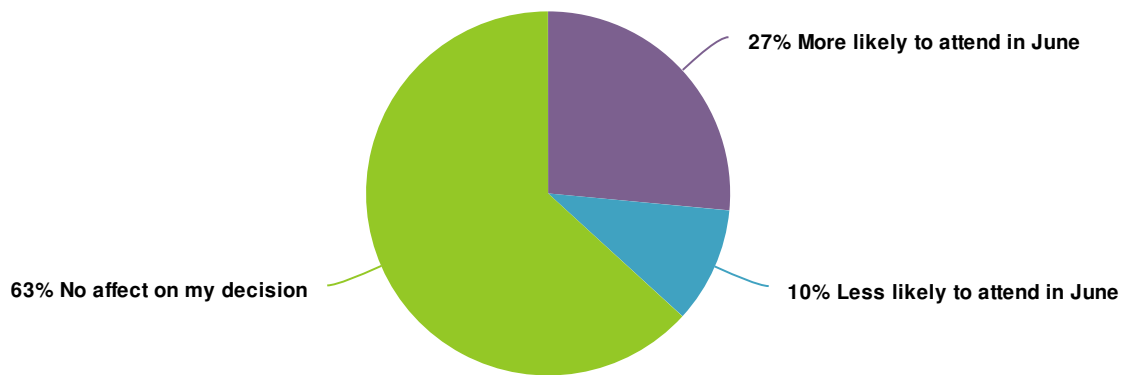


Value	Percent	Responses
More likely to attend in Orlando	25.7%	100
Less likely to attend in Orlando	33.9%	132
No affect on my decision	40.4%	157

Totals: 389

7. How has the date change from May to June affected your decision on attending VEE 2021?

Filter: #3 Question "Have you attended Vision Expo East in the past?" is one of the following answers ("Yes")

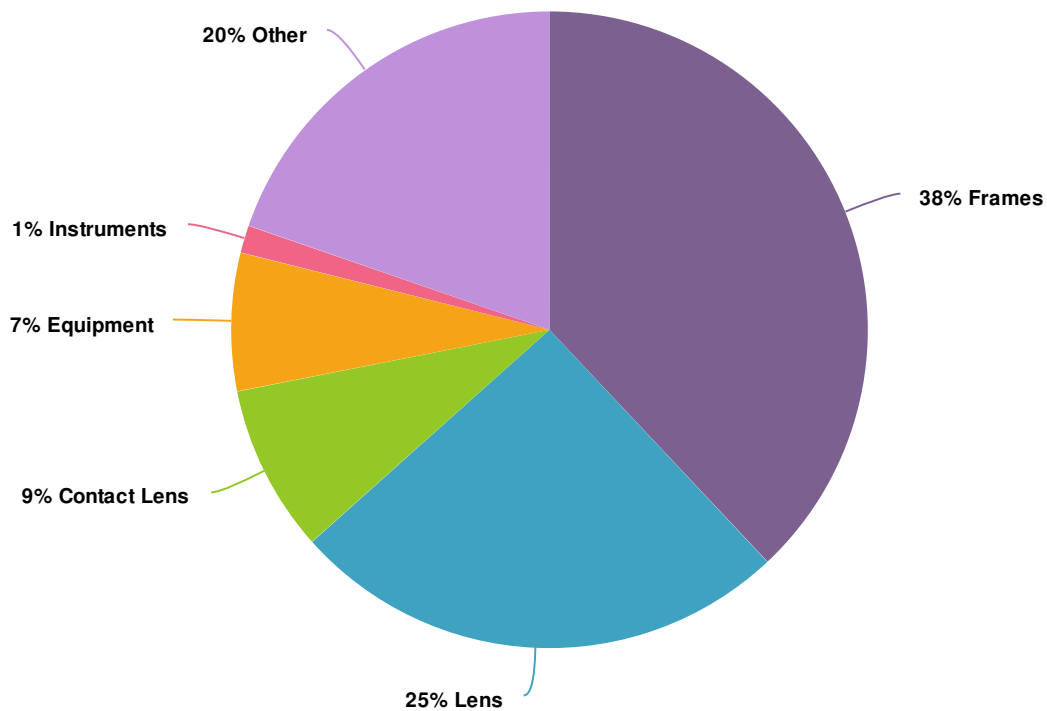


Value	Percent	Responses
More likely to attend in June	26.5%	103
Less likely to attend in June	10.3%	40
No affect on my decision	63.2%	246

Totals: 389

Vendor/Suppliers:

