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Assessment of Orthodontic Patients' Preferences Regarding Treatment from General Dentists or Orthodontists

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ASSESSMENT OF ORTHODONTIC PATIENTS' PREFERENCES REGARDING
TREATMENT FROM GENERAL DENTISTS OR ORTHODONTISTS

By

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Bachelor of Science – Business Management
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2009

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2013

Thesis submitted in partial fulfillment
of the requirements for the

Master of Science – Oral Biology

School of Dental Medicine
Division of Health Sciences
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University of Nevada, Las Vegas
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Thesis Approval

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Abstract

This study evaluated how parents of prospective orthodontic patients choose between taking their child to a general dentist or an orthodontist for orthodontic treatment. It also looked at which factors influence patients' satisfaction with the progress of treatment and likelihood to refer other patients to the practice. This study included two phases. The first phase was a qualitative assessment of the decision making process through conducting and analyzing focus groups. The second phase was the development and administration of a nationwide online survey regarding the topics covered in the focus groups. Influential factors in the decision making process fell into 6 major themes: providers' personal characteristics, office management, referrals, location/physical environment of the office, financial considerations, and training/experience of the provider. The focus groups suggest that parents almost always prefer orthodontists over general dentists for orthodontic treatment, however if there was a substantial price difference parents would consider a general dentist. Approximately 19% of the respondents were currently in treatment with a general dentist. Factors involving communication of the provider were considered most important followed by financial considerations and office management issues. Social media had relatively little influence on the decision compared to a referral from a friend or family member. Analysis of variants showed significant differences within the major themes between males and females, household income levels, insurance status, and treatment from a general dentist or orthodontist. Satisfaction with treatment was higher with orthodontists. While factors involving communication of the provider were most important for selecting a provider, the provider developing a relationship with the parent and patient were more influential in satisfaction with the progress of treatment.

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Chapter 1 : Introduction

Orthodontics is one of nine dental specialties recognized by the American Dental Association. Orthodontists are dentists who have completed two to three years of additional training beyond dental school in an accredited orthodontic residency program. It is the oldest dental specialty and “the dental specialty that includes the diagnosis, prevention, interception, and correction of malocclusion, as well as neuromuscular and skeletal abnormalities of the developing or mature orofacial structures.”(American Dental Association, 2003)

Orthodontists utilize a wide variety of techniques and technologies to diagnose and treat patients. They commonly use extra-oral traction as well as many variations of bonded or removable oral appliances. As technology has advanced, orthodontists have embraced the use of more treatment tools including: enamel bonding, pre-torqued and pre-tipped brackets, nickel titanium and titanium molybdenum alloy wires, clear aligners, self-ligating brackets, mini screws, and 3D imaging and printing.

While general dentists and pediatric dentists are quite likely to do limited and interceptive orthodontic treatment, the majority of orthodontic treatment has historically been done by orthodontists. The percentage of orthodontic patients treated by general dentists varies by region. Most reports suggest that 7% to 20% of all comprehensive orthodontic patients are treated by general dentists.(Hilgers, Redford-Badwal, & Reisine, 2003; Huang & del Aguila, 2003; Jacobs, Bishara, & Jakobsen, 1991; Koroluk, Jones, & Avery, 1988; Wolsky & McNamara Jr., 1996a) However, in some areas of the country the number of orthodontic procedures performed by general dentists exceeds that done by orthodontic specialists (Wolsky & McNamara Jr., 1996b). Inadequate orthodontic education and the excessive treatment time

required to treat orthodontic patients are likely reasons that dentists do not perform more orthodontic procedures.(Manasse & Dooley, 1980)

In the current economic climate there appears to be an increasing trend for general dentists to perform orthodontics in their practice rather than referring patients to an orthodontic specialist. (Jacobs et al., 1991) The progress in orthodontic technology and economic pressures on dentists are likely factors involved in this trend. Technological advancements such as clear aligner therapy, robotic assisted wire bending, and “high-tech” arch wires seem to have reduced dentists’ reluctance to treat orthodontic patients. Clear aligner companies such as Invisalign market heavily to general dentists as a potential area for growth.(Align Technology Inc, 2014)

Economic pressures on dentists also appear to play a significant role in this trend. As patients reduce spending during economic recessions, dentists are less busy with general dentistry procedures. In an effort to maintain profitability, many general dentists are performing orthodontic procedures that they would have previously referred to a specialist. Dentists, particularly those who have graduated recently, are also facing an increasing financial burden due to loan repayment associated with sharp increases in dental school tuition. “The *ADEA Survey of Dental School Seniors* reports that the graduating class of 2012 had an average combined undergraduate and dental school debt of \$221,713, up from \$105,969 in 2000, an increase of 109% in more than 10 years” (American Dental Education Association, March 2013). Pressure to pay back student loans has created a highly competitive environment among orthodontists and general dentists to attract orthodontic patients. This is a real and substantial threat to the orthodontic specialty.

To be profitable in a very competitive market, it is critical to understand how patients make the decision about where to go to for orthodontic treatment. Little is known about how

patients choose an orthodontic provider. The Expected Utility Model suggests that individuals will make decisions that maximize their interests; however, this assumes that decision makers have all relevant information and are sensitive to various alternatives (Hibbard, Slovic, & Jewett, 1997; Schoemaker, 1997). The decision making process is very complex and varies among individuals with a wide variety of preferences and values. A better understanding of how potential patients choose a provider could help doctors provide patients with the resources and information they need that will lead to well-informed decisions and increased satisfaction from their orthodontic treatment. Without knowledge of how patients make their decisions, supplemental information intended to educate patients may only serve to confuse and frustrate patients rather than provide increased insight and clarity during the decision making process (Hibbard et al., 1997). Therefore a study is needed that will assess how patients choose their orthodontic provider.

Research Question

This study will seek to answer the following question:

How do parents who are interested in orthodontic treatment for their children make the decision between seeking care from an orthodontist or general dentist?

Hypotheses

1. H₁: The following issues are important to parents/guardians when choosing an orthodontic provider for their child.
 - a. Provider's Personal Characteristics
 - b. Office Management
 - c. Financial Considerations
 - d. Referrals

- e. Location/Physical Environment of the Office
 - f. Training/Experience of Provider.
2. H₂: Satisfaction with the progress of child's orthodontic treatment is influenced by the customer's experience in the following areas:
- a. Provider's Personal Characteristics
 - b. Office Management
 - c. Financial Considerations
 - d. Referrals
 - e. Location/Physical Environment of the Office
 - f. Training/Experience of Provider.
3. H₃: A parent/guardian's likelihood to refer other customers to their orthodontic provider is influenced by their experience in the following areas:
- a. Provider's Personal Characteristics
 - b. Office Management
 - c. Financial Considerations
 - d. Referrals
 - e. Location/Physical Environment of the Office
 - f. Training/Experience of Provider.

Chapter 2 : Literature Review

There have been very few studies performed on how parents make choices about orthodontic treatment options for their children. Most studies in this area have been limited to small geographic areas or groups of patients from only a few orthodontic offices. No studies have been done to compare how decisions are made between orthodontists and general dentists who provide orthodontic services. Studies and surveys have been performed in limited scope into similar areas, such as how patients make decisions about health care in general, how patients choose physicians and dentists, and how dentists make decisions about referrals. This review will cover aspects of consumer decision-making in areas such as health care in general as well as how consumers choose physicians, dentists, and orthodontists. A review of surveys given in these various areas will be included. It will also cover studies on how dentists choose specific orthodontists to refer their patients and studies on the number of general practice dentists providing orthodontic care.

How Consumers Make Decisions About Health Care

Understanding how patients make decisions about health care is important for all health care providers to help them provide quality service and ensure financial security for their practice. Studies on how individuals process and use information suggest that patients are not always accurate at judging what information is valuable for making these decisions (Hibbard et al, 1997). When asked, consumers always report that they would like more information about various aspects of a practice or provider. However, studies show that people can only process a limited number of variables in their decision making. Studies also suggest that as the amount of information or variables increase, a person's confidence in their decision increases, but the reliability of their decision decreases.

Another important element in the decision making process as noted by Hibbard et al is that cost is an easily definable variable that is important to consumers. However, quality is much more complex and difficult to assess and define. Thus, when consumers are faced with making a decision based on cost and quality, cost might outweigh factors of quality due to its incomprehensible nature. Having access to more scientific research on what elements are important to consumers and what information is valuable in helping them to understand the vague elements of good quality health care would be beneficial for health care providers.

Consumers tend to judge their relationship with the health care provider as the basis for the quality of care they are receiving (Lubalin & Harris-Kojetin, 1999). Personality traits of the provider seem to be the most important variable for consumers when choosing a health care provider. After this factor, consumers tend to rely on survey-based information from other consumers. Again, this may be because this information is the easiest to understand as compared to other means such as records-based performance data of providers or other scoring methods used to rate quality of care.

Physicians and health care providers themselves tend to base quality strictly on clinical performance and outcomes. However, there is no present way of providing this information to consumers accurately due to problems with sample size and difficulty of quantifying some outcomes. No national standards presently exist for allowing these factors of quality to be compared between providers and across various medical fields.

How Consumers Choose Physicians

Research indicates that factors which are important to consumers in choosing a physician are similar to those factors which are important when choosing a dentist or orthodontist. A 1982 study by Wolinsky and Steiber found several important criteria for patients' decisions for a new

physician. Interviews were conducted with 1530 individuals across the United States based on recent experiences in choosing a doctor. The first most important factor was a recommendation from family and friends. The second most important was the doctor's manner and personality. Manner and personality were found to be so important in the decision-making process that researchers suggested adding a course on communication and interpersonal skills into the coursework for medical school.

Crane and Lynch surveyed 100 adults in Canada about choice criteria for choosing physicians and dentists (1988). Face-to-face interviews were conducted and then the researchers tallied which criteria were mentioned by the interviewees most often. They found that when choosing a physician, people relied most upon having a personal reference; 96% of interviewees mentioned this as an important factor for choosing a physician. Physical facilities and demeanor of the physician were the next two most mentioned criteria, at 92% and 90% respectively.

When questioned specifically about the personal characteristics of the physician, the most common criteria mentioned first by interviewees was "courtesy", with 36% of people stating this criteria first. Next was "competence" with 35% mentioning this criterion first, and then "reputation", with 12% mentioning this criterion first.

Salisbury surveyed 447 people via mail survey in England and Wales (1989). This study sought to determine if the factors that influenced patients' choices in choosing a physician were truly based on the standard of care received. Results implied that patients tend to choose physicians based on recommendations from family or friends, location nearest to their homes, and physicians who accept their insurance. Personal characteristics of the doctor were also considered important. Often patients did not have a reliable way to measure the physician's clinical skill. Based on these results Salisbury determined that the consumerist model is not

representative of how patients choose their physician and that very little of the active choice is based on the physician's actual skill.

A postal survey was conducted by Billingham and Whitfield in Avon, England to determine why patients changed their general practitioners (1992), in which 1423 patients were surveyed who had changed practitioners without moving. The number one reason for the change was distance, with 41% stating that they had decided to switch to a closer office. The second reason was dissatisfaction with practice organization, with 36% stating this cause. Third, 35% listed dissatisfaction with the personal care given by the physician.

Bornstein et al conducted a survey of 636 participants in Louisiana to determine which factors were most important when choosing a primary care physician (2000). Subjects were asked to rank various factors on a scale of 1 to 10 based on how important the factors would be if the information for determining the factors were available. The results of the survey suggested that board certification was the most important factor, with physical appearance of the office and physical appearance of the doctor ranking second and third. Least important factors were the doctor's personal characteristics such as age, race, marital status, and so on.

How Consumers Choose Dentists

Several studies have researched how patients choose a general dentist. Findings among the studies consistently show that referral from family members and friends is the most valued resource for patients, and that such factors as quality of care and personality traits of the dentist are also important factors.

In a survey performed by Barnes, 38% of patients had been referred to their dentist by friends and another 33% had been referred by family members (1985). 17% were referred by other dentists while only 2% found their dentist through the phone book. The most important

factor as ranked by those who took the survey was quality of dental care, with the dentist's willingness to discuss treatment ranked as second, sensitivity to children ranked third, and friendly and helpful hygienist as fourth.

A study by Kressel and Haycock surveyed dental patients in New Jersey and asked patients how they selected dentists as well as reasons for switching dentists (1988). Family and friend referral was excluded as a preferred method. Patients stated that yellow page ads were their first preferred method, with hospital referral list being second and brochure being third. The highest ranked reason for switching dentists was inconvenient location due to the consumer or dentist moving. The second highest reason was perceived low quality of dental work, with poor personality of dentist being the third most common reason for changing providers.

In the 1988 study by Crane and Lynch, 100 adults from Canada were interviewed face-to-face to assess what choice criteria were most important when making decisions about dentists and physicians. They found that when choosing dentists, the most important factor was personal referral, with 94% of interviewees mentioning this criterion. The second and third most important factors were demeanor of the dentist and physical facilities, respectively. In terms of specific characteristics of the dentist, the most common factor mentioned by interviewees was "courtesy" and the next most common factor mentioned was "competence".

Research by Gopalakrishna and Mummalaneni surveyed a sampling of patients from across the United States as part of a nationwide health care survey by the Department of Health and Human Services (1993). Adults ages 18-62 were surveyed. This study had a much broader geographical scope than other surveys in this field, accessing patients from the Midwest, Northeast, and Southeast regions of the U.S. The study researched the impact of five factors of dental office visits upon patient satisfaction: waiting time, availability and convenience of care,

continuity of care, cost of care, and management of dental pain. Of the five factors, waiting time was found to be the most important factor in patient satisfaction, with management of dental pain being the second most important factor. The study also found that age did not have a significant impact on overall level of satisfaction, but that sex did. Women expressed greater levels of satisfaction with dental care than did men.

Hill et al conducted a survey in Kentucky regarding which qualities are important in choosing three different professionals: dentists, physicians, and lawyers (1993). With respect to choosing a dentist, it was found that the most important quality was “seems knowledgeable”, with “interested in my problem” ranked as second, “explains what is being done and why” ranked third, and “has competent assistants” as fourth in importance.

A 2012 study by Kim et al surveyed patients who had recently chosen a dental school faculty practice for their dental care. Results of the study varied slightly from other studies in this area due to the fact that patients had chosen a faculty practice rather than an individual dentist, as well as the fact that many patients specifically chose the faculty practice because they were college students and/or faculty. In this study other dentists, family, and friend referrals accounted for only 25% of respondents while 17% relied on the Internet and 21% relied on the clinic website. However, this was probably due to the difference in the demographic as well as the fact that patients had chosen the faculty practice as a whole rather than an individual dentist.

Dentist attributes like professional competence and explanation of treatment were ranked as very important factors, as well as quality of care, similar to other studies. This study also found that attitude/helpfulness of staff was highly important, but that the dentist’s concern for patients/sensitivity was ranked as less important (sixth out of twelve attributes), which is

somewhat different than other studies which found this quality to be one of the most important factors.

How Consumers Choose Orthodontists

Research on how consumers choose an orthodontist show results similar to those studies of how consumers choose dentists. Personal qualities of the orthodontist, friendliness of staff, and referrals from families and friends were all important deciding factors. Walley et al sent mail-in surveys to patient families from six different orthodontic providers in Mississippi (1999). Their research indicated that the reputation of the practitioner, and referrals from dentists, family, and friends, was the first ranking factor for making a decision, along with the level of caring attitude projected by the office. Another significantly important factor was that the office was located near the patient's home. An interesting finding in this study was that the total cost of the orthodontic treatment was not as important as the payment plan options. Patients were more concerned with having a flexible payment plan than with finding the lowest overall cost. Also, the mother was determined to be the most influential deciding member of the family for choosing an orthodontist.

Another study by Bedair et al used the same survey as developed by St. Louis et al and provided the survey to orthodontists from across the United States (2010). The purpose of this study was to assess which factors practicing orthodontists view as important to patients and parents of patients. The orthodontists were asked to answer the survey questions as though they were the adult patient or parent of the adolescent patient. Orthodontist responses were classified in different groupings based on sex as well as rural and urban orthodontists. However, generally among all orthodontists, personal characteristics such as making the prospective patient feel comfortable, having a caring attitude, and reputation, were ranked as important factors.

Various other factors were rated as important by some groups of orthodontists, including having a clean office, having a recommendation from a friend or family member, and having a friendly staff. In contrast to studies that have questioned actual patients and parents of patients, the orthodontists did not list board certification or having good payment plans as important factors.

Longoria et al developed a survey that was distributed to voluntary members of the American Academy of Orthodontics (2011). Participating orthodontists distributed the survey to 10 new start patients. The survey had a list of criteria for choosing an orthodontist which were then split into seven major categories: amenities and services, competency of orthodontist, fees, location, personality of orthodontist, referrals and advertising, and scheduling and office hours. The category with the highest overall ranking of importance was fees, with amenities and services category and the categories of competency and personality of orthodontist also ranking as highly important to new patients. These results are similar to findings from other studies.

A recent study by St. Louis et al developed a questionnaire for assessing the importance of various factors when choosing an orthodontist (2011). Consecutive prospective adult patients and parents of prospective adolescent patients were surveyed at an orthodontic office in Ohio, regardless of age, race, or sex. Through their study to develop an appropriate survey with reliability and validity, the researchers found that a clean office, an office with the latest technology and equipment, a doctor with a caring attitude, a doctor who gives explanations that are thorough and easy to understand, a treatment plan that makes sense, a doctor who is board certified, the doctor's reputation, and an office with a good payment plan were all important factors.

The study did not indicate which of these factors were the most important, however, because the study was more focused on reliability and validity of the survey. Factors found to be of least importance were doctor's age, sex, ethnic background, religious beliefs, and use of a white coat. Other less important factors as rated by the survey were play areas for younger children, refreshments and television in the waiting area, pickup from and return to school, and parties and prizes for patient cooperation.

How Dentists Choose to Refer to Specific Orthodontists

Few studies have researched why general dentists refer to specific orthodontists. Hall et al surveyed general dentists in the Midwest to research this question (2009). The majority of dentists responded that quality of previous orthodontic treatment and patient and parental satisfaction were the two most important factors and were of equal importance when choosing to refer patients to an orthodontist. These two factors were of much greater importance than location, reputation, or anticipated cost of treatment. Dentists ranked canine guidance as the most important factor when judging desired post-orthodontic occlusal and functional characteristics.

Another study by Aldawood et al researched referral preferences and orthodontic treatment provided by general dentists in New Zealand through emailed surveys (2011). Patient satisfaction was ranked as the most important factor when choosing an orthodontist to whom referrals would be made. Approachability was ranked second, with "pays attention to oral hygiene" ranked third and professional reputation ranked fourth. The characteristics ranked least important by general dentists were "gives your patients priority" and "finishes cases quickly".

Orthodontic Treatment Provided by General Dentists and Pediatric Dentists

Limited research is available on the percentage of general practice dentists who provide orthodontic treatment. Most studies available on this topic apply to limited geographic areas or small subsets of the population of practitioners. Koroluk et al studied orthodontic services provided by pedodontists and general dentists in Indiana (1988). They surveyed practitioners throughout the state and found that 17% of general practitioners practiced comprehensive orthodontic care with 29% using functional appliances and 23% using straight wire techniques. This number was significantly smaller than the 62% of pedodontists who stated that they provided comprehensive orthodontic care. 65% stated that they spent more than 10 hours per week providing orthodontic treatment.

