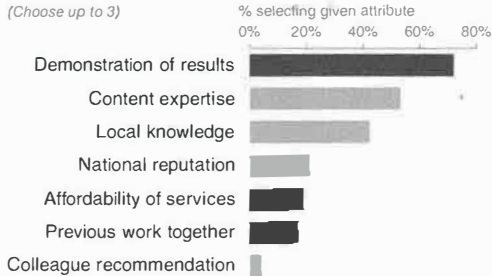


Demonstrating effectiveness is most important consideration when selecting a provider

In general, **what attributes are the most important** to you in selecting a service provider?

(Choose up to 3)



Survey shows that **demonstration of results** is the single most important dimension when choosing a service provider.

Affordability and **experience working together previously**, which were hypothesized to be very important in the decision making process, were both cited less frequently as important attributes.

Data source: xyz, includes N number of survey respondents

Note that respondents were able to choose up to 3 options.