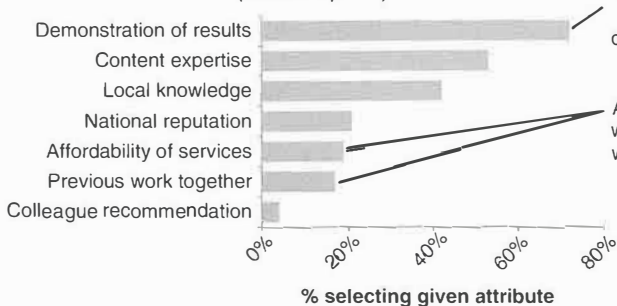


Demonstrating effectiveness is most important consideration when selecting a provider

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.