Results of a survey in Australia were consistent with the results of surveys done in the United States as well. A survey of general practice dentists in the Melbourne Statistical Division, Victoria, Australia, found that almost sixty percent provided some form of orthodontic treatment (Lawrence, Wright, & D'Adamo, 1995). Most dentists spent less than 3 percent of their time providing orthodontic treatment, with only 8% providing orthodontic treatment to more than 10% of their patients and 18% providing more comprehensive orthodontic care with the use of fixed appliances.

A survey of Michigan general dentists sought to determine the type and amount of orthodontic treatment they provide (Wolsky & McNamara Jr., 1996a). Dentists were categorized according to the amount and type of orthodontic services provided; comprehensive treatment, limited treatment, and no treatment. Results of the study indicated that 76.3% of dentists provided some form of orthodontics for their patients, 19.3% of which provided comprehensive treatment and 57% provided limited treatment, while 23.7% provided no orthodontic treatment.

General dentists who performed comprehensive orthodontic treatment referred fewer patients to orthodontists. There was no statistically significant difference between dentists that practice in rural vs. urban areas, providing evidence against the theory that general dentists practicing in more rural areas would provide more orthodontic treatment for their patients due to a lack of available local orthodontists. Based on the number of providers and estimates of patient loads for both orthodontists and general dentists, it was estimated that slightly less than one third of all orthodontic patients are treated by general dentists.

A 2003 study done by Hilgers et al surveyed pedodontists who were diplomats of the American Board of Pediatric Dentistry. They compared results to a previous survey of diplomats from 1983 to research what percentage of pedodontists were providing orthodontic treatment. They found that 35% of pedodontists were providing comprehensive orthodontic treatment, which had not changed greatly since the 1983 survey (33%), but that overall most pedodontists reported spending less than 10% of their time providing orthodontic care, a decrease since the 1983 survey.

A study by Huang and Aguila used insurance claims data from the Washington Dental Service, a dental benefits company in Washington, to determine the percentage of orthodontic claims made in 2001 by general practice dentists (2003). They found that 25% of general practice dentists were providing orthodontic care, but general practice dentists were responsible for only 7% of orthodontic claims for those consumers in Washington with dental insurance. Almost 90% of the dentists who said they provided orthodontic treatment had provided it for five or fewer patients. Pedodontists were providing less than two percent of the orthodontic treatment for this population. The findings in this claims-based study yielded a lower percentage of general dentists providing orthodontic care than previous studies based on provider survey.

A study by Galbreath et al surveyed members of the Academy of General Dentistry who had obtained the master's level (2006). Ninety percent of respondents had more than 20 years experience in dentistry. Of those who completed the survey it was found that 32% of respondents provided orthodontic treatment of some kind. Eighty-eight percent of respondents stated that they spent less than 10% of their time providing orthodontic treatment. Although they found that the percentage of general dentists who were providing orthodontic treatment had not increased since previous studies were conducted, they found that those dentists who did provide orthodontic treatment were providing a broader scope of treatment.

The same study by Aldawood et al in New Zealand, as referenced above, found that 19.3% of general practitioners in New Zealand were performing some kind of orthodontic treatment (2011). The proportion of treatment was found to be higher among male practitioners, more experienced practitioners, and practitioners in more rural areas.

Chapter 3 : Material and Methods

This study was performed in two phases: 1) A qualitative assessment of the decision making process of choosing an orthodontic provider through focus groups and 2) development and administration of survey.

Focus Groups

Recruitment of Focus Group Participants

Focus group participants were recruited through two methods; fliers advertising the focus groups distributed to various general and pediatric dental offices throughout Las Vegas and personal invitations to parents in the community. Each focus group participant was given a pair of movie tickets as compensation for their time. Participants were informed prior to the meeting of the general topics to be discussed and the time commitment involved.

Composition of Focus Groups

The most successful method for recruiting was a personal invitation to parents. The majority of these participants lived in a similar area of northwest Las Vegas located near the venue where the focus group was held. Two focus groups were conducted. Both groups consisted of adults who were parents/guardians of prospective patients or current orthodontic patients. Focus group 1 consisted of 13 individuals, 5 males and 8 females. Focus group 2 consisted of 7 individuals, 1 male and 6 females. The area of the northwest Las Vegas where these participants were recruited from has mostly single family homes with some apartments.

Focus Group Moderation

The focus groups took place in the even on May 28, 2015 and June 2, 2015. Each focus group lasts approximately 75 minutes. Focus group participants completed the informed consent

process to allow the focus groups to be audio recorded. Participants were identified by first name only to protect confidentiality. The focus groups were conducted by an experienced moderator who led the discussion using a semi-structured interview process. Questions were developed a priori with the goal of initiating conversation that would help illuminate the group's awareness level of orthodontic issues and the process of how parents choose an orthodontic provider for their children. Open-ended questions were the preferred style. Some questions were taken or modified from an AAO funding proposal (Mah, Shoemaker, & Zemke, 2012). Others were developed based on input from orthodontists, general dentists, and other published research (Bedair, Thompson, Gupta, Beck, & Firestone, 2010; Longoria et al., 2011; St. Louis, Firestone, Johnston, Shanker, & Vig, 2011). All questions on the moderator guide were reviewed by multiple orthodontic providers, who gave feedback regarding the content of the questions. See appendix for moderators guide and the list of questions asked during focus groups.

Survey Question Development

Specific survey questions were developed around the major themes encountered in the focus groups. Previous studies that used surveys to evaluate patients' preferences for providers have used questions written by the researchers based on the input from orthodontic providers and previously published research (St. Louis et al., 2011). Incorporating questions based on themes from the focus groups helps ensure that the relevant questions are asked based on the concerns and perspective of the patients' parents rather than that of an orthodontic provider who may overlook or underestimate potential factors involved in the decision making process. Some factors that many orthodontists think are influential in the decision making process were not mentioned in the focus groups, and therefore were not incorporated into the survey. These

omitted themes include specifics about treatment plans such as extraction vs. non- extraction and use or avoidance of specific appliance types, i.e. clear aligners, self-ligating brackets, and head gear. Full analysis of the focus groups including the main themes used in the survey are discussed in the results section.

Survey Question Format

Two surveys were written. The first was directed toward parents of potential orthodontic patients that would start treatment within a year. This first set of survey questions asked how important various things are to them when choosing an orthodontic provider and had the following format:

How important would the following attributes be to you when choosing an orthodontic provider for your child?

Not at all important

Very Important

1	2	3	4	5	6	N/A
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The second survey was directed toward parents who already have a child in orthodontic treatment and asked parents how well their orthodontic provider was performing.

This set of questions had the following format:

How well does your orthodontic provider perform in the following areas?

Very Poor

Very Well

1	2	3	4	5	6	N/A
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Screening questions at the beginning of the survey prompted them to take one or the other depending on what stage of orthodontic treatment their child was in. Participants could

complete both surveys if they indicated that they had a child that would start treatment in a year and also had a child currently receiving orthodontic treatment.

Survey Pretesting

After the initial survey development was complete, five parents without orthodontic background took the survey to gauge the time that it would take to complete. They were also asked to provide feedback regarding the content and clarity of the questions. The time to complete the survey ranged from 3-8 minutes. The wording of a few questions were changed based on their feedback.

A final draft of the survey was approved by the UNLV IRB.

Administration of Survey

Administration of the survey was conducted online using Qualtrics(Provo, UT 2015) software through the UNLV Cannon Survey Center from September 10, 2015 through September 13, 2015. The Cannon Survey Center used a third party vendor, Survey Sampling International, to obtain the convenience sample of potential survey respondents. Three screening questions at the outset of the survey determined if the participant would take the first, second or both portions of the survey. The survey was divided in two sections based on the six major themes as discussed in the section on focus group analysis below. Within each section, the questions were randomized to prevent reduction of quality caused by fatigue near the end of the survey. The last section of the survey contained questions regarding demographic information.

The majority of participants completed both portions of the survey; questions for parents whose children would start within a year and questions for parents that have a child currently receiving treatment.

Statistical Analysis

Statistical analysis of the data was performed using IBM SPSS. Statistical tests run on the data include descriptives, analysis of variance, and regression. The descriptive statistics run on each question were: mean level of importance, standard deviation, standard error and range. Some histograms were used to present data.

This study used a significance level of $P < 0.10$. Since this is an exploratory study with a convenience sample it was decided that that a significance level of $P < 0.10$ would be used. This level of significance is typical for studies of this nature. A finding with a significance level of 0.10 can be assumed to mean that variance among responses was due to some variable other than random chance.

Descriptive statistics were presented to show the mean importance level for each question under each major theme. Analysis of variants were run to see the differences in the importance level between males/females, income level, insurance status, and if the provider was a general dentist or an orthodontist.

Regression analysis was used to test which independent variable or multiple variables influenced the outcome, or dependent variable. The two outcome variables analyzed were satisfaction with treatment and likelihood of the participant to refer others to their orthodontic provider.

Chapter 4 : Results

Results of the focus group discussion are presented below. Results of the focus group led to the development of the survey. Following the survey development, Survey Sampling International administered the survey and collected results. Analysis of survey is discussed below.

Focus Group Analysis

The audio recordings of each focus group were transcribed. The text of the focus groups was then analyzed independently by four trained reviewers who were fourth year dental students at the UNLV School of Dental Medicine. The reviewers met together with the researcher prior to starting the analysis so they would all follow the same steps in analyzing the text. Reviewers were instructed to read each transcript multiple times. On the initial reading, reviewers became familiar with the flow and layout of the text and began to identify major themes. On subsequent readings the reviewers cited instances of each theme to determine the frequency that each theme was mentioned. The data from these reviewers was tabulated in Microsoft Excel and averaged. (See Tables 4-1, 4-2, 4-3).

Since the individuals comprising the focus groups were a convenience sample, the application of the findings is limited but do provide some interesting insight into the process of how parents choose an orthodontic provider for their child. When reviewing the questions in topic 1 of the moderator's guide (questions assessing the dental/orthodontic education of group), the majority of the participants commented that they understood the differences between general dentists and orthodontists. (See appendix for complete moderator's guide). Below are some of the comments that were made:

- “They study how to apply the braces and adjust your teeth so they straighten out correctly.”
- “They do the braces and all that, whereas a dentist I think you go get your teeth cleaned.”
- “I think general dentists are there to diagnose and then if they can handle it they do, if not they send it to the specialist like an orthodontist or an endodontist.”
- “It might have to do with the licensing; like general dentists are licensed to perform certain actions and orthodontists are licensed to do others.”
- “...our friend offers braces, but I think orthodontists have more training because he’ll say, ‘I went and got training to do braces,’ but I don’t think they have as much training as an orthodontist, because they’ve gone to school for so long.”
- “There’s more schooling for ortho.”
- “I think it involves more than the façade of the tooth, it involves the gums, the bone, some things a little deeper.”
- “...two more years of study, so they have way more depth and knowledge of how to correct the situations...”

It was apparent from the discussion that the participants had at least a basic understanding of the difference between a general dentist and an orthodontic specialist. This gave more meaning to discussion relating to topic 2 (How parents choose between taking their child to a general dentist or an orthodontist). The great majority of the focus group participants expressed that they would not take their child to general dentist for the orthodontic treatment. Some participants however, expressed that if the price difference were great they would consider a general dentist.

- “I would not go to an orthodontist to get a root canal and a crown. They all have their own fields and that’s what they went to school for.”
- “If a general dentist said, ‘I promise you’re going to get the same results for half the price?’ - I wouldn’t do it.”
- “I think I would want to go to the specialist... the orthodontist did the extra study and he has the expertise, regardless of cost.”
- “Depending on how significant it was, I would weigh it out. If it’s 5000 and I can get it at a dentist and its 2500, no question dentist.”
- “I was going to say, even at half the price, if the orthodontist had a payment plan, to where I could go to them and pay monthly or something like that, I probably would go to the orthodontist over the dentist. So payment plan could make a big difference.”

Since the great majority of the participants expressed that they would not take their child to a general dentist for orthodontic treatment, the discussion was focused mostly on what factors were important to them when choosing an orthodontic provider in general rather than specifically a general dentist versus an orthodontist.

Table 4-1

Frequency of Themes Mentioned in Focus Group 1 as Found by Four Evaluators

	Evaluator A	Evaluator B	Evaluator C	Evaluator D	Average
Provider Characteristics	22	26	13	10	17.7
Office Management	20	12	16	6	13.5
Financial considerations	12	17	4	14	11.7
Referrals	11	17	8	3	9.7
Location/physical environment	8	17	8	13	11.5
Training/Experience	8	8	8	5	7.2

Table 4-2

Frequency of Themes Mentioned in Focus Group 2 as Found by Four Evaluators.

	Evaluator A	Evaluator B	Evaluator C	Evaluator D	Average
Provider Characteristics	15	18	12	15	15
Office Management	17	12	6	11	11.5
Financial considerations	13	10	3	11	9.2
Referrals	16	13	12	11	13
Location/physical environment	10	13	4	12	9.7
Training/Experience	13	10	12	11	11.5

Table 4-3

Mean Frequency of Themes Mentioned in Focus Group 1 and 2

	Group 1	Group 2	Mean
Provider Characteristics	17.7	15	16.4
Office Management	13.5	11.5	12.5
Financial considerations	11.7	9.2	10.5
Referrals	9.7	13	11.4
Location/physical environment	11.5	9.7	10.6
Training/Experience	7.2	11.5	9.35

Provider Personal Characteristics

The most commonly mentioned theme in both focus groups was the importance of orthodontic providers' personal characteristics. Focus group participants made the following statements:

- "I personally don't like doctors who are condescending. So I like them to treat me like I'm intelligent and communicate in a way that I'm able to understand but don't talk down to me."
- "I think an overall friendliness ...do they say hello to you when they come in, or do they just sit down and start working on your mouth?"
- "They know your name."
- "How they treat their employees. Their assistants especially."
- "How they treat the office staff. That definitely reflects on the doctor."
- "I want my dentist to listen ...I can tell a difference with the ones that listen."
- "The doctor didn't really talk to me. He didn't give me any options."
- "You want to go to someone who's not going to try to sell you their services. They should give you your options and then you can make your decision. If the cosmetic is a big deal to you, then you'll make that decision. I don't want someone to oversell."

Office Management

Office management issues were the second most common theme mentioned during the focus group. Focus group participants made the following statements:

- “You see the orthodontist. That it’s not an assembly line where you don’t get to see the doctor.”
- “Hours I think are a big deal... when you have kids in school, having more of the before and after school hours.”
- “I try to pay attention to how frantic their staff is. Like if it always seems like they’re going 150 miles per hour then chances are that they are always overbooked or inefficient.”
- “...see if they have donuts and video games in the waiting room.”
- “I am one of those people who is very turned off by those gimmicky commercials. As soon as they say “Free iPad”, I say I’m not going to you.”
- “...feel of the office would be high up there for me because you deal with the office more than you deal with anything else, so to me that’s huge.”
- “...they can hurry and squeeze you in somewhere, not like, “Sorry, we’re six weeks out.”

Referral

Referral issues were the third most common theme mentioned in the focus groups. Focus group participants made the following statements:

- “I definitely would talk to other parents about it.”
- “Mostly for me, honestly with everything with my kids, it’s other moms. I trust other moms if they had a good experience, I’m going to trust that I’ll have a good experience.”
- “I would definitely go to Yelp because that gives you a wider audience than my friend circle just to double check if that orthodontist is good.”
- “I always Google things. I look at the top 5 so I’m not scrolling through.”
- “I would never go to the internet over a referral from somebody who has actually stepped in the office.”
- “I kind of had an experience last year where I’m like, hmm, nope I’m not going to do that, because I was realizing that it was a beneficial relationship between the dentist and the orthodontist”
- “I don’t ever trust what my dentist says [about referrals], even though I love my dentist”

Location/Physical Environment of Office

Location and the physical environment of the office was the fourth most common theme mentioned during the focus groups. Focus group participants made the following statements:

- “I think at the most, probably 30 minutes I would drive”
- “Especially with bands popping off all the time and you’re having to go in on times that are not regular appointments, it needs to be really close”
- “...close to the kids’ school so when I pull them out it’s not far.”
- “I was already going there for the dentist so I already kind of knew who he was and how he ran his practice. I really like my dentist and she really likes her partner, so we were referred that way”
- “Parking is important”

Financial

Financial issues were the fifth most common theme mentioned during the focus group.

Focus group participants made the following statements:

- “If it’s the same price, I would still go to the orthodontist. Now if it were \$2000 versus \$5000, maybe I would be more willing to try.”
- “I wouldn’t go to a dentist regardless of price”
- “Price is important, braces are not cheap and insurance doesn’t pay for them. That was a key factor for me, but ultimately I went with someone more expensive because I liked their office better. To me it’s more the financing that they are willing to offer you to help you out.”
- “To me it really was about the payment plan.”
- “Cash discount, or if you pay up front discount or that kind of thing. That would make a difference to me.”

Training/Experience

Training and experience was the last of the major themes mentioned during the focus group. Focus group participants made the following statements:

- “...by far I would say an orthodontist is always going to be better”
- “If you’re an orthodontist that’s what you’re doing daily”
- “I thought they were all board certified.”
- “I think if you had a track record, a history, and a clientele, [board certification] wouldn’t matter to me.”

- “I would want to see cases he’s done before. Can they show me before and after of some previous patients?”

After analyzing the frequencies of the mentioned themes and the specific statements in the focus groups a list of potential survey questions were developed. The questions reflected the concerns of the focus group participants. These questions were then reviewed by an expert in consumer behavior research and by orthodontists. Questions that were deemed redundant or did not add value were eliminated from the final list. This process was repeated for each major theme encountered in the focus groups.

Sample Characteristics

The Cannon Survey Center returned 375 completed surveys. Of the 375 parents/guardians that took the survey, 85 completed the first half only (child has not yet started orthodontic treatment), 10 completed the second half only (child has already started orthodontic treatment), and 280 completed both portions (parent/guardian has a child that is currently in treatment and a child that will start treatment within a year)

Table 4-4

Number of Completed Surveys

	Potential Patient Survey	Current Patient Survey
Completed one half only	85	10
Completed both sections	280	280
Total	365	290

Approximately half of the surveys were completed by males (48%) and half completed by females. (52%) The reported household income is mostly clustered around the mid to high

income ranges and slightly negatively skewed with a long tail toward the lower income ranges. (see figure 4-1). Seventy seven percent of the respondents indicated that they have orthodontic insurance coverage. The Centers for Disease Control and Prevention report that approximately 75% of the population has some type of dental insurance coverage, which is similar to the percentage found within the survey respondent pool, however it is less clear how many people have orthodontic benefits with their insurance (Bloom & Cohen, 2010). The survey question on insurance was a yes or no answer and did not collect information on the type (private, subsidized etc) or dollar amount of benefit. Nineteen percent of the respondents that completed part 2 of the survey indicated that their child is currently receiving treatment from a general dentist. This is similar to the amount of orthodontic treatment done by general dentists found in other studies (Wolsky & McNamara Jr., 1996a).