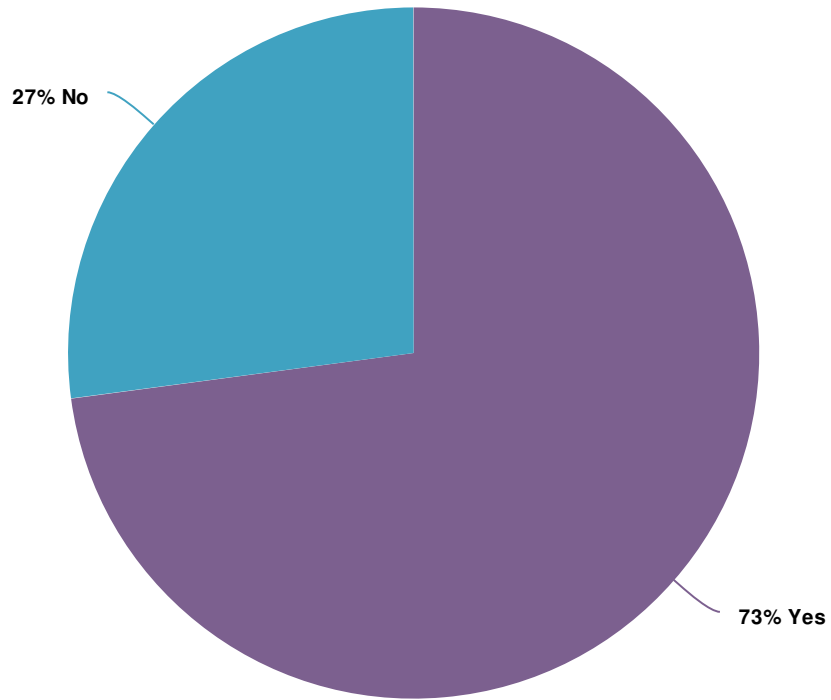
8. What type of vendor/supplier?





Value	Percent	Responses
Frames	38.0%	27
Lens	25.4%	18
Contact Lens	8.5%	6
Equipment	7.0%	5
Instruments	1.4%	1
Other	19.7%	14

Totals: 71

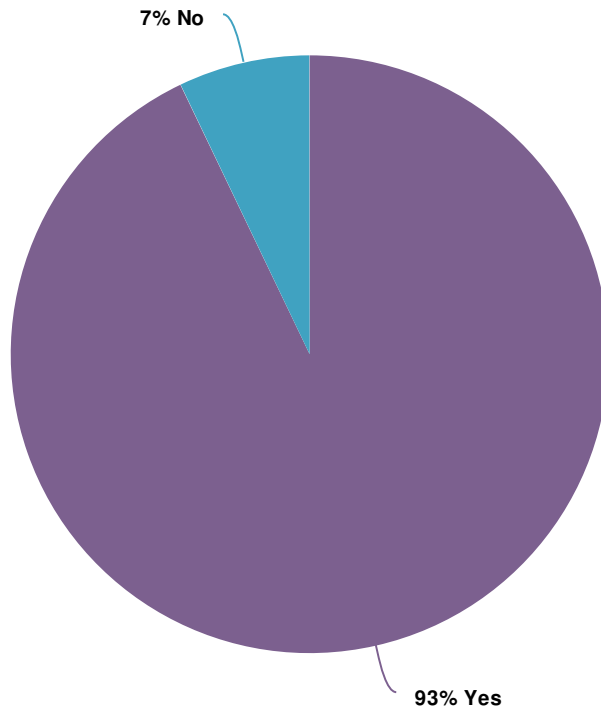
9. Have you exhibited at Vision Expo East in the past?



Value		Percent	Responses
Yes		72.9%	51
No		27.1%	19

Totals: 70

10. Are you aware the 2021 dates and location for Vision Expo East 2021 have changed to Orlando on June 2-5?

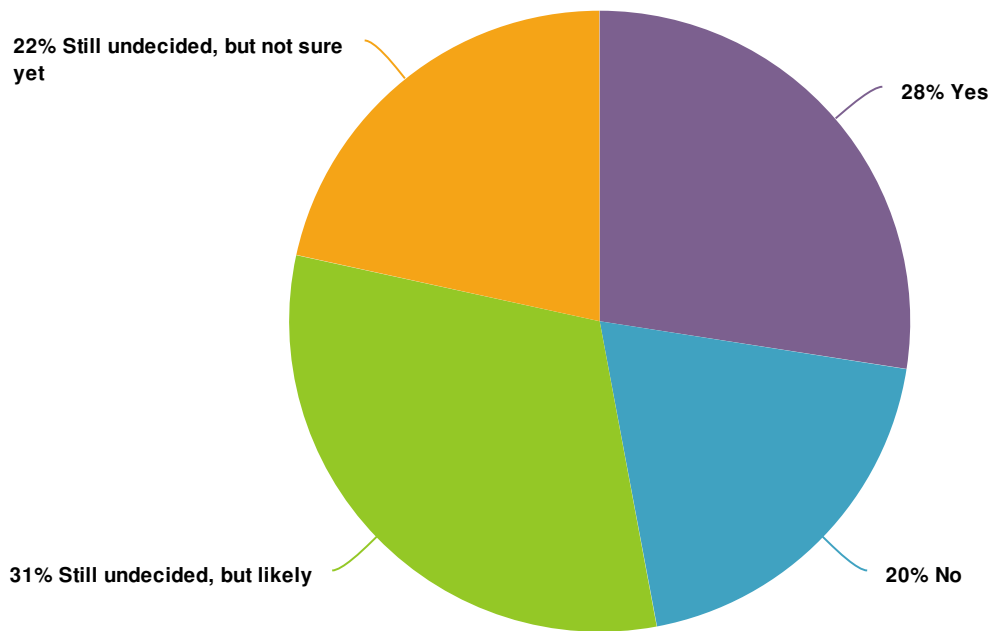


Value	Percent	Responses
Yes	92.9%	65
No	7.1%	5

Totals: 70

11. Will you exhibit at Vision Expo East 2021 in Orlando on Jun 2-5?

Filter: #9 Question "Have you exhibited at Vision Expo East in the past?" is one of the following answers ("Yes")