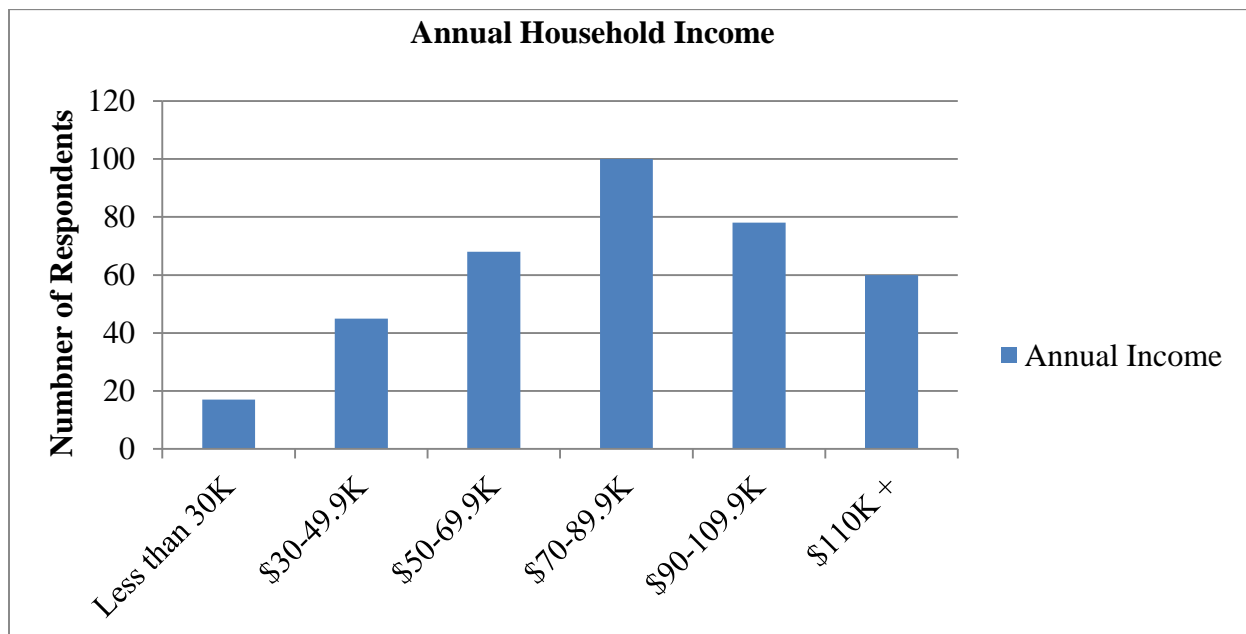


Figure 4-1 Distribution of Respondents by Annual Household Income Level

Descriptive Statistics

Descriptive statistics were run on the results of all the survey questions. The tables are organized primarily by question theme and secondarily by highest mean within each major theme.

Descriptive Statistics for Potential Patient Survey

Table 4-5

Importance of Provider Personal Characteristics

	N	Min	Max	Mean	SD
The doctor thoroughly explains the diagnosis and treatment plan	363	2	6	5.56	.735
The doctor explains things in a way that are easy to understand	364	2	6	5.52	.766
The doctor listens intently to your concerns	365	2.0	6.0	5.485	.8438
The doctor is straightforward with the risks and benefits of treatment	365	2	6	5.46	.813
The doctor presents multiple treatment options	365	2	6	5.24	.953
The doctor develops a personal connection with you and your child.	365	1	6	5.22	.947
The doctor avoids “over-selling” orthodontic treatment	364	1	6	5.18	1.013
The doctor smiles and says hello	365	1	6	5.17	.988
The doctor avoids using complex dental terminology	364	1	6	5.01	1.111
Valid N (listwise)	360				

All questions regarding the importance of a provider’s personal characteristics had a mean value of 5.01 or greater. The doctor thoroughly explains the diagnosis and treatment plan had the highest mean (n=363, M=5.56 SD =.753) and was followed in descending order by: the

doctor explains things in a way that are easy to understand(n=364, M=5.52 SD =.766), the doctor listens intently to your concerns (n=365, M=5.485 SD =.8438), the doctor is straightforward with the risks and benefits of treatment (n=365, M=5.46 SD =.813), the doctor presents multiple treatment options (n=365, M=5.24 SD =.953), the doctor develops a personal connection with you and your child etc(n=365, M=5.22 SD =.947), the doctor avoids “over-selling” orthodontic treatment(n=364, M=5.18 SD =1.013), the doctor smiles and says hello, (n=365, M=5.17 SD =.988) the doctor avoids using complex dental terminology(n=364, M=5.01 SD = 1.111).

Table 4-6

Important of Office Management

	N	Min	Max	Mean	SD
The office has excellent customer service	365	1	6	5.29	.942
The office staff is friendly	364	2	6	5.29	.913
There are multiple available appointment openings to choose from	365	1	6	5.18	.900
The office has an overall nice feel	365	1	6	5.17	.953
The office is available for appointments before or after typical work week hours (i.e. before 9am, after 5pm, weekends).	363	1	6	4.97	1.102
There are prizes/incentives for good patient compliance- i.e.: no missed appointments, good brushing habits, no broken brackets etc	364	1	6	4.58	1.409
Valid N (listwise)	361				

All questions regarding the importance of office management had a mean value of 4.58 or greater. The office has excellent customer service (n=365, M=5.29 SD =.753) and the office staff is friendly were tied for the highest mean (n=364, M=5.29 SD =.913) and were followed in

descending order by: there are multiple available appointment openings to choose from (n=365, M=5.18 SD =.900), the office has an overall nice feel (n=364, M=5.17 SD =.953), the office is available for appointments before or after typical work week hours (n=363, M=4.97 SD =1.102), and there are prize/incentives for good patient compliance, i.e. no missed appointments, good brushing habits, no broken brackets etc.(n=363, M=5.58 SD =1.102).

Table 4-7

Importance of Referrals

	N	Min	Max	Mean	SD
How much influence: Referral from your child's dentist	363	1	6	5.13	1.048
How much influence: Family member	362	1	6	4.88	1.227
How much influence: Referral from other parents who have children with braces	363	1	6	4.84	1.178
How much influence: Close friend	362	1	6	4.84	1.225
How much influence: Dental office's website	365	1	6	4.45	1.387
How much influence: Google Reviews	361	1	6	4.16	1.583
How much influence: Healthgrades.com	357	1	6	4.03	1.678
How much influence: Yelp ratings	361	1	6	4.01	1.775
How much influence: Facebook reviews	362	1	6	3.93	1.706
How much influence: Angie's List	356	1	6	3.74	1.813
How much influence: Twitter	359	1	6	3.58	1.923
How much influence: Instagram	357	1	6	3.57	1.887
Valid N (listwise)	345				

All questions regarding the importance of referrals from various sources had a mean value of 5.57 or greater. A referral from the child's dentist had the highest mean (n=363, M=5.13 SD= 1.048) and was followed in descending order by referrals from: a family member (n=362, M=4.88 SD=1.227), other parents who have children with braces (n=363, M=4.84 SD =1.178),a

close friend (n=362, M=4.84 SD=1.225), dental office's website (n=365, M=4.45 SD =1.387), Google Reviews (n=361, M=4.16 SD 1.583), healthgrades.com (n=357, M=4.03 SD =1.678), Yelp ratings (n=361, M=4.01 SD= 1.775), Facebook (n=362, M=3.93 SD 1.706), Angie's List (n=356, M=3.74 SD=1.813), Twitter (n=359, M=3.58 SD=1.923), and Instagram (n=357, M=3.57 SD=1.887).

Table 4-8

Importance of Location/ Physical Environment

	N	Min	Max	Mean	SD
The office is in a safe area of town	363	1	6	5.17	1.008
The waiting room is comfortable and inviting.	365	1	6	4.97	1.061
Parking options are convenient.	365	1	6	4.85	1.211
The waiting room has entertainment for children (i.e. TVs, iPads, games, books etc).	365	1	6	4.55	1.412
The orthodontic provider is in the same office where your child gets cleanings and fillings	364	1	6	4.28	1.696
The office is on the way to or from your child's school	360	1	6	4.07	1.651
Complimentary snacks are provided in the waiting room.	363	1	6	3.83	1.830
Valid N (listwise)	356				

All questions regarding the importance of location and physical environment of the office had a mean value of 3.83 or greater. The office is in a safe area of town (n=363, M=5.17 SD =1.008) had the highest mean and followed in descending order by: the waiting room is comfortable and inviting (n=365, M=4.97 SD =1.061), parking options are convenient (n=365,

M=4.85 SD =1.211), the waiting room has entertainment for children (i.e. TVs, iPads, games, books etc) (n=365, M=4.55 SD =1.412), the orthodontic provider is in the same office where your child gets cleanings and fillings (n=364, M=4.28 SD =1.696), the office is on the way to or from your child's school (n=360, M=4.07 SD =1.651), and complimentary snacks are provided in the waiting room (n=363, M=3.83 SD =1.830)

Table 4-9

Importance of Financial Issues

	N	Min	Max	Mean	SD
The doctor accepts your insurance	361	1	6	5.41	.912
The total cost of orthodontic treatment	364	1	6	5.29	.969
the doctor offers flexible payment plan options	363	1	6	5.18	1.053
The doctor offers interest free financing on cost of treatment	363	1	6	5.03	1.187
The doctor offers discount for payment up front.	363	1	6	4.92	1.206
Valid N (listwise)	359				

All questions regarding the importance of financial issues had a mean value of 4.92 or greater. The doctor accepts your insurance had the highest mean (n=361, M=5.41 SD =.912) and was followed in descending order by: the total cost of orthodontic treatment (n=364, M=5.29 SD =.969), the doctor offers flexible payment plan options (n=363, M=5.18 SD =1.053), the doctor offers interest free financing on cost of treatment (n=363, M=5.03 SD =1.187), and the doctor offers discount for payment up front (n=363, M=4.92 SD =1.206).

Table 4-10

Importance of Training/Experience

	N	Min	Max	Mean	SD
The doctor is up to date on the latest techniques and technology	363	1	6	5.34	.891
How important is it to you that your child sees an orthodontist rather than a general dentist	363	1	6	5.11	.941
How important is Board certification	365	2	6	5.03	1.006
The doctor has examples of before and after treatment pictures of patients with similar teeth as my child	365	1	6	4.94	1.119
The estimated treatment time is faster than other estimates	364	1	6	4.68	1.201
Valid N (listwise)	362				

All questions regarding the importance of training and experience of the orthodontic provider had a mean value of 4.68 or greater. The doctor is up-to-date on the latest techniques and technology (n=363, M=5.34 SD =.891) had the highest mean and was followed in descending order by: your child sees an orthodontist rather than a general dentist (n=363, M=5.11 SD =.941), the doctor is board certified (n=365, M=5.03 SD =1.006), the doctor has examples of before and after treatment pictures of patients with similar teeth as child (n=365, M=4.94 SD =1.119), and the estimated treatment time is faster than other estimates (n=364, M=4.28 SD =1.201).

Descriptive Statistics for Current Orthodontic Patient Survey

Table 4-11

Performance on Provider Personal Characteristics

	N	Min	Max	Mean	SD
The doctor thoroughly explains the diagnosis and treatment plan	289	1	6	5.20	.939
The doctor is kind to his staff	290	1	6	5.15	1.021
The doctor smiles and says hello	288	2	6	5.14	1.007
The doctor is straightforward with the risks and benefits of treatment	289	1	6	5.14	.994
The doctor listens intently to your concerns	288	1	6	5.11	1.057
The doctor explains things in a way that are easy to understand	289	1	6	5.09	1.094
The doctor spends adequate time with my child at each appointment	290	1	6	5.05	1.061
The doctor develops a personal connection with you and your child	290	1	6	5.03	1.032
The doctor avoids “over-selling” orthodontic treatment	288	1	6	4.99	1.082
The doctor presents multiple treatment options	290	1	6	4.98	1.054
The doctor avoids using complex dental terminology	290	1	6	4.97	1.062
The doctor remembers conversations about treatment progress from previous appointments	289	1	6	4.94	1.159
The doctor takes a personal interest in your child and remembers personal things about them such as hobbies, activities they are involved in etc.	290	1	6	4.89	1.169
Valid N (listwise)	286				

All questions regarding the performance of the orthodontic provider regarding personal characteristics had a mean value of 4.89 or greater. The doctor thoroughly explains the diagnosis and treatment plan (n=289, M=5.20 SD =.939) had the highest mean and was followed in descending order by: the doctor is kind to his staff (n=290, M=5.15 SD =1.021), the doctor smiles and says hello(n=288, M=5.14 SD =1.007, the doctor is straightforward with the risks and benefits of treatment(n=289, M=5.14 SD =.994, the doctor listens intently to your concerns(n=288, M=5.11 SD =1.057), the doctor explains things in a way that are easy to understand(n=289, M=5.09 SD =1.094), the doctor spends adequate time with my child at each appointment(n=290, M=5.05 SD =1.061), the doctor develops a personal connection with you and your child(n=290, M=5.03 SD =1.032), the doctor avoids “over-selling” orthodontic treatment(n=288, M=4.99 SD =1.082), the doctor presents multiple treatment options(n=290, M=4.99 SD =1.082), the doctor avoids using complex dental terminology(n=290, M=4.97 SD =1.062), the doctor remembers conversations about treatment progress from previous appointments(n=289, M=4.94 SD =1.159), and the doctor takes a personal interest in your child and remembers personal things about them such as hobbies, activities they are involved in etc (n=290, M=4.89 SD =1.169).

Table 4-12

Performance on Office Management

	N	Min	Max	Mean	SD
The office staff is friendly.	290	2	6	5.15	.940
The office has an overall nice feel.	290	1	6	5.13	.995
The office has excellent customer service.	290	2	6	5.11	1.018
Adjustment visits are short.	287	1	6	4.98	1.084
Minimal wait time for scheduled adjustment visits	289	1	6	4.90	1.134
There are multiple available appointment openings to choose from	290	1	6	4.89	1.174
My child is seen by the same assistant at each visit.	289	1	6	4.85	1.176
The office is available for appointments before or after typical work week hours (i.e. before 9am, after 5pm, weekends)	289	1	6	4.74	1.241
There are prizes/incentives for good patient compliance.- i.e.: no missed appointments, good brushing habits, no broken brackets etc.	284	1	6	4.72	1.320
Valid N (listwise)	279				

All questions regarding the performance on issues of office management had a mean value of 4.72 or greater. The office staff is friendly had the highest mean (n=290, M=5.15, SD =.940) and was followed in descending order by: the office has an overall nice feel (n=290, M=5.13, SD =.995), the office has excellent customer service (n=290, M=5.11, SD =1.018), adjustment visits are short (n=287, M=4.98, SD =1.084), minimal wait time for scheduled adjustment visits(n=289, M=4.90, SD =1.134), there are multiple available appointment openings to choose from (n=289, M=4.89, SD =1.174), my child is seen by the same assistant at each visit(n=289, M=4.85, SD =1.176), the office is available for appointments before or after

typical work week hours (n=289, M=4.74, SD =1.241), and there are prize/incentives for good patient compliance i.e. no missed appointments, good brushing habits, no broken brackets etc. (n=284, M=4.72, SD =1.320).

Table 4-13

Performance/Influence of Referral Sources

	N	Min	Max	Mean	SD
How much influence: Your child's dentist	286	1	6	4.83	1.295
How much influence: Other parents who have children with braces	284	1	6	4.63	1.384
How much influence: Close friend	285	1	6	4.58	1.482
How much influence: Family member	284	1	6	4.53	1.556
How much influence: Dental office's website	281	1	6	4.34	1.529
How much influence: Google Reviews	282	1	6	3.97	1.779
How much influence: Facebook reviews	280	1	6	3.91	1.760
How much influence: Yelp ratings	281	1	6	3.88	1.825
How much influence: Angie's List	278	1	6	3.86	1.850
How much influence: Healthgrades.com	282	1	6	3.82	1.816
How much influence: Instagram -	279	1	6	3.78	1.823
How much influence: Twitter	280	1	6	3.75	1.851
Valid N (listwise)	261				

All questions regarding the influence of various referral sources had a mean value of 3.75 or greater. A referral from the child's dentist has the highest mean (n=286, M=4.83, SD =1.295) and was followed in descending order by a referral from: other parents that have braces(n=284, M=4.63, SD =1.384), closes friends(n=285, M=4.58, SD =1.556), family member(n=284,

M=4.53, SD =1.556), dental office website (n=281, M=4.34, SD =1.529), Google Reviews(n=282, M=3.97, SD =1.779), Facebook reviews(n=280, M=3.91, SD =1.760), Yelp rating(n=281, M=3.88, SD =1.825), Angie’s list (n=278, M=3.86, SD =1.850), Healthgrades.com(n=282, M=3.82, SD =1.816), Instagram(n=279, M=3.78, SD =1.823), and Twitter (n=280, M=3.75, SD =1.851).

Table 4-14

Performance on Location/Physical Environment

	N	Min	Max	Mean	SD
The office is in a safe area of town -	290	1	6	5.02	1.114
The waiting room is comfortable and inviting	288	1	6	4.87	1.087
Parking options are convenient -	290	1	6	4.81	1.251
The waiting room has entertainment for children (i.e. TVs, iPads, games, books etc)	285	1	6	4.64	1.311
The office is on the way to or from your child’s school	284	1	6	4.43	1.531
The orthodontic provider is in the same office where your child gets cleanings and fillings	286	1	6	4.29	1.726
Complimentary snacks are provided in the waiting room	280	1	6	4.28	1.598
Valid N (listwise)	270				

All questions regarding the performance on location and physical environment had a mean value of 4.28 or greater. The office is in a safe area of town had the highest mean (n=290, M=5.02, SD =1.114) and was followed in descending order by: the waiting room is comfortable and inviting(n=288, M=4.87 SD =1.087), parking options are convenient (n=290, M=4.81 SD

=1.251), the waiting room has entertainment for children (i.e. TVs, iPads, games, books etc) (n=285, M=4.64 SD =1.311), the office is on the way to or from your child's school (n=284, M=4.43 SD =1.531), the orthodontic provider is in the same office where your child gets cleanings and fillings (n=286, M=4.29 SD =1.726), and complimentary snacks are provided in the waiting room (n=280, M=4.28 SD =1.598)

Table 4-15

Performance on Financial Issues

	N	Min	Max	Mean	SD
The doctor accepts my insurance	284	1	6	5.10	1.085
The doctor offers flexible payment plan options	285	1	6	4.97	1.153
The doctor offers interest free financing on cost of treatment	275	1	6	4.91	1.168
The total cost of orthodontic treatment	288	1	6	4.83	1.089
The doctor offers a discount for payment up front	277	1	6	4.80	1.305
Valid N (listwise)	265				

All questions regarding the orthodontic provider's performance on financial issues had a mean value of 4.80 or greater. The doctor accepts your insurance had the highest mean (n=284, M=5.10 SD =1.085) and was followed in descending order by: the doctor offers flexible payment plan options (n=285, M=4.97 SD =1.153), the doctor offers interest free financing on cost of treatment (n=375, M=4.91 SD =1.168), the total cost of orthodontic treatment (n=288, M=4.83 SD =1.089), and the doctor offers a discount for payment up front (n=277, M=4.80 SD =1.305).

Table 4-16

Performance on Training/Experience Issues

	N	Min	Max	Mean	SD
How likely are you to recommend your child's orthodontist to your friends or family?	290	1	6	5.26	.929
How satisfied are you with your child's orthodontic treatment so far?	290	1	6	5.13	.992
The doctor is up to date on latest techniques and technology...	290	2	6	5.11	.965
How important was Board certification?	286	1	6	4.97	1.133
The doctor has examples of before and after treatment	288	1	6	4.90	1.132
The estimated treatment time is close to the actual treatment time...	282	1	6	4.78	1.191
How much does your orthodontic provider charge compared to other providers in your area?	290	1	4	2.21	.727
Valid N (listwise)	279				

Table 4-17

Mean Importance and Performance for Major Themes

	Mean Importance	Mean Performance	Difference
Provider Personal Characteristics	5.31	5.05	0.26
Office Management	5.08	4.94	0.14
Referral	3.67	4.15	-0.48
Location/Physical Environment	4.53	4.62	-0.09
Financial	5.17	4.92	0.25
Training/Experience	5.02	4.62	0.40

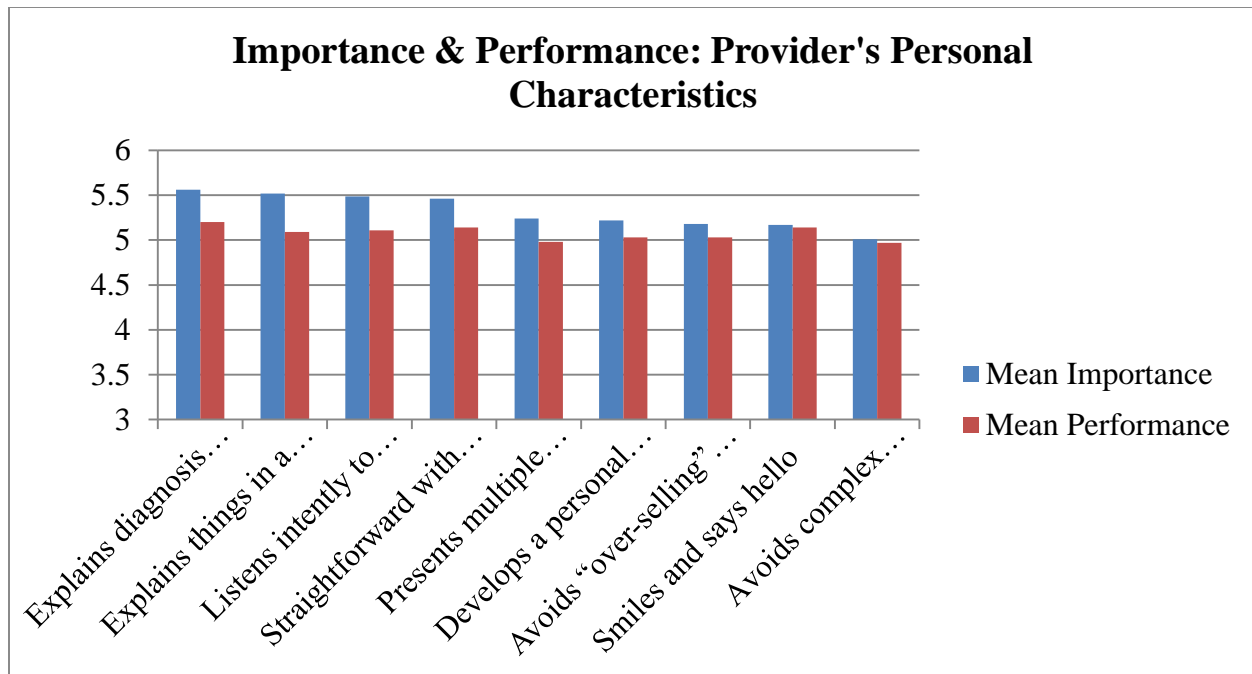


Figure 4-2 Comparison of Importance and Performance for Providers' Personal Characteristics

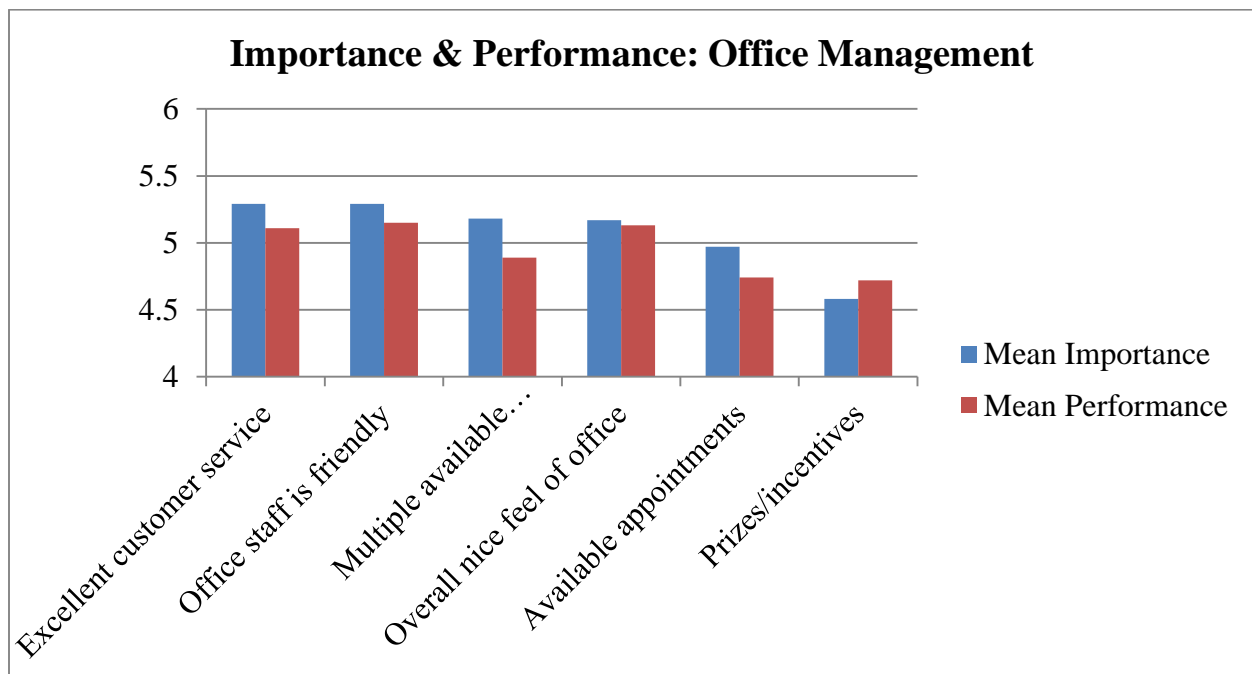


Figure 4-3 Comparison of Importance and Performance for Office Management

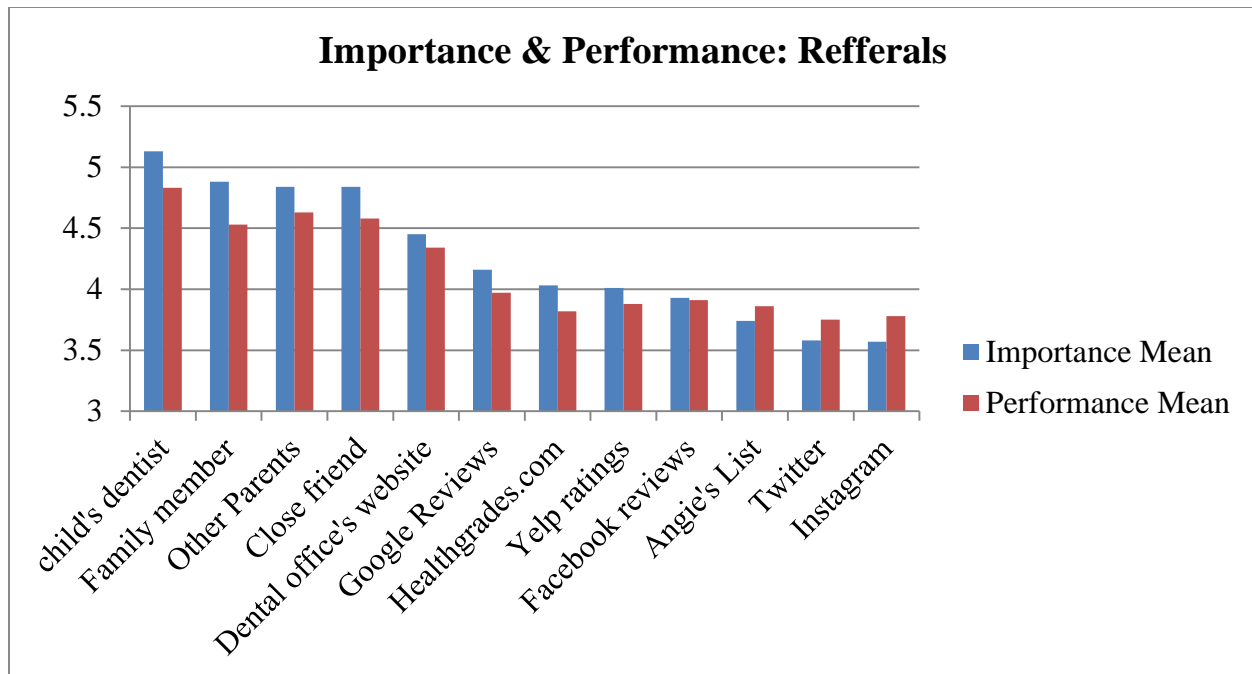


Figure 4-4 Comparison of Importance and Performance for Referrals

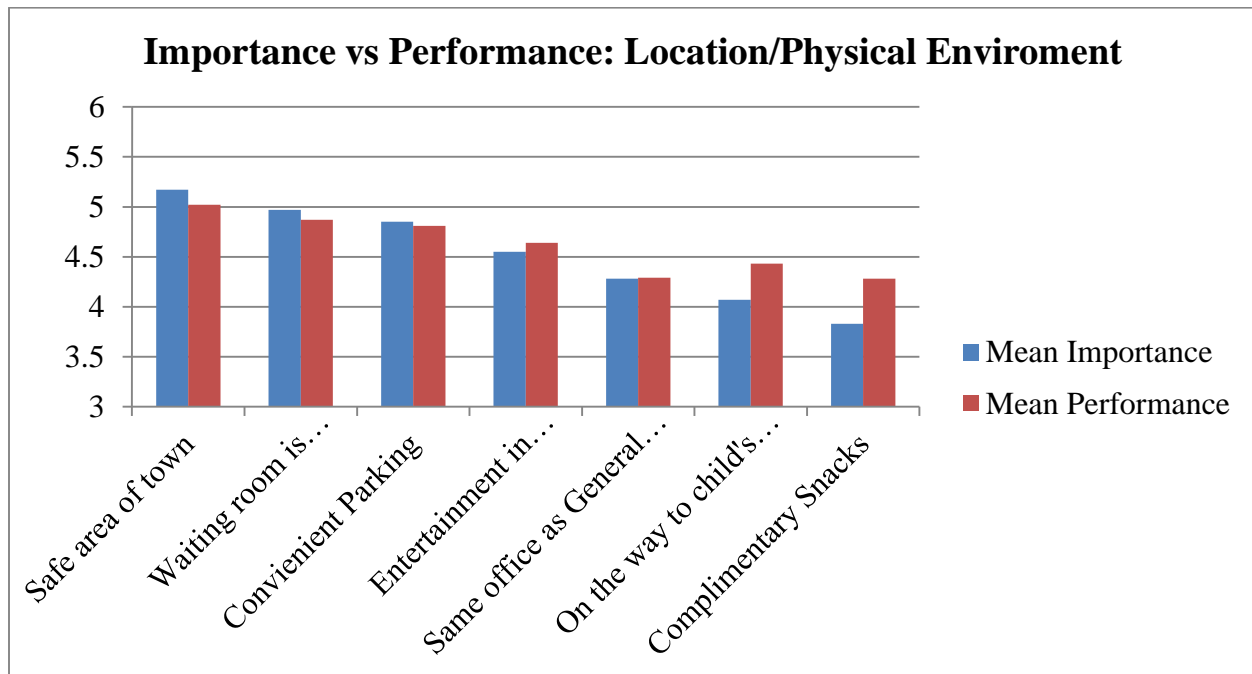


Figure 4-5 Comparison of Importance and Performance for Office Location/Physical Environment

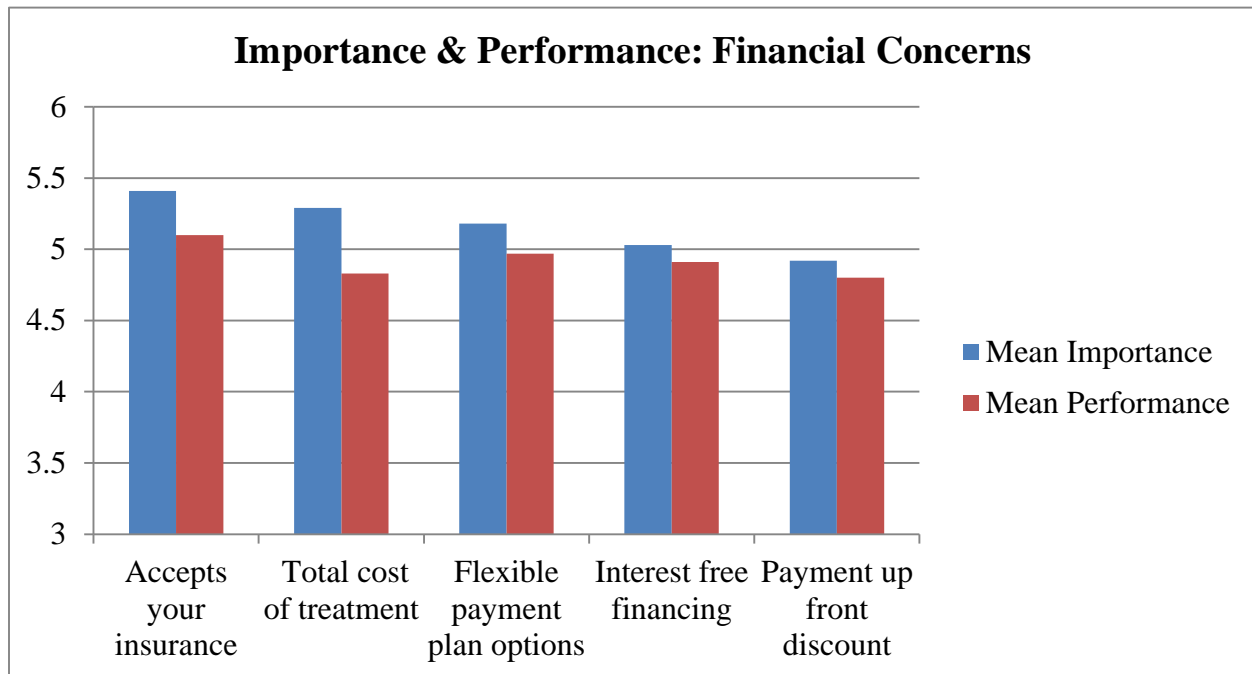


Figure 4-6 Comparison of Importance and Performance for Financial Concerns

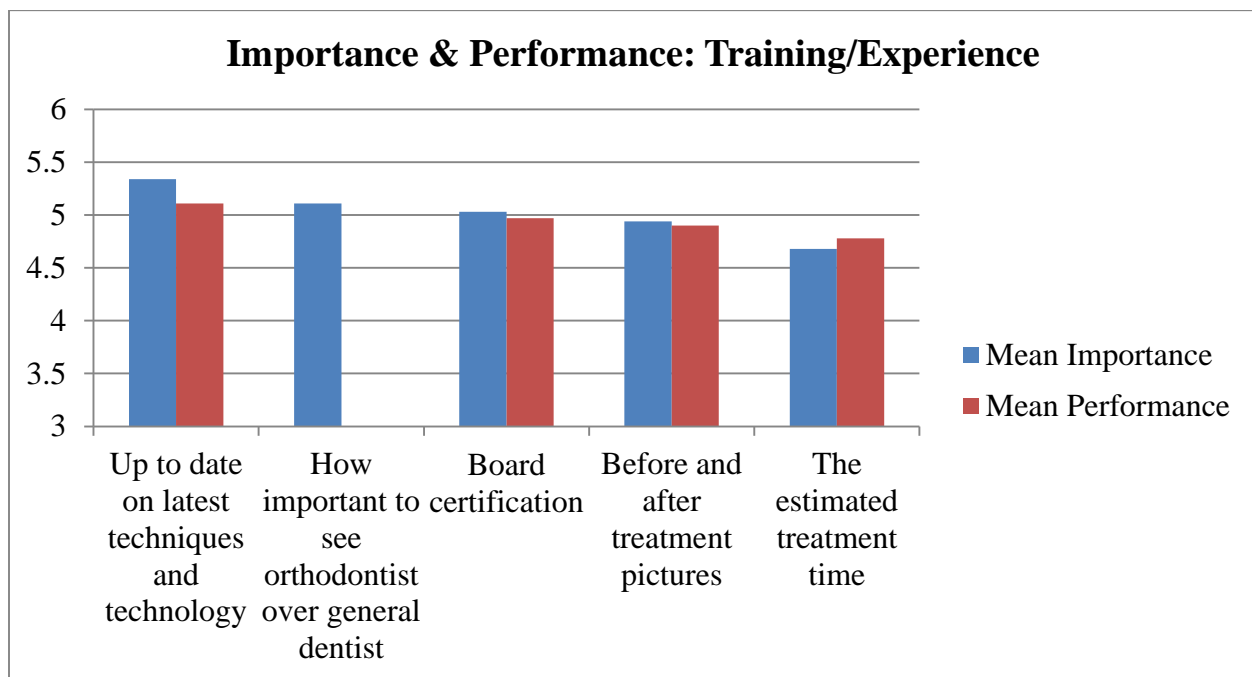


Figure 4-7 Comparison of Importance and Performance for Training/Experience

ANOVAs on Importance when Choosing an Orthodontic Provider

ANOVAs were run to test the importance of each factor between the following groups: gender, household income level, insurance status, and treatment from general practitioner or an orthodontist. A significance level of $P < .10$ was used. See the appendix for the complete descriptive statistics and ANOVA tables.

Male vs. Female

The analysis of variance revealed that the effect of gender was significant for sixteen of the factors in the survey for potential orthodontic patients. Regarding the provider's personal characteristics, the doctor smiling and saying hello was significant, $F(1, 363) = 4.42$, $p = .036$ with females reporting it was more important ($M = 5.27$, $SD = .896$) than males ($M = 5.06$, $SD = 1.071$). The doctor explaining things in a way that is easy to understand was also significant, $F(1, 362) = 3.87$, $p = .05$ with females reporting it was more important ($M = 5.60$, $SD = .704$) than males ($M = 5.44$, $SD = .822$).

The ANOVA showed a significant difference between males and females regarding prizes and incentives for good patient compliance $F(1, 362) = 3.941$, $p = .048$ with males reporting it was more important ($M = 4.73$, $SD = 1.340$) on their decision than females ($M = 4.44$, $SD = 1.460$).

There was a significant difference between males and females regarding the total cost of treatment $F(1, 362) = 4.038$, $p = .045$ with females reporting it was more important ($M = 5.39$, $SD = .931$) than males ($M = 5.18$, $SD = 1.00$).