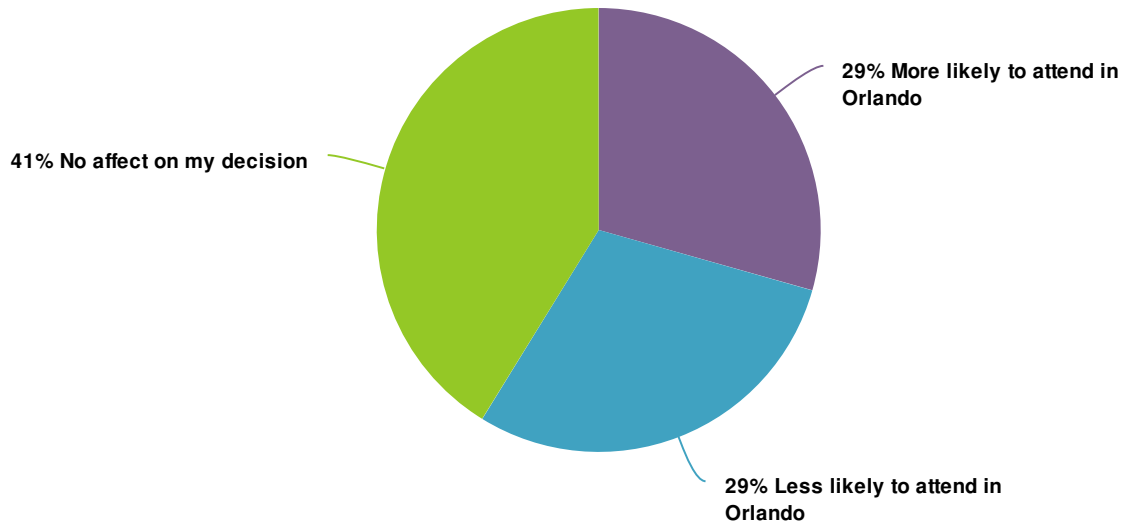


Value	Percent	Responses
Yes	27.5%	14
No	19.6%	10
Still undecided, but likely	31.4%	16
Still undecided, but not sure yet	21.6%	11

Totals: 51

12. How has the location change from NY to Orlando affected your decision on exhibiting at VEE 2021?

Filter: #9 Question "Have you exhibited at Vision Expo East in the past?" is one of the following answers ("Yes")

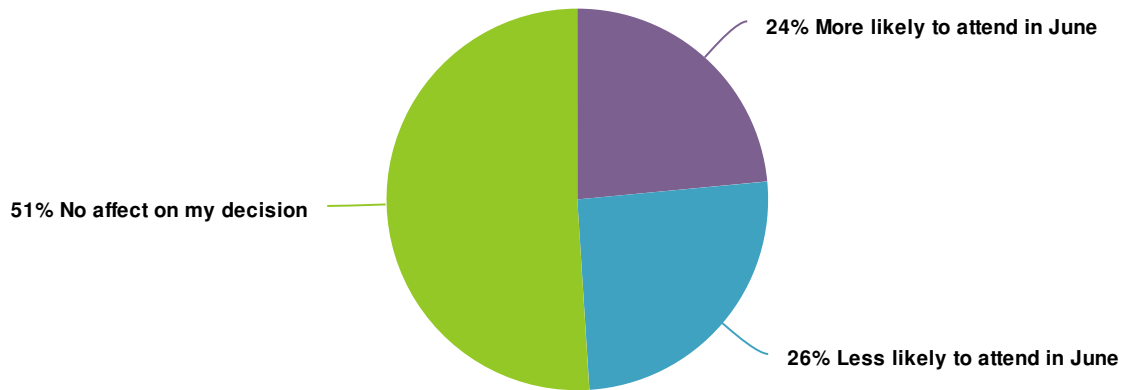


Value	Percent	Responses
More likely to attend in Orlando	29.4%	15
Less likely to attend in Orlando	29.4%	15
No affect on my decision	41.2%	21

Totals: 51

13. How has the date change from May to June affected your decision on exhibiting at VEE 2021?

Filter: #9 Question "Have you exhibited at Vision Expo East in the past?" is one of the following answers ("Yes")



Value	Percent	Responses
More likely to attend in June	23.5%	12
Less likely to attend in June	25.5%	13
No affect on my decision	51.0%	26

Totals: 51