The ANOVA showed that the influence of family members was significant, $F(1, 360) = 3.79$, $p = .052$ with males reporting a referral from a family member had a greater influence ($M = 5.01$, $SD = 1.028$) on their decision than females ($M = 4.76$, $SD = 1.377$). The ANOVA

showed a significant difference between males and females for almost all web-based reviews. How much influence Yelp ratings had was significant, $F(1, 360) = 6.32, p = .012$ with males reporting it had a greater influence ($M = 4.25, SD = 1.65$) on their decision than females ($M = 3.78, SD = 1.86$). The influence of Facebook reviews was significant, $F(1, 361) = 3.58, p = .059$ with males reporting it had a greater influence ($M = 4.10, SD = 1.64$) on their decision than females ($M = 3.76, SD = 1.76$). Angie's List ratings were significant, $F(1, 355) = 8.02, p = .005$ with males reporting it had a greater influence ($M = 4.01, SD = 1.67$) on their decision than females ($M = 3.47, SD = 1.91$). How much influence Google Reviews had was also significant, $F(1, 360) = 3.26, p = .072$ with males reporting it had a greater influence ($M = 4.32, SD = 1.50$) on their decision than females ($M = 4.02, SD = 1.65$). The influence of Instagram was significant, $F(1, 356) = 11.07, p = .001$ with males reporting it had a greater influence ($M = 3.90, SD = 1.812$) on their decision than females ($M = 3.25, SD = 1.906$). Finally, influence of Twitter was significant, $F(1, 358) = 13.21, p = .000$ with males reporting it had a greater influence ($M = 3.95, SD = 1.81$) on their decision than females ($M = 3.22, SD = 1.97$). The only web-based factors that were not significant were the influence of the doctor's website, and healthgrades.com

There was a significant difference between males and females regarding, location and physical environment. The office is on the way to or from the child's school was significant, $F(1,358) = 5.196, p = .023$ with males reporting it was more important ($M = 4.27, SD = 1.582$) than females ($M = 3.88, SD = 1.695$). The orthodontic provider is in the same office where the child gets cleanings and fillings was significant $F(1,362) = 7.362, p = .007$ with males reporting it was more important ($M = 4.53, SD = 1.534$) than females ($M = 4.05, SD = 1.806$). The waiting room has entertainment for children was significant $F(1,363) = 5.058, p = .025$ with males reporting it was more important ($M = 4.73, SD = 1.279$) than females ($M = 4.39, SD =$

1.511). Complimentary snacks provided in the waiting room was significant $F(1,361) = 12.991$, $p = .000$ with males reporting it was more important ($M = 4.19$, $SD = 1.643$) than females ($M = 3.51$, $SD = 1.934$). How long a parent is willing to travel to take a child to an orthodontic provider was significant $F(1,363) = 10.400$, $p = .001$ with males reporting they would travel longer ($M = 3.57$, $SD = 1.396$) than females ($M = 3.09$, $SD = 1.392$).

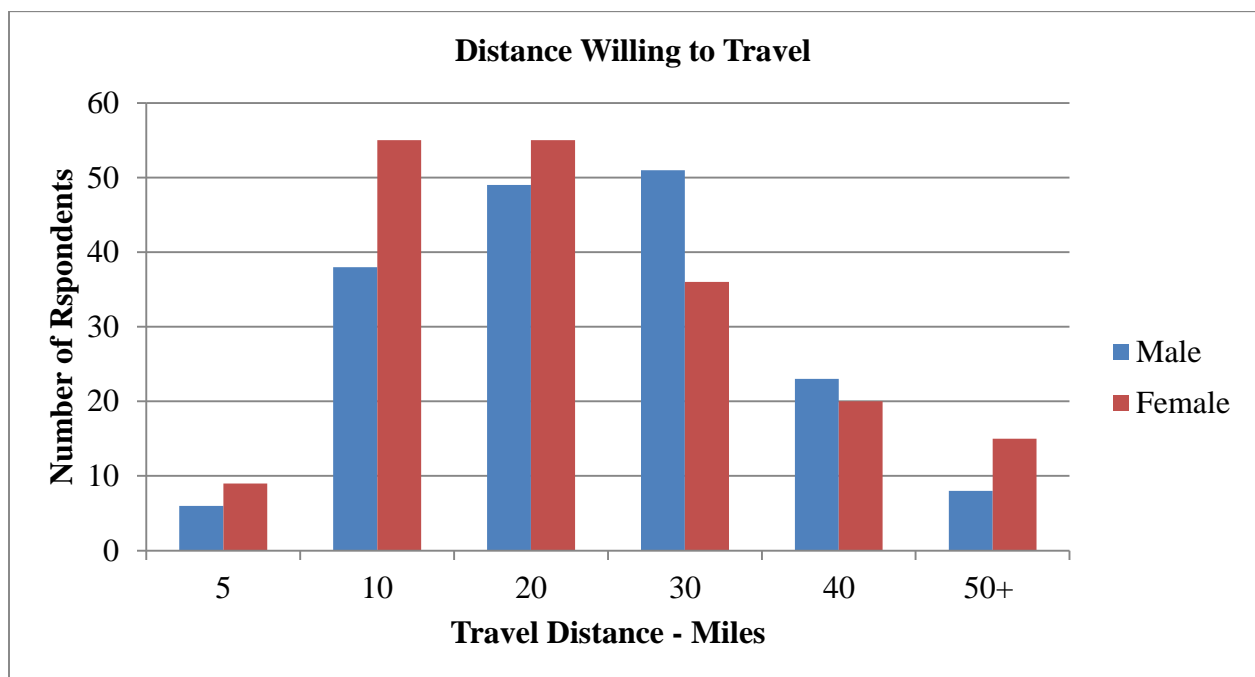


Figure 4-8 Distance a Parent (male or female) is Willing to Travel to an Orthodontic Provider.

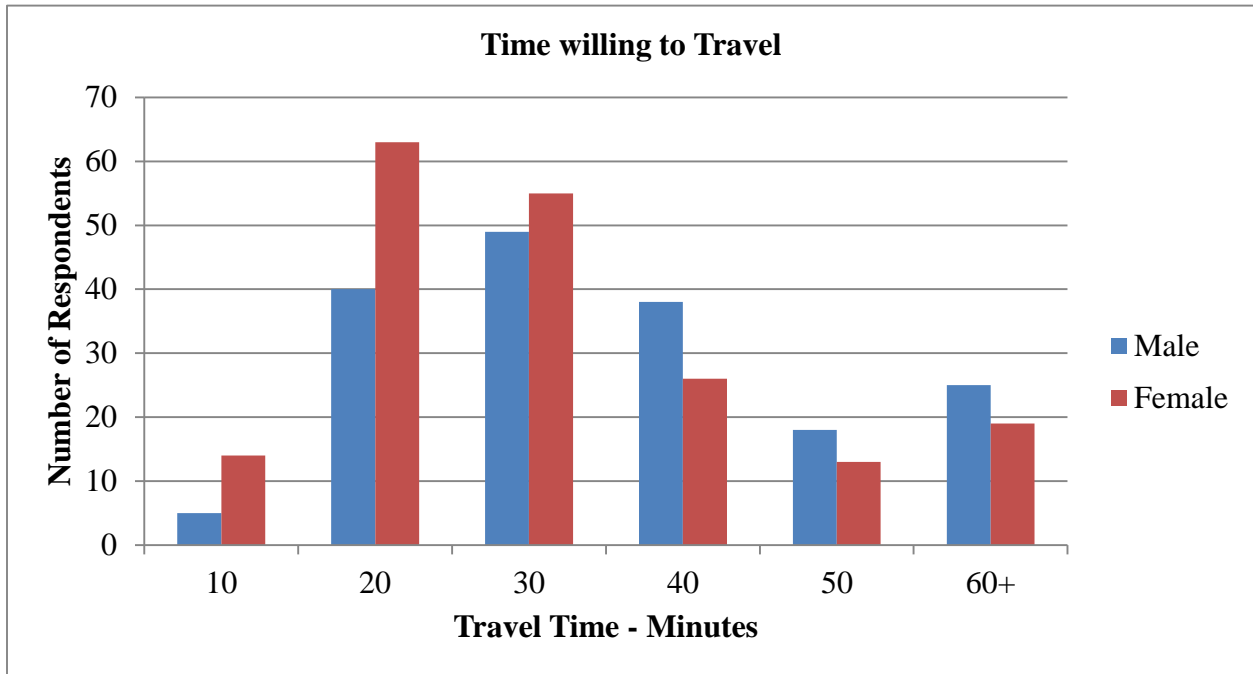


Figure 4-9 Time a Parent (male or female) is Willing to Travel to an Orthodontic Provider.

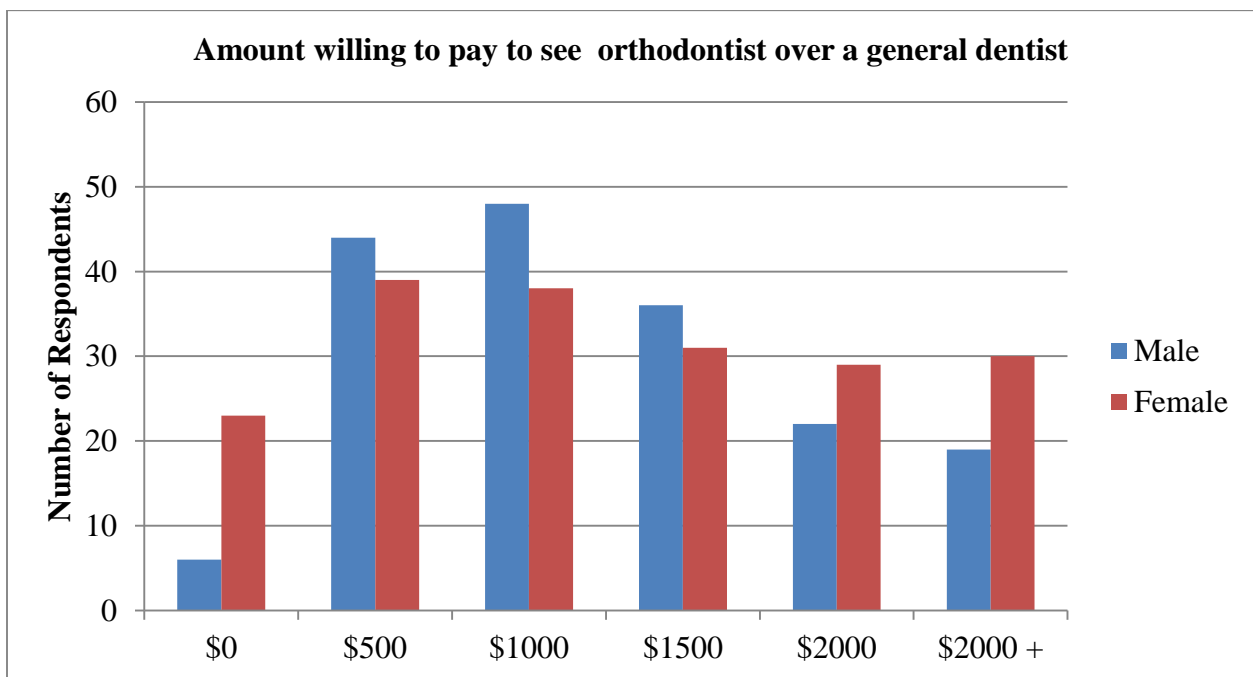


Figure 4-10 Amount Willing to Pay to See an Orthodontist Over a General Dentist- Male vs. Female

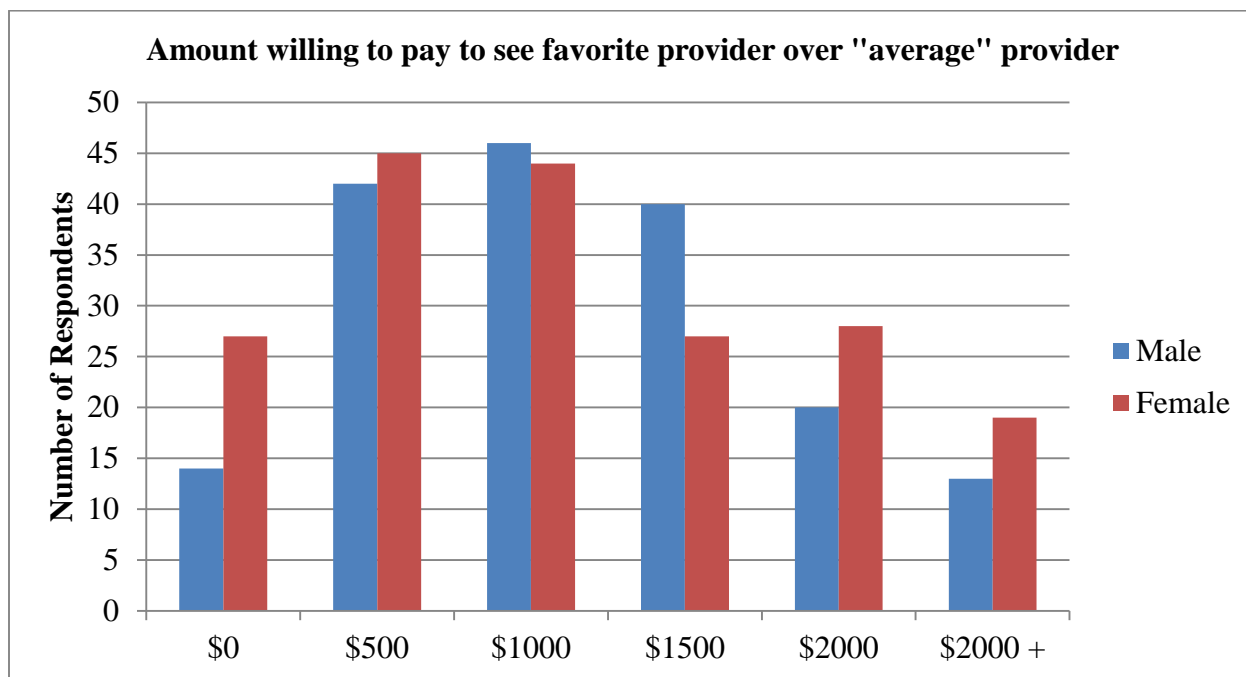


Figure 4-11 Amount Willing to Pay to See Favorite Provider Over “Average” Provider

Table 4-18

Significant Differences on Importance Between Male and Female $p < .10$

More Important to Males	More Important to Females
There are prizes/incentives for good patient compliance	The Doctor Smiles and says hello
More influence from family member referral	The Doctor explains things in a way that are easy to understand
More influence from social media	The total Cost of Treatment
The office is on the way to or from child's school	
The orthodontic provider is in the same office as the child's dentist	
Waiting room has entertainment for children	
Complimentary Snacks provided in the waiting room	
Willing to travel longer to get to orthodontic provider	

Insurance Status

An analysis of variance revealed that the insurance status was significant for seventeen of the factors in the survey for potential orthodontic patients. The doctor accepts your insurance was significant, $F(1, 359) = 4.018$, $p = .046$ with people with insurance reporting it was more important ($M = 5.46$, $SD = .842$) than those without insurance ($M = 5.23$, $SD = 1.110$). Yelp ratings were significant $F(1, 359) = 8.006$, $p = .005$ with people with insurance reporting it was more important ($M = 4.16$, $SD = 1.761$) than those without insurance ($M = 3.54$, $SD = 1.746$). Facebook reviews were significant $F(1, 360) = 8.357$, $p = .004$ with people with insurance

reporting it was more important ($M = 4.07$, $SD = 1.683$) than those without insurance ($M = 3.46$, $SD = 1.706$). Angie's List was significant $F(1, 354) = 5.762$, $p = .017$ with people with insurance reporting it was more important ($M = 3.86$, $SD = 1.780$) than those without insurance ($M = 3.32$, $SD = 1.872$). Google reviews were significant $F(1, 359) = 3.131$, $p = .078$ with people with insurance reporting it was more important ($M = 4.24$, $SD = 1.577$) than those without insurance ($M = 3.89$, $SD = 1.585$). Instagram was significant $F(1, 355) = 5.719$, $p = .017$ with people with insurance reporting it was more important ($M = 3.70$, $SD = 1.856$) than those without insurance ($M = 3.13$, $SD = 1.936$). Twitter was significant $F(1, 357) = 10.383$, $p = .001$ with people with insurance reporting it was more important ($M = 3.75$, $SD = 1.908$) than those without insurance ($M = 2.99$, $SD = 1.864$). Healthgrade.com was significant $F(1, 355) = 8.439$, $p = .004$ with people with insurance reporting it was more important ($M = 4.16$, $SD = 1.626$) than those without insurance ($M = 3.55$, $SD = 1.778$).

The office is on the way to or from the child's school was significant $F(1, 358) = 3.193$, $p = .075$ with people with insurance reporting it was more important ($M = 4.15$, $SD = 1.615$) than those without insurance ($M = 3.79$, $SD = 1.743$). The orthodontic provider is in the same office and the general dentist was significant $F(1, 362) = 11.086$, $p = .001$ with people with insurance reporting it was more important ($M = 4.44$, $SD = 1.621$) than those without insurance ($M = 3.75$, $SD = 1.836$). The waiting room has entertainment for children was significant $F(1, 363) = 8.346$, $p = .004$ with people with insurance reporting it was more important ($M = 4.67$, $SD = 1.355$) than those without insurance ($M = 4.17$, $SD = 1.535$). Complimentary snack in the waiting room were significant $F(1, 361) = 16.283$, $p = .000$ with people with insurance reporting it was more important ($M = 4.04$, $SD = 1.764$) than those without insurance ($M = 3.14$, $SD = 1.883$).

How long a parent would travel was significant $F(1, 363) = 4.872, p = .028$ with people with insurance reporting they would travel longer ($M = 3.41, SD = 1.417$) than those without insurance ($M = 3.02, SD = 1.362$). How many miles a parent would travel was significant $F(1, 363) = 4.914, p = .027$ with people with insurance reporting it was more important ($M = 3.41, SD = 1.247$) than those without insurance ($M = 3.06, SD = 1.283$).

The estimated treatment time being faster than other estimates was significant $F(1, 362) = 7.245, p = .007$ with people with insurance reporting it was more important ($M = 4.77, SD = 1.151$) than those without insurance ($M = 4.37, SD = 1.315$). The doctor has examples of before and after treatment photos was significant $F(1, 363) = 2.855, p = .092$ with people with insurance reporting it was more important ($M = 5.00, SD = 1.104$) than those without insurance ($M = 4.76, SD = 1.158$). Board Certification was significant $F(1, 363) = 2.809, p = .095$ with people with insurance reporting it was more important ($M = 5.08, SD = .990$) than those without insurance ($M = 4.87, SD = 1.050$).

Table 4-19

Significant Differences on Importance for With and Without Orthodontic Insurance $p < .10$

More Important to those with orthodontic insurance.	More important to those without orthodontic insurance.
The doctor accepts my insurance	No significant findings
Referral/Review from social media (Yelp, Facebook review, Angie's List, Google Reviews, Instagram, Twitter, Healthgrades.com)	
The office is on the way to or from my child's school	
The orthodontic provide is in the same office where your child gets cleanings and fillings.	
The waiting room has entertainment for children	
Complimentary snacks are provided.	
Willing to travel longer to see orthodontic provider	
Willing to travel farther to see orthodontic provider	
The estimated treatment time is faster than other estimates	
The Doctor has before and after treatment pictures of patients with similar teeth	
Orthodontist is Board Certified	

Treatment from Orthodontist vs. General Dentist

An analysis of variance revealed that treatment from a general dentist vs. an orthodontist was significant for eighteen of the factors in the survey for potential orthodontic patients. The doctor listens intently to your concerns was significant, $F(2, 277) = 2.556$, $p = .079$ with people who went to an orthodontist reporting it was more important ($M = 5.458$, $SD = .869$) than those who went to a general dentist ($M = 5.176$, $SD = .961$). The doctor is straight forward with risks and benefits of treatment was significant, $F(2, 277) = 2.382$, $p = .094$ with people who went to an orthodontist reporting it was more important ($M = 5.42$, $SD = .860$) than those who went to a general dentist ($M = 5.19$, $SD = .902$). Prizes and incentives were significant, $F(2, 276) = 5.48$, $p = .005$ with people who went to a general dentist reporting it was more important ($M = 5.12$, $SD = 1.122$) than those who went to an orthodontist ($M = 4.51$, $SD = 1.384$). A referral from a close friend was significant, $F(2, 275) = 2.487$, $p = .085$ with people who went to a general dentist reporting it was more important ($M = 5.09$, $SD = .900$) than those who went to an orthodontist ($M = 4.86$, $SD = 1.215$). Yelp ratings were significant, $F(2, 273) = 7.036$, $p = .001$ with people who went to a general dentist reporting it was more important ($M = 3.96$, $SD = 1.772$) than those who went to an orthodontist ($M = 4.85$, $SD = 1.448$). Facebook reviews were significant, $F(2, 275) = 8.226$, $p = .000$ with people who went to a general dentist reporting it was more important ($M = 4.78$, $SD = 1.423$) than those who went to an orthodontist ($M = 3.91$, $SD = 1.672$). Angie's List was significant, $F(2, 271) = 7.876$, $p = .000$ with people who went to a general dentist reporting it was more important ($M = 4.67$, $SD = 1.460$) than those who went to an orthodontist ($M = 3.73$, $SD = 1.756$). Google Reviews were significant, $F(2, 274) = 4.416$, $p = .013$ with people who went to a general dentist reporting it was more important ($M = 4.78$, $SD = 1.301$) than those who went to an orthodontist ($M = 4.17$, $SD = 1.575$). Dental Office's website was significant, $F(2,$

277) = 5.224, $p = .006$ with people who went to a general dentist reporting it was more important ($M = 4.97$, $SD = 1.119$) than those who went to an orthodontist ($M = 4.34$, $SD = 1.462$).

Instagram was significant, $F(2, 272) = 7.075$, $p = .001$ with people who went to a general dentist reporting it was more important ($M = 4.60$, $SD = 1.498$) than those who went to an orthodontist ($M = 3.67$, $SD = 1.834$). Twitter was significant, $F(2, 273) = 9.087$, $p = .000$ with people who went to a general dentist reporting it was more important ($M = 4.70$, $SD = 1.477$) than those who went to an orthodontist ($M = 3.62$, $SD = 1.904$). Healthgrades.com was significant, $F(2, 273) = 6.621$, $p = .002$ with people who went to a general dentist reporting it was more important ($M = 4.78$, $SD = 1.280$) than those who went to an orthodontist ($M = 3.97$, $SD = 1.671$).

The orthodontic provider is in the same office where the child gets cleanings and fillings was significant, $F(2, 276) = 2.730$, $p = .067$ with people who went to a general dentist reporting it was more important ($M = 4.81$, $SD = 1.352$) than those who went to an orthodontist ($M = 4.28$, $SD = 1.720$). The waiting room has entertainment for children was significant, $F(2, 277) = 4.820$, $p = .009$ with people who went to a general dentist reporting it was more important ($M = 5.04$, $SD = 1.099$) than those who went to an orthodontist ($M = 4.48$, $SD = 1.436$). Complimentary snacks are provided in the waiting room was significant, $F(2, 275) = 7.887$, $p = .000$ with people who went to a general dentist reporting it was more important ($M = 4.822$, $SD = 1.369$) than those who went to an orthodontist ($M = 3.85$, $SD = 1.807$). How long a parent is willing to travel was significant, $F(2, 277) = 2.564$, $p = .079$ with people who went to an orthodontist reporting they would travel farther ($M = 3.41$, $SD = 1.441$) than those who went to a general dentist ($M = 3.31$, $SD = 1.307$). How many miles a parent is willing travel was significant, $F(2, 277) = 3.893$, $p = .022$ with people who went to an orthodontist reporting they would travel farther ($M = 3.31$, $SD = 1.261$) than those who went to a general dentist ($M = 3.24$,

SD = 1.186). The doctor is up-to-date on latest techniques and technology was significant, $F(2, 275) = 3.722$, $p = .025$ with people who went to an orthodontist reporting it was more important ($M = 5.34$, $SD = .873$) than those who went to a general dentist ($M = 4.99$, $SD = 1.121$). No other questions had significant differences between the two groups including the question, how important is it to you that your child sees an orthodontist rather than a general dentist.

Table 4-20

Significant Differences on Importance for Treatment from General Dentist vs. Orthodontist
 $p < .10$

More Important to those who went to a General Dentist	More important to those who went to an orthodontist
There are prizes/incentives for good patient compliance	The Doctor listens intently to your concerns
Referral from Social Media (Yelp, Facebook reviews, Angie's list, Google Reviews, Dental Office's website, Instagram, Twitter, Healthgrades, com)	The Doctor is straightforward with the risks and benefits of treatment
The orthodontic provider is in the same office as the child's dentist	The Doctor is up to date on the latest techniques and technology
Waiting room has entertainment for children	
Complimentary Snacks provided in the waiting room	

Household Income Level

An analysis of variance revealed that household income was significant for thirteen of the factors in the survey for potential orthodontic patients. The doctor smiles and says hello was significant, $F(6, 358) = 1.851$, $p = .088$. Tukey post hoc analyses indicated that importance of

doctor smiles and says hello was more important to those in the 30-49k annual income level ($M = 5.53$, $SD = .667$) than those in the 70-89k annual income level. The doctor is straight forward with risks and benefits of treatment plan was significant, $F(6, 358) = 2.911$, $p = .009$. Tukey post hoc analyses indicated that this was more important to those in the 30-49k annual income level ($M = 5.77$, $SD = .751$) and the 110k+ annual income level ($M = 5.67$, $SD = .711$) than those in the 50- 69k ($M = 5.25$, $SD = .936$) and 70-89k annual income level ($M = 5.35$, $SD = .809$). The doctor accepts the insurance was significant, $F(6, 354) = 2.071$, $p = .056$. Tukey post hoc analyses indicated that this was more important to those in the less than 30k annual income level ($M = 5.94$, $SD = .243$) than those in the 70-89k ($M = 5.29$, $SD = .942$) and 90-109k annual income level ($M = 5.28$, $SD = .961$). The doctor offers flexible payment plans was significant, $F(6, 356) = 2.820$, $p = .011$. Tukey post hoc analyses indicated that this was more important to those in the less than 30k annual income level ($M = 5.80$, $SD = .414$) and 30-49k annual income level ($M = 5.58$, $SD = .731$) than those in the 90-109k annual income level ($M = 4.96$, $SD = 1.125$).

There were two significant findings regarding social media and annual household income level. Yelp ratings were significant, $F(6, 356) = 2.139$, $p = .048$. Tukey post hoc analyses indicated that this was more important to those in the 70-89k annual income level ($M = 4.36$, $SD = 1.508$) than those in the 30-49k annual income level ($M = 3.43$, $SD = 2.109$). Instagram was significant, $F(6, 350) = 2.954$, $p = .008$. Tukey post hoc analyses indicated that this was more important to those in the 70-89k annual income level ($M = 4.09$, $SD = 1.796$) than those in the 30-49k annual income level ($M = 2.85$, $SD = 1.982$).

The office is on the way to or from the child's school was significant, $F(6, 353) = 2.002$, $p = .065$. Tukey post hoc analyses indicated that this was more important to those in the 70-89k

($M = 4.26$, $SD = 1.502$) and 90- 109k annual income levels ($M = 4.24$, $SD = 1.532$) than those in the 30-49k annual income levels ($M = 3.37$, $SD = 1.813$). Complimentary snacks in the waiting room was significant, $F(6, 356) = 2.233$, $p = .040$. Tukey post hoc analyses indicated that this was more important to those in the 70-89k ($M = 4.19$, $SD = 1.721$) than those in the 30-49K annual income levels ($M = 3.16$, $SD = 2.081$). The estimated treatment time was significant, $F(6, 357) = 1.932$, $p = .075$. Tukey post hoc analyses indicated that this was more important to those in the 70-89K ($M = 4.86$, $SD = 1.097$) and 90- 109k annual income levels ($M = 4.80$, $SD = 1.083$) than those in the 30-49k annual income levels ($M = 4.16$, $SD = 1.430$).

There are multiple significant findings regarding how much parents are willing to pay for orthodontic treatment between various income levels. How much a parent is willing to pay to see an orthodontist over a general dentist was significant, $F(6, 358) = 5.672$, $p = .000$. Tukey post hoc analyses indicated that those in the 70-89k ($M = 3.65$, $SD = 1.359$), 90-109k ($M = 3.76$, $SD = 1.548$) and 110k+ ($M = 3.93$, $SD = 1.509$) are willing to pay more than those in the less than 30k ($M = 2.35$, $SD = 1.766$), 30-49k ($M = 2.88$, $SD = 1.53$). How much a parent is willing to pay for a provider that they like best over an “average” provider was also significant, $F(6, 358) = 5.903$, $p = .000$. Tukey post hoc analyses indicated that those in the 70-89k ($M = 3.49$, $SD = 1.352$), 90-109k ($M = 3.36$, $SD = 1.503$) and 110k+ ($M = 3.71$, $SD = 1.475$) are willing to pay more than those in the less than 30k ($M = 2.51$, $SD = 1.298$), 30-49k ($M = 2.97$, $SD = 1.323$).

. The Tukey Post Hoc analysis revealed that the most frequent differences occurred between the household income levels of \$30,000-49,999 and \$70,000-89,000.

Table 4-21

Significant Differences on Importance for Annual Household Income Level $P < .10$

	Tukey Post Hoc Analysis	
	Significant difference between Income levels	
	More important	Less important
The doctor smiles and says hello	30-49K	70-89K
The doctor is straightforward with the risks and benefits of treatment	30-49K 110K+	50-69K 70-89K
The doctor accepts your insurance	Less than 30K	70-89K 90-109K
The doctor offers flexible payment plan options	Less than 30K 30-49K	90-109K
How much influence: Yelp ratings	70-89K	30-49K
How much influence: Instagram	70-89K	30-49K
The office is on the way to or from child's school	70-89K 90-109K	30-49K
Complimentary snacks provided in the waiting room.	70-89K	30-49K
The estimated treatment time is faster than other estimates	70-89K 90-109K	30-49K

ANOVAs on Performance of Orthodontic Providers

ANOVAs were run to test the performance of orthodontic providers for each variable for following groups: gender, insurance status, household Income level, Treatment from general practitioner or an orthodontist, board certification status and how much the provider charges compared to other doctors in his area. A significance level of $P < .10$ was used. See the Appendix for the complete descriptive and ANOVA tables.

Male vs. Female

The analysis of variance revealed that the effect of gender was significant for several of the factors in the survey for potential orthodontic patients. Regarding the provider's personal characteristics, the doctor thoroughly explains the diagnosis and treatment plan was significant, $F(1, 287) = 3.860$, $p = .050$ with a higher rating given by females ($M=5.31$, $SD = .948$) than males ($M = 5.09$, $SD = .920$). The doctor avoids overselling orthodontic treatment was significant, $F(1, 286) = 3.059$, $p = .081$ with a higher rating given by females ($M=5.10$, $SD = 1.002$) than males ($M = 4.88$, $SD = 1.150$). The doctor is straightforward with risks and benefits of treatment was significant, $F(1, 287) = 6.966$, $p = .009$ with a higher rating given by females ($M=5.29$, $SD = .974$) than males ($M = 4.99$, $SD = .993$). The doctor spends adequate time with the child at each appointment was significant, $F(1, 288) = 3.593$, $p = .059$ with a higher rating given by females ($M=5.17$, $SD = 1.024$) than males ($M = 4.93$, $SD = 1.087$). The doctor is kind to his staff was significant, $F(1, 288) = 5.455$, $p = .020$ with a higher rating given by females ($M=5.13$, $SD = 1.096$) than males ($M = 4.82$, $SD = 1.190$). The doctor offers interest free financing significant, $F(1, 273) = 3.025$, $p = .083$ with a higher rating given by females ($M=5.04$, $SD = 1.230$) than males ($M = 4.79$, $SD = 1.096$).

How much influence a referral from a family member had on the choice of orthodontic provider was significant, $F(1, 282) = 6.047$, $p = .015$ with a higher rating given by males ($M=4.75$, $SD = 1.330$) than females ($M = 4.30$, $SD = 1.733$). The amount of influence Facebook had on the choice of orthodontic provider was significant, $F(1, 278) = 5.900$, $p = .016$ with a higher rating given by males ($M=4.16$, $SD = 1.627$) than females ($M = 3.65$, $SD = 1.862$). The amount of influence Google reviews had on the choice of orthodontic provider was significant, $F(1, 280) = 4.392$, $p = .037$ with a higher rating given by males ($M=4.19$, $SD = 1.654$) than

females ($M = 3.74$, $SD = 1.883$). The amount of influence Instagram had on the choice of orthodontic provider was significant, $F(1, 277) = 4.617$ $p = .033$ with a higher rating given by males ($M = 4.01$, $SD = 1.748$) than females ($M = 3.54$, $SD = 1.876$). The amount of influence Twitter had on the choice of orthodontic provider was significant, $F(1, 278) = 6.637$ $p = .011$ with a higher rating given by males ($M = 4.03$, $SD = 1.730$) than females ($M = 3.46$, $SD = 1.936$).

There were some significant differences between males and females and how they ranked location and the physical environment of the office. The orthodontic provider is in the same office as where the child gets cleanings and fillings was significant, $F(1, 277) = 4.62$, $p = .03$ with a higher rating given by males ($M = 4.01$ $SD = 1.75$) than females ($M = 3.54$, $SD = 1.88$). Complimentary snacks provided in the waiting room was significant, $F(1, 279) = 2.89$, $p = .09$ rated higher by males ($M = 4.44$, $SD = 1.48$) than by females ($M = 4.12$, $SD = 1.702$). Length of time to travel to the orthodontic provider was also significant, $F(1, 289) = 6.10$, $p = .014$ rated higher by males ($M = 3.30$ $SD = 1.386$) than by females ($M = 2.88$, $SD = 1.50$).

Whether the doctor was up to date with the latest techniques and technology was significantly different between males and females, $F(1, 289) = 3.64$, $p = .057$ with males rating this factor higher ($M = 3.30$, $SD = 1.386$) than females ($M = 2.88$, $SD = 1.503$). Board certification was another factor that was significant, $F(1, 289) = 7.82$, $p = .006$ and was rated higher by females ($M = 1.42$, $SD = .74$) than by males ($M = 1.21$, $SD = .57$). Lastly, the cost of treatment as compared to other orthodontic providers in the area was significant, $F(1, 289) = 4.61$, $p = .03$, rated higher by females ($M = 2.31$, $SD = .73$) than by males ($M = 2.12$, $SD = .71$).

Table 4-22

Significant Differences in Performance Ranking Between Male and Female $P < .10$

Males rate orthodontic provider higher	Females rate orthodontic provider higher
More influence from family member	The doctor thoroughly explains the diagnosis and treatment plan
More influence from Facebook, Google Reviews, Instagram, and Twitter	The doctor avoids “overselling” orthodontic treatment
Orthodontic provider is in the same office as the general dentist	The doctor is straight-forward with risks and benefits of treatment
Complimentary snacks are available in the waiting room	The doctor spends adequate time with the child
Willing to travel farther	The doctor is kind to his staff
Doctor is up to date on the latest techniques and technology	Interest-free financing
	The total Cost of Treatment

Insurance Status

There were several differences on how people ranked the performance of the orthodontic provider depending on if they have orthodontic insurance coverage or not. In general, people with orthodontic insurance ranked their orthodontic provider higher. A significance level of $P < .10$ was used. See the Appendix for the complete ANOVA tables.

Three areas of the orthodontic provider’s personal characteristics were statistically significant between the group of individuals with orthodontic insurance and the group without insurance. First, the doctor developing a personal connection with the parent and child was significant, $F(1, 289) = 2.84$, $p = .09$ with insured respondents ranking their doctor’s

performance as higher ($M = 5.08$, $SD = 1.03$) than uninsured respondents ($M = 4.81$, $SD = 1.01$). Second, the doctor spending an adequate amount of time with the child was significant, $F(1, 289) = 3.78$, $p = .05$ with insured respondents ranking performance higher ($M = 5.11$, $SD = 1.06$) than uninsured respondents ($M = 4.80$, $SD = 1.04$). Last, the doctor taking a personal interest in the child was significant, $F(1, 288) = 4.23$, $p = .04$ with insured respondents again ranking performance higher ($M = 4.95$, $SD = 1.17$) than uninsured ($M = 4.59$, $SD = 1.30$).

Three factors of the office management were significant between the insured and uninsured groups. Multiple available appointment times was significant, $F(1, 289) = 4.86$, $p = .03$, with people in the insured group ranking the performance higher ($M = 4.96$, $SD = 1.14$) than people in the uninsured group ($M = 4.57$, $SD = 1.27$). Having the same assistant at each visit was also significant, $F(1, 288) = 9.17$, $p = .003$, with insured people ranking performance higher ($M = 4.95$, $SD = 1.16$) than uninsured people ($M = 4.42$, $SD = 1.18$). Complimentary snacks being provided was also significant, $F(1, 279) = 3.25$, $p = .07$, being ranked higher by insured respondents ($M = 4.36$, $SD = 1.53$) than by uninsured respondents ($M = 3.92$, $SD = 1.83$).

Issues of cost and travel were significant between the insured and uninsured groups. Whether the doctor accepts their insurance was significant, $F(1, 283) = 2.95$, $p = .09$ with insured people ranking performance higher ($M = 4.95$, $SD = 1.16$) than uninsured people ($M = 4.42$, $SD = 1.18$). Total cost of orthodontic treatment was significant, $F(1, 287) = 6.94$, $p = .009$, with insured respondents ranking performance higher ($M = 4.91$, $SD = 1.08$) than uninsured respondents ($M = 4.48$, $SD = 1.06$). The number of miles people traveled to see their provider was significant, $F(1, 288) = 6.13$, $p = .014$, with insured respondents traveling farther ($M = 3.15$, $SD = 1.39$) than uninsured respondents ($M = 2.65$, $SD = 1.08$.) How long people traveled was

significant, $F(1, 288) = 3.51$, $p = .062$, with insured respondents traveling longer ($M = 3.17$, $SD = 1.47$) than uninsured respondents ($M = 2.76$, $SD = 1.37$)

The influence of social media was significant between those with insurance and those without. Yelp ratings were significant, $F(1, 279) = 8.99$, $p = .003$, with insured respondents reporting it had more influence ($M = 4.03$, $SD = 1.78$) on their decision than uninsured respondents ($M = 3.21$, $SD = 1.90$) Facebook reviews were significant, $F(1, 278) = 2.86$, $p = .092$, with insured respondents reporting it had more influence ($M = 4.00$, $SD = 1.74$) on their decision than uninsured respondents ($M = 3.55$, $SD = 1.81$) Angie's List was significant, $F(1, 276) = 6.49$, $p = .011$, with insured respondents reporting it had more influence ($M = 4.00$, $SD = 1.82$) on their decision than uninsured respondents ($M = 3.28$, $SD = 1.89$) Google Reviews were significant, $F(1, 280) = 3.10$, $p = .079$, with insured respondents reporting it had more influence ($M = 4.06$, $SD = 1.79$) on their decision than uninsured respondents ($M = 3.60$, $SD = 1.72$) Dental office websites were significant, $F(1, 279) = 4.84$, $p = .029$, with insured respondents reporting it had more influence ($M = 4.43$, $SD = 1.52$) on their decision than uninsured respondents ($M = 3.92$, $SD = 1.49$) Instagram was significant, $F(1, 277) = 4.96$, $p = .027$, with insured respondents reporting it had more influence ($M = 3.90$, $SD = 1.78$) on their decision than uninsured respondents ($M = 3.28$, $SD = 1.93$) Twitter was significant, $F(1, 278) = 4.27$, $p = .040$, with insured respondents reporting it had more influence ($M = 3.86$, $SD = 1.81$) on their decision than uninsured respondents ($M = 3.28$, $SD = 1.97$) Healthgrades.com was significant, $F(1, 280) = 7.02$, $p = .009$, with insured respondents reporting it had more influence ($M = 3.95$, $SD = 1.78$) on their decision than uninsured respondents ($M = 3.23$, $SD = 1.87$)

There were a couple of significant differences regarding training and experience of the provider. Board certification was significant, $F(1, 284) = 2.735$, $p = .099$, with insured

respondents reporting it had more influence ($M = 5.02$, $SD = 1.13$) on their decision than uninsured respondents ($M = 4.73$, $SD = 1.17$) Board certification status was significant, $F(1, 288) = 7.49$, $p = .007$, with insured respondents going to a board certified provider ($M = 1.54$, $SD = .818$) less frequently than uninsured respondents ($M = 1.26$, $SD = .625$)

Table 4-23

Significant Differences on Performance of Orthodontic Provider for With and Without Orthodontic Insurance $P < .10$

Performance of orthodontic provider ranked higher by those with insurance	Performance of orthodontic provider ranked higher by those without insurance
The doctor develops a personal connection with you and your child.	No significant findings
The doctor spends adequate time with child at each appointment.	
The doctor has a personal interest in the child and remembers things about them.	
There are multiple available appointment options to choose from.	
The child is seen by the same assistant each time	
The doctor accepts the insurance	
The total cost of treatment	
Social media has more influence on choice of provider (Yelp, Facebook review, Angie's List, Google Reviews, Instagram, Twitter, Healthgrades.com)	
Complimentary snack are provide	
Board certification had more influence in decision	

Performance of Orthodontist vs. General Dentist

There were several differences on how people ranked the performance of the orthodontist and the general dentist. A significance level of $P < .10$ was used. See the Appendix for the complete ANOVA and descriptive tables.

Two areas regarding office management were significant between general dentists and orthodontists. First, prizes and incentives for good patient compliance was significant, $F(2, 281) = 3.430$, $p = .034$ with those in treatment from a general dentist ranking the performance higher ($M = 5.01$, $SD = .89$) than orthodontists ($M = 4.65$, $SD = 1.40$). Second, the office has excellent customer service was significant, $F(2, 287) = 4.489$, $p = .012$ with those in treatment from an orthodontist ranking the performance higher ($M = 5.21$, $SD = .957$) than general dentists ($M = 4.80$, $SD = 1.142$).

Two factors were significant regarding financial areas. The doctor accepts the insurance was significant $F(2, 281) = 2.82$, $p = .061$ with those in treatment from an orthodontist ranking the performance higher ($M = 5.19$, $SD = 1.03$) than general dentists ($M = 4.88$, $SD = 1.18$). The doctor offers flexible payment plans was significant $F(2, 282) = 3.193$, $p = .043$ with those in treatment from an orthodontist ranking the performance higher ($M = 5.06$, $SD = 1.041$) than general dentists ($M = 4.81$, $SD = 1.31$).

The influence that family members had on the decision was significant $F(2, 281) = 2.58$, $p = .077$ with those in treatment from a general dentist reporting the family member had more influence ($M = 4.90$, $SD = 1.20$) than those that are going to an orthodontist. ($M = 4.41$, $SD = 1.65$). Yelp ratings was significant $F(2, 278) = 5.66$, $p = .004$ with those in treatment from a general dentist reporting it had more influence ($M = 4.51$, $SD = 1.46$) than those that are going to

an orthodontist. ($M = 3.67$, $SD = 1.88$). Facebook reviews were significant $F(2, 277) = 6.78$, $p = .001$ with those in treatment from a general dentist reporting it had more influence ($M = 4.57$, $SD = 1.292$) than those that are going to an orthodontist. ($M = 3.70$, $SD = 1.84$). Angie's List was significant $F(2, 275) = 8.276$, $p = .000$ with those in treatment from a general dentist reporting it had more influence ($M = 4.57$, $SD = 1.51$) than those that are going to an orthodontist. ($M = 3.59$, $SD = 1.89$). Google Reviews were significant $F(2, 279) = 4.01$, $p = .019$ with those in treatment from a general dentist reporting it had more influence ($M = 4.47$, $SD = 1.49$) than those that are going to an orthodontist. ($M = 3.79$, $SD = 1.85$). Dental office website was significant $F(2, 278) = 3.46$, $p = .027$ with those in treatment from a general dentist reporting it had more influence ($M = 4.70$, $SD = 1.18$) than those that are going to an orthodontist. ($M = 4.19$, $SD = 1.62$). Instagram was significant $F(2, 276) = 7.95$, $p = .000$ with those in treatment from a general dentist reporting it had more influence ($M = 4.52$, $SD = 1.54$) than those that are going to an orthodontist. ($M = 3.53$, $SD = 1.85$). Twitter was significant $F(2, 277) = 6.46$, $p = .002$ with those in treatment from a general dentist reporting it had more influence ($M = 4.44$, $SD = 1.47$) than those that are going to an orthodontist. ($M = 3.53$, $SD = 1.92$). Healthgrades.com was significant $F(2, 279) = 8.84$, $p = .000$ with those in treatment from a general dentist reporting it had more influence ($M = 4.56$, $SD = 1.47$) than those that are going to an orthodontist. ($M = 3.54$, $SD = 1.86$).

There were several significant differences regarding location and physical environment. The office is on the way to the child's school was significant $F(2, 281) = 2.34$, $p = .098$ with those in treatment from a general dentist reporting a higher performance ($M = 4.68$, $SD = 1.41$) than those that are going to an orthodontist. ($M = 4.32$, $SD = 1.57$). The provider is in the same office where the child gets cleanings and fillings was significant $F(2, 283) = 2.94$, $p = .055$ with

those in treatment from a general dentist reporting a higher performance ($M = 4.70$, $SD = 1.47$) than those that are going to an orthodontist. ($M = 4.17$, $SD = 1.922$). Complimentary snacks was significant $F(2, 277) = 5.4$, $p = .005$ with those in treatment from a general dentist reporting a higher performance ($M = 4.80$, $SD = 1.20$) than those that are going to an orthodontist. ($M = 4.09$, $SD = 1.67$).

There were some differences regarding the experience of the provider. Board certification was significant $F(2, 283) = 2.87$, $p = .058$ and had a greater influence on those in treatment with an orthodontist ($M = 5.06$, $SD = 1.059$) than those that are going to a general dentist. ($M = 4.70$, $SD = 1.29$).

Satisfaction with progress of orthodontic treatment was significant $F(2, 287) = 4.952$, $p = .008$ with those in treatment from an orthodontist reporting a higher performance ($M = 5.22$, $SD = .958$) than those that are going to a general dentist ($M = 4.96$, $SD = .948$). The likelihood to recommend the provider to others was significant $F(2, 287) = 2.38$, $p = .094$ with those in treatment from an orthodontist reporting a higher likelihood to refer ($M = 5.33$, $SD = .897$) than those that are going to a general dentist. ($M = 5.10$, $SD = 9.28$).

Table 4-24

Significant Differences on Provider Performance for Treatment From General Dentist vs. Orthodontist $P < .10$

Higher performance by General Dentist	Higher performance by orthodontist
There are prizes/incentives for good patient compliance	The office has excellent customer service
More influence from family member on choice of provider	The doctor accepts my insurance
More influence from social Media (Yelp, Facebook reviews, Angie's list, Google Reviews, Dental Office's website, Instagram, Twitter, Healthgrades, com)	The doctor offers flexible payment plan options
The office is located to or from child's school	Board Certification was more important
The orthodontic provider is in the same office as the child's dentist	Higher Satisfaction with treatment
Complimentary Snacks provided in the waiting room	More likely to recommend other so to provider

Household Income Level

An analysis of variance revealed that household income was significant for seventeen of the factors in the survey for current orthodontic patients. The doctor is straight forward with the risks and benefits of treatment was significant, $F(6, 282) = 2.206$, $p = .043$. Tukey post hoc analyses indicated that those in the 30-49k annual income group reported higher performance of the provider ($M = 5.47$, $SD = .973$) than those in the 50- 69k annual income level ($M = 4.76$, $SD = 1.031$). The doctor spends adequate time with the child was significant, $F(6, 283) = 1.79$, $p = .099$. Tukey post hoc analyses indicated that those in the 110+k annual income group reported

higher performance of the provider ($M = 5.25$, $SD = .838$) than those in the 50- 69k annual income level ($M = 4.66$, $SD = 1.22$).

There were several significant differences regarding office management. Multiple available appointment openings to choose from was significant, $F(6, 283) = 2.895$, $p = .009$. Tukey post hoc analyses indicated that those in the 70-89k ($M = 5.07$, $SD = 1.06$) and 90- 109k ($M = 5.10$, $SD = .81$) annual income groups reported higher performance of the provider than those in the 50- 69k annual income level ($M = 4.76$, $SD = 1.03$). The office is available for appointments before or after typical work week hours was significant, $F(6, 282) = 2.901$, $p = .078$. Tukey post hoc analyses indicated that those in the 70-89k ($M = 5.05$, $SD = 1.03$) annual income group reported higher performance of the provider than those in the 50- 69k annual income level ($M = 4.39$, $SD = 1.33$). Prizes and incentives for good patient compliance was significant, $F(6, 277) = 1.98$, $p = .069$. Tukey post hoc analyses indicated that those in the 70-89k ($M = 4.94$, $SD = 1.13$) and 90- 109k ($M = 4.91$, $SD = 1.14$) annual income groups reported higher performance of the provider than those in the less than 30k annual income level ($M = 3.75$, $SD = 1.96$). The office has an overall nice feel was significant, $F(6, 283) = 2.203$, $p = .043$. Tukey post hoc analyses indicated that those in the 30-49k ($M = 5.53$, $SD = .776$) annual income group reported higher performance of the provider than those in the less than 30k ($M = 4.50$, $SD = 1.51$) and 50- 69k annual income level ($M = 4.90$, $SD = 1.05$).

There were several significant findings regarding the influence of social media. Yelp was significant, $F(6, 274) = 3.07$, $p = .006$. Tukey post hoc analyses indicated it had a greater influence on provider selection for the 70-89k ($M = 4.39$, $SD = 1.59$) annual income group than those in the 30-49k ($M = 3.23$, $SD = 2.18$) annual income level. Facebook was significant, $F(6, 273) = 3.99$, $p = .001$. Tukey post hoc analyses indicated it had a greater influence on provider

selection for the 70-89k ($M = 4.35$, $SD = 1.57$) annual income group than those in the 30-49k ($M = 3.30$, $SD = 1.97$) annual income level. Angie's List was significant, $F(6, 271) = 2.713$, $p = .014$. Tukey post hoc analyses indicated it had a greater influence on provider selection for the 70-89k ($M = 4.23$, $SD = 1.71$) annual income group than those in the 30-49k ($M = 3.07$, $SD = 2.02$) annual income level. Instagram was significant, $F(6, 272) = 3.725$, $p = .001$. Tukey post hoc analyses indicated it had a greater influence on provider selection for the 70-89k ($M = 4.22$, $SD = 1.59$) annual income group than those in the 30-49k ($M = 2.97$, $SD = 2.14$) annual income level. Twitter was significant, $F(6, 273) = 2.69$, $p = .015$. Tukey post hoc analyses indicated it had a greater influence on provider selection for the 70-89k ($M = 4.25$, $SD = 1.61$) annual income group than those in the 110+k ($M = 3.24$, $SD = 2.04$) annual income level. Healthgrades.com was significant, $F(6, 275) = 2.50$, $p = .022$. Tukey post hoc analyses indicated it had a greater influence on provider selection for the 70-89k ($M = 4.24$, $SD = 1.620$) annual income group than those in the 110+k ($M = 3.30$, $SD = 1.95$) annual income level.

How long parents are willing to travel was significant, $F(6, 283) = 4.28$, $p = .000$). The parents in the 70-89k annual income ($M = 3.53$, $SD = 1.48$) and 90-109K annual income levels ($M = 3.31$, $SD = 1.30$) were willing to travel longer than the 30-49k annual income group ($M = 2.43$, $SD = 1.30$). How far parents were willing to travel was also significant $F(6, 283) = 3.37$, $p = .003$). The parents in the 70-89k annual income group ($M = 3.49$, $SD = 1.42$) were willing to travel farther than the 30-49k ($M = 2.53$, $SD = .937$) and the 110+k ($M = 2.77$, $SD = 1.37$) annual income groups.

There were some significant difference regarding satisfaction with treatment and the likelihood to refer other patients. Satisfaction with the progress of the treatment was significant, $F(6, 283) = 3.560$, $p = .002$). The parents in the 30-49k ($M = 5.27$, $SD = .907$), 70-89k ($M = 5.15$,

SD = .893), 90-109k (M = 5.31, SD = .821), and 110k+ (M = 5.38, SD = .733) were more satisfied with their child treatment than the less than 30k (M = 4.33, SD = .733), and 50-69k (M = 4.76, SD = .733) annual income groups. How likely a parent is to refer other patients to the doctor was significant. Tukey post hoc analyses indicated the parents in the less than 30k+ (M = 4.33, SD = 1.56,) and 50-69k (M = 5.00, SD = 1.13) are less likely to refer friends and family to the provider, while, 90-109k (M = 5.31, SD = .821), annual income level is more likely to refer patients.

Table 4-25

Significant Differences on Provider Performance Based on Annual Income $P < .10$

	Tukey Post Hoc Analysis	
	Significant difference between Income levels	
	Ranked Provider Performance higher	Ranked Provider Performance lower
The doctor is straightforward with the risks and benefits of treatment	30-49K	50-69K
Doctor spends adequate time with child	110K+	50-69K
Multiple available appointment openings	70 -89K, 90-109K	50-69K
Appointments available before or after typical work week hours	70-89K	50-69K
Prizes and incentives for good compliance	70-89K, 90-109K	< 30K
Office has overall nice feel	30- 49K	< 30K, 50-60K
Influence of Social Media	70-89K	30-49K
Travel time/distance to see orthodontic provider	70-89K, 90-109K (travel more)	30-49K, 110K+ (travel less)
Satisfaction with progress of treatment/likelihood to refer friend and family	30-49K, 70-89K, 90-109K, 110K+ (more satisfied)	<30K, 50-69 (less satisfied)

Amount Charged for Orthodontic Treatment

There were several differences on how people ranked the performance of the orthodontic provider depending on much they charged for orthodontic treatment. A significance level of $P < .10$ was used. See the Appendix for the complete ANOVA, descriptive and post hoc tables.

An analysis of variance revealed that the amount orthodontic providers charged was significant for seventeen of the factors in the survey for current orthodontic patients. The doctor develops a personal connection with the parent and child was significant, $F(6, 286) = 3.852$, $p = .010$. Tukey post hoc analyses indicated that those in treatment with a provider that charges significantly more than average reported higher provider performance ($M = 5.33$, $SD = .80$) than those in the average fee group ($M = 4.92$, $SD = 1.08$). The doctor takes a personal interest in the child was significant, $F(3, 286) = 4.74$, $p = .003$. Tukey post hoc analyses indicated that those in treatment with a provider that charges significantly more than average reported higher provider performance ($M = 5.26$, $SD = .87$) than those in the average fee group ($M = 4.73$, $SD = 1.19$).

There were several differences regarding office management. The office is available for appointments before or after typical work week hours was significant, $F(3, 285) = 3.64$, $p = .068$. Tukey post hoc analyses indicated that those in treatment with a provider that charges significantly more than average reported higher provider performance ($M = 5.03$, $SD = 1.07$) than those in the average fee group ($M = 4.60$, $SD = 1.26$). Prizes and incentives for good compliance was significant, $F(3, 280) = 5.647$, $p = .001$. Tukey post hoc analyses indicated that those in treatment with a provider that charges significantly more than average reported higher provider performance ($M = 5.15$, $SD = .936$) than those in the significantly below average ($M = 4.49$, $SD = 1.66$) and average fee group ($M = 4.67$, $SD = 1.28$). The office has excellent customer service was significant, $F(3, 286) = 4.61$, $p = .004$. Tukey post hoc analyses indicated

that those in treatment with a provider that charges significantly more ($M = 5.31$, $SD = .99$) or significantly less than average ($M = 5.47$, $SD = .762$) reported higher provider performance than those in the average fee group ($M = 4.98$, $SD = 1.04$). The child is seen by the same assistant at each appointment was significant, $F(3, 285) = 4.76$, $p = .003$. Tukey post hoc analyses indicated that those in treatment with a provider that charges significantly more ($M = 5.10$, $SD = 1.13$) or significantly less than average ($M = 5.24$, $SD = 1.05$) reported higher provider performance than those in the average fee group ($M = 4.71$, $SD = 1.16$).

There were several differences regarding the influence they had from family or social media. The amount of influence they report that family members had when they were choosing a provider was significant, $F(3, 280) = 2.65$, $p = .049$. Tukey post hoc analyses indicated that those in treatment with a provider that charges significantly more ($M = 4.94$, $SD = 1.29$) reported that a family member had more influence on their decision than those in the average fee group ($M = 4.39$, $SD = 1.60$). Facebook reviews were significant, $F(3, 276) = 7.005$, $p = .000$. Tukey post hoc analyses indicated that those in treatment with a provider that charges significantly more ($M = 4.44$, $SD = 1.47$) reported that facebook had more influence on their decision than those in the average fee group ($M = 3.69$, $SD = 1.78$). Google Reviews were significant, $F(3, 278) = 8.39$, $p = .000$. Tukey post hoc analyses indicated that those in treatment with a provider that charges significantly more ($M = 4.48$, $SD = 1.42$) reported that Google Reviews had more influence on their decision than those in the average fee group ($M = 3.81$, $SD = 1.85$). Instagram was also significant, $F(3, 275) = 8.46$, $p = .000$. Tukey post hoc analyses indicated that those in treatment with a provider that charges significantly more ($M = 4.37$, $SD = 1.55$) reported that Instagram had more influence on their decision than those in the average fee group ($M = 3.65$, $SD = 1.82$). Healthgrades was significant, $F(3, 278) = 6.72$, $p = .00$. Tukey post hoc analyses

indicated that those in treatment with a provider that charges significantly more ($M = 4.30$, $SD = 1.58$) reported that Instagram had more influence on their decision than those in the average fee group ($M = 3.64$, $SD = 1.81$).

The orthodontic provider is in the same office as where the child gets cleanings and fillings was significant, $F(3, 282) = 2.96$, $p = .033$. Tukey post hoc analyses indicated that those in treatment with a provider that charges significantly more ($M = 4.72$, $SD = 1.43$) reported higher provider performance than those in the average fee group ($M = 4.15$, $SD = 1.82$).

How long a parent is willing to travel to their orthodontic provider was significant, $F(3, 286) = 5.56$, $p = .001$. Tukey post hoc analyses indicated that those in treatment with a provider that charges significantly more ($M = 3.49$, $SD = 1.50$) reported travel longer than those in the average fee group ($M = 2.98$, $SD = 1.39$). How far a parent is willing to travel was also significant, $F(3, 286) = 8.23$, $p = .000$. Tukey post hoc analyses indicated that those in treatment with a provider that charges significantly less ($M = 3.63$, $SD = 1.57$) reported that they travel farther than those in the average fee group ($M = 2.93$, $SD = 1.23$).

The doctor is up to date on the latest techniques and technology was significant, $F(3, 286) = 2.43$, $p = .065$. Tukey post hoc analyses indicated that those in treatment with a provider that charges significantly more ($M = 5.38$, $SD = .80$) reported higher provider performance than those in the average fee group ($M = 5.04$, $SD = .99$). The treatment time is on schedule with the estimated treatment time was significant, $F(3, 278) = 2.577$, $p = .054$. Tukey post hoc analyses indicated that those in treatment with a provider that charges significantly more ($M = 5.08$, $SD = 1.03$) reported higher provider performance than the average fee group ($M = 4.63$, $SD = 1.24$).

How satisfied parents are with the progress of treatment was significant, $F(3, 286) = 2.47$, $p = .06$. Tukey post hoc analyses indicated that those in treatment with a provider that charges

significantly more ($M = 5.36$, $SD = .84$) reported greater satisfaction with the progress of treatment than those in the average fee group ($M = 5.02$, $SD = 1.04$).

Table 4-26

Significant Differences on Provider Performance Based on Orthodontic Fee Charged by Provider $P < .10$

	Tukey Post Hoc Analysis	
	Significant difference between orthodontic treatment fee groups	
	Ranked Provider Performance higher	Ranked Provider Performance lower
The doctor develops a personal connection with you and child	Higher Fee	Average Fee
The doctor takes a personal interest in the child	Higher Fee	Average Fee
Office is available before or after work week hours	Higher Fee	Average Fee
Prizes and incentives for good compliance	Higher Fee	Lower, Average Fee
Excellent customer service	Higher, Lower Fee	Average Fee
Child is see by same assistant	Higher, Lower Fee	Average Fee
Influence from family member	Higher Fee	Average Fee
Influence from social Media	Higher Fee	Average Fee
Orthodontic provider is in the same office as dentist	Higher Fee	Average Fee
Time traveled to see orthodontic provider	Higher Fee	Average Fee
Distance traveled to see orthodontic provider	Lower Fee	Average Fee
Treatment is on schedule	Higher Fee	Average Fee
The provider is up- to- date on technology and new techniques	Higher Fee	Average Fee
Satisfaction with progress of treatment/likelihood to refer friend and family	Higher Fee (more satisfied)	Average Fee (less satisfied)

Regression Analyses

Multiple linear regression analyses were calculated for each major theme in the survey to predict which survey factors from the current patient survey predicted satisfaction with the progress of treatment and also the likelihood to refer friends and family to the orthodontic provider.

Effect of Provider Personal Characteristics on Satisfaction with Treatment

A multiple linear regression was calculated to predict parent's satisfaction with the progress of treatment based on the provider's personal characteristics. A significant regression was found ($F(6,280) = 41.06$, $p = .000$ with an R^2 of .468. The coefficients table displays the effect of each significant independent variable on the dependent variable; satisfaction with progress of child's orthodontic treatment.

Table 4-27

Regression Coefficients Provider Personal Characteristics on Satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	1.117	.261		4.279	.000
The doctor develops a personal connection with you and your child	.162	.056	.169	2.911	.004
The doctor explains things in a way that are easy to understand	.218	.054	.240	4.008	.000
The doctor spends adequate time with my child at each appointment	.191	.055	.204	3.472	.001
The doctor is kind to his staff-	.121	.057	.125	2.118	.035
The doctor takes a personal interest in your child and remembers personal things about them such as hobbies, activities they are involved in etc.	.103	.046	.122	2.243	.026

Effect of Office Management on Satisfaction with Treatment

A multiple linear regression was calculated to predict parent's satisfaction with the progress of treatment based on the office management factors in the survey. A significant regression was found ($F(6,282) = 49.3$, $p = .000$ with an R^2 of .411. The coefficients table displays the effect of each significant independent variable on the dependent variable; satisfaction with progress of child's orthodontic treatment.

Table 4-28

Regression Coefficients, Office Management on Satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.102	.295		3.731	.000
The office has excellent customer service.	.272	.059	.279	4.650	.000
The office staff is friendly	.168	.063	.159	2.681	.008
The office has an overall nice feel	.132	.062	.131	2.128	.034
Adjustment visits are short.	.221	.049	.241	4.500	.000

Effect of Financial Issues on Satisfaction with Treatment

A multiple linear regression was calculated to predict parent's satisfaction with the progress of treatment based on financial factors in the survey. A significant regression was found ($F(3,270) = 52.581$, $p = .000$ with an R^2 of .364. The coefficients table displays the effect of each significant independent variable on the dependent variable; satisfaction with progress of child's orthodontic treatment.

Table 4-29

Regression Coefficients, Financial Issues on Satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.926	.261		7.375	.000
The doctor offers flexible payment plan options	.228	.052	.262	4.383	.000
The doctor offers interest free financing on cost of treatment	.121	.055	.141	2.218	.027
The total cost of orthodontic treatment	.302	.056	.325	5.431	.000

Effect of Referral on Satisfaction with Treatment

A multiple linear regression was calculated to predict parent's satisfaction with the progress of treatment based on what referral sources influenced the parent to choose that provider. A significant regression was found ($F(3,270) = 16.43$, $p = .000$ with an R^2 of .154. The coefficients table displays the effect of each significant independent variable on the dependent variable; satisfaction with progress of child's orthodontic treatment. A referral from the child's dentist or the parent of another child in orthodontic treatment had a positive correlation. Twitter however had a negative relationship with satisfaction with progress of treatment.

Table 4-30

Regression Coefficients, Referral Source on Satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.760	.232		16.218	.000
How much influence: Your child's dentist	.118	.049	.156	2.412	.017
How much influence: Other parents who have children with braces	.221	.046	.322	4.857	.000
How much influence: Twitter	-.053	.031	-.102	-1.684	.093

Effect of Office Location and Physical Environment on Satisfaction with Treatment

A multiple linear regression was calculated to predict parent's satisfaction with the progress of treatment based on the office location and physical environment factors in the survey. A significant regression was found ($F(5,274) = 22.65$, $p = .000$ with an R^2 of .292. The coefficients table displays the effect of each significant independent variable on the dependent variable; satisfaction with progress of child's orthodontic treatment. The office is in a save part of town and the waiting room is comfortable and inviting were both positively predictive of satisfaction. The orthodontic provider is in the same office as the general dentist was correlated to a decrease in satisfaction.

Table 4-31

Regression Coefficients, Office Location and Physical Environment on Satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.449	.268		9.130	.000
The office is in a safe area of town	.188	.060	.212	3.142	.002
The orthodontic provider is in the same office where your child gets cleanings and fillings	-.063	.033	-.109	-1.884	.061
The waiting room is comfortable and inviting	.164	.063	.180	2.617	.009
The waiting room has entertainment for children (i.e. TVs, iPads, games, books etc)	.103	.048	.137	2.168	.031
Parking options are convenient	.153	.053	.195	2.879	.004

Effect of Provider's Training and Experience on Satisfaction with Treatment

A multiple linear regression was calculated to predict parent's satisfaction with the progress of treatment based on the provider's training and experience. A significant regression was found ($F(4,276) = 36.98$, $p = .000$ with an R^2 of .349). The coefficients table displays the effect of each significant independent variable on the dependent variable; satisfaction with progress of child's orthodontic treatment. The doctor is up-to-date on latest techniques and technology, the progress of treatment is on time, and the doctor has examples of before and after treatment photos are all correlated to an increase in satisfaction. Treatment from a general dentist is associated with a decrease in satisfaction with treatment.

Table 4-32

Regression Coefficients, Provider's Training and Experience on Satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.365	.312		7.576	.000
The doctor is up-to-date on latest techniques and technology	.327	.063	.317	5.189	.000
Your child is on schedule to complete orthodontic treatment within the original estimated treatment time	.198	.054	.236	3.656	.000
The doctor has examples of before and after treatment pictures of patients with similar teeth as my child.	.101	.054	.115	1.864	.063
Is your child's orthodontic provider an Orthodontist or a General Dentist?	-.265	.092	-.141	-2.866	.004

Effect of Provider Personal Characteristics on Potential Word of Mouth Referrals

A multiple linear regression was calculated to predict the likelihood of parents recommending the orthodontic provider to friends and family based on the provider's personal characteristics. A significant regression was found ($F(6,279) = 51.78$, $p = .000$ with an R^2 of .519. The coefficients table displays the effect of each significant independent variable on the dependent variable; how likely are you to recommend your child's orthodontist to your friends or family.

Table 4-33

Regression Coefficients, Provider's Personal Characteristics on Potential Word of Mouth Referrals

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.165	.237		4.919	.000
The doctor develops a personal connection with you and your child	.184	.050	.204	3.688	.000
The doctor explains things in a way that are easy to understand	.147	.050	.173	2.964	.003
The doctor presents multiple treatment options	.098	.049	.112	1.998	.047
The doctor listens intently to your concerns	.160	.050	.183	3.176	.002
The doctor avoids "over-selling" orthodontic treatment	.107	.046	.126	2.328	.021
The doctor spends adequate time with my child at each appointment	.116	.051	.130	2.271	.024

Effect of Office Management on Potential Word of Mouth Referrals

A multiple linear regression was calculated to predict the likelihood of parents recommending the orthodontic provider to friends and family based on office management factors in the survey. A significant regression was found ($F(6,280) = 45.65$, $p = .000$ with an R^2 of .495. The coefficients table displays the effect of each significant independent variable on the dependent variable; how likely are you to recommend your child's orthodontist to your friends or family.

Table 4-34

Regression Coefficients, Office Management on Potential Word of Mouth Referrals

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.148	.258		4.459	.000
There are multiple available appointment openings to choose from	.155	.043	.198	3.627	.000
The office has excellent customer service.	.137	.053	.151	2.567	.011
The office staff is friendly.	.153	.054	.157	2.824	.005
The office has an overall nice feel.	.178	.054	.192	3.310	.001
Adjustment visits are short.	.100	.044	.118	2.273	.024
My child is seen by the same assistant at each visit.	.094	.042	.121	2.258	.025

Effect of Financial Considerations on Potential Word of Mouth Referrals

A multiple linear regression was calculated to predict the likelihood of parents recommending the orthodontic provider to friends and family based on financial factors in the survey. A significant regression was found ($F(4,263) = 52.90$, $p = .000$ with an R^2 of .446. The coefficients table displays the effect of each significant independent variable on the dependent variable; how likely are you to recommend your child's orthodontist to your friends or family.

Table 4-35

Regression Coefficients, Financial Considerations on Potential Word of Mouth Referrals

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.953	.232		8.427	.000
The doctor offers flexible payment plan options	.135	.049	.167	2.780	.006
The doctor offers interest free financing on cost of treatment	.132	.049	.165	2.708	.007
The total cost of orthodontic treatment	.321	.050	.372	6.452	.000
The doctor offers a discount for payment up front	.087	.042	.120	2.049	.041

Effect of Location and Physical Environment on Potential Word of Mouth Referrals

A multiple linear regression was calculated to predict the likelihood of parents recommending the orthodontic provider to friends and family based on location and physical environment factors in the survey. A significant regression was found ($F(3,281) = 49.34$, $p = .000$ with an R^2 of .345. The coefficients table displays the effect of each significant independent variable on the dependent variable; how likely are you to recommend your child's orthodontist to your friends or family.

Table 4-36

Regression Coefficients, Location and Physical Environment on Potential Word of Mouth Referrals

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.585	.228		11.337	.000
The office is in a safe area of town -	.263	.051	.316	5.118	.000
Parking options are convenient	.199	.045	.270	4.476	.000
The waiting room has entertainment for children (i.e. TVs, iPads, games, books etc)	.086	.038	.122	2.248	.025

Effect of Provider Training and Experience on Potential Word of Mouth Referrals

A multiple linear regression was calculated to predict the likelihood of parents recommending the orthodontic provider to friends and family based on factors in the survey regarding the provider's training and experience. A significant regression was found ($F(3,277) = 64.435$, $p = .000$ with an R^2 of .411). The coefficients table displays the effect of each significant independent variable on the dependent variable; how likely are you to recommend your child's orthodontist to your friends or family.

Table 4-37

Regression Coefficients, Provider's Training/Experience on Word of Mouth Referrals

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.960	.246		7.969	.000
The doctor is up to date on latest techniques and technology.	.321	.056	.333	5.762	.000
Your child is on schedule to complete orthodontic treatment within the original estimated treatment time.	.197	.048	.252	4.133	.000
The doctor has examples of before and after treatment pictures of patients with similar teeth as my child.	.145	.048	.177	3.042	.003

Chapter 5 : Discussion

The goal of this study was to determine how a parent chooses an orthodontic provider for their child and which factors are most important in the decision-making process. Significant results were found that give insight into this process. The survey questions were developed based on the results of two focus groups. Issues found to be important to focus group participants were explored further in a survey to participants in a nation-wide sample. It was expected that the majority of factors would have a high level of importance consistent with the opinions of focus group participants. This was the case, with a few exceptions.

Practical Implications of Survey

The descriptive statistics, ANOVAs, and regression analysis all yielded statistically significant results which help to explain patient behavior when choosing an orthodontic provider.

Descriptive Statistics of Major Themes

The most commonly mentioned theme in the focus groups was the importance of the provider's personal characteristics. Results of the survey were consistent with the focus groups. "The doctor thoroughly explains the diagnosis and treatment plan" was the highest ranked factor of any factor in the survey. The doctor's personal characteristics as a whole were the most important of the six major categories. Financial factors were second in importance, followed by office management and then training and experience. Referrals were rated as the least important of the six major themes. However, this may be misleading due to the number of questions that referred to social media sources for referrals. All social media sources were ranked fairly low in importance compared to referrals from persons such as dentists, friends, and family. This may have artificially lowered the rankings for referrals as a theme.

The personal characteristics of the provider were overall the highest ranked category. All questions in this category had a mean of 5.01 or higher. Most of the questions in this category had to do with the doctor's ability to communicate effectively with the parents and with the patient. Survey participants indicated that they wanted a doctor who could explain things thoroughly, yet they did not want a doctor who used complex dental terminology. This presents a challenge for doctors to find a balance in communicating with parents. It was not surprising that factors in this category were highly ranked. Results are consistent with previous studies (Longoria et al., 2011; St. Louis et al., 2011)

In the category of office management, customer service and friendliness of the office staff were the highest ranked. Such things as prizes and incentives and availability of extended hour appointments were ranked much lower. These results are important because orthodontic offices have limited resources, including time and finances. This survey indicates that parents of patients are more concerned with friendly staff who communicate effectively rather than on extended office hours or incentive programs for their children.

The rankings on referral sources that are of most importance were generally consistent with the findings of the focus groups as well as findings from previous studies (Longoria et al., 2011; Walley, Silberman, & Tuncay, 1999). The highest ranked factor in the survey was referral from the child's dentist, followed by family members and other parents whose children have braces. This was a difference from the focus groups, where participants valued referrals from other parents and friends as the most important factor. Focus group participants trusted the opinions of their friends and family more than the opinion of their dentist due to the perceived probability that the dentist had a limited number of orthodontists that they would refer their

patients to. This does not seem to be consistent with the results of the larger survey. In general, the influence of social media sources on decision making was relatively low.

For the category of location and physical environment, the highest ranked factor was the office being in a safe area of town, which appears to be highly important. Convenient parking was ranked third, which was rated as more important than factors of office location.

The most important factor in the category of financial considerations was whether or not the office accepted the participant's insurance. Three quarters of the participants in this survey indicated that they have orthodontic insurance. No specific information was gathered such as whether insurance was government subsidized or private. This is approximately the same percentage of people that have dental insurance (Bloom & Cohen, 2010). No specific reference was found for the percentage of population that has orthodontic insurance coverage specifically. It could be that survey participants misunderstood the question and were confusing orthodontic insurance with dental insurance in general, or possibly the panel used by Survey Sampling International was not representative of the population as a whole. Both the total cost of orthodontic treatment and flexible payment plan options were highly ranked, though total cost was ranked slightly higher. This was opposite of the discussions in the focus group, where members stated that payment plan options were more important than overall cost.

The last category studied was training and experience of the provider. Having a doctor that is up to date on the latest techniques and technologies was the highest ranked factor in this category and was one of the highest ranked factors overall. Interestingly, participants reported that seeing an orthodontic specialist was highly important. However, 19% of participants currently in treatment reported that their child is being treated by a general dentist, not an orthodontist. This may indicate that other factors such as cost or personality of the doctor are of

greater importance when choosing an orthodontic provider. This percentage of patients who reported being treated by a general dentist is consistent with previous findings (Wolsky & McNamara Jr., 1996a). Board certification was rated fairly high by participants. However, it is suspected that many participants were unfamiliar with what board certification means in the orthodontic field. Many of the participants who reported they were receiving treatment from a general dentist also reported that their orthodontic provider was board certified. This is consistent with discussions from the focus groups, where members believed that all practicing orthodontists were board certified and that they could not practice without this certification. This finding should be interpreted with caution.

ANOVAs on Importance

One-way analysis of variance was used to assess differences among the following groups: male and female; insured and uninsured; treatment from a general practitioner and from an orthodontist; and household income level.

A significance level of $P < .10$ was used in this study because of the sociological nature of the science and the complex and diverse opinions involved in human decision making. A factor of $p < .10$ may not be highly significant on its own, but multiple significant factors can describe consumer preferences as a whole. Practitioners should be aware of the limitations of this data when applying results to clinical practice.

Male vs. Female. Results of the survey revealed that female respondents were generally more concerned with the doctor's communication skills and overall costs while males were more concerned with issues of convenience and experience. Males were more interested in the office being on the way to or from the child's school as well as the orthodontic provider being in the same office where the child's teeth are cleaned. Factors such as prizes and incentives for patient

compliance, entertainment for children in the waiting room, and complimentary snacks were of greater importance to males than females.

Insured vs. Uninsured. Many factors were statistically significant between the group of respondents who reported that they had orthodontic insurance and those who reported they did not have insurance. All of the significant factors were of more importance to the group who had insurance. The most important factor was whether the doctor accepted their insurance. Factors that were of more importance to those with insurance were things such as convenient location, entertainment and snacks, and faster treatment estimates. These factors do not have to do with the fundamental aspects of orthodontic treatment. A possible explanation for this may be that patients with insurance have a third party paying part or all of the expense of treatment. Therefore, they may be more interested in getting as much as possible out of their orthodontic benefits and are more likely to want extra amenities beyond basic treatment. Patients who do not have insurance may understand that additional “perks” of treatment ultimately increase the overall cost of orthodontic treatment and therefore may be less interested in these factors. However, surprisingly, the total cost of treatment was not significantly more important to those without orthodontic insurance.

Treatment from Orthodontist vs. General Practitioner. People who ultimately received treatment from an orthodontist were more concerned with factors that impact the quality of treatment, such as explanations of the risks and benefits of treatment and the doctor being up to date on the latest techniques and technologies. It is likely that patients who seek out a specialist are more concerned with the expertise of the doctor. Those patients who received treatment from a general practitioner were more interested in extra amenities and convenience. This makes sense because those who receive orthodontic treatment from a general practitioner

can combine dental and orthodontic treatment into the same office visit. An important aspect of treatment that was not explored in this survey is the severity of malocclusion. Parents who believe their child has only minimal problems may feel more comfortable seeing a provider who is less specialized, and therefore the degree of experience of the provider would be less of a concern to those parent. They may then make their decision based on factors that will make their life more pleasant or convenient.

Household Income Level. Survey respondents were divided into six different groups based on household income. ANOVAs were used to determine differences between groups, and Tukey Post Hoc Analysis was run to determine which groups were significantly different from the others. For the group of people making less than 30K, the most important factors were the doctor accepting their insurance and the flexibility of payment plans. This result is expected because the group with the least income will be the most concerned with financial issues. For the 30-49K group, factors such as influence from social media, convenience of office location, complimentary snacks, and speed of treatment time were less important. This is also an expected result, since these factors are extra amenities and may possibly raise the overall cost of treatment. Therefore those with less income may perceive these amenities as too expensive.

The influence of social media sources across all groups was not rated particularly high. However, for those in the 70-89K group, social media influences were statistically more significant than all other groups. A possible explanation for this would be that people in this income range tend to shop around for services. They have enough income to make them feel that they have choices, however income is still a significant factor. These people tend to research options more thoroughly than those in the other income brackets.

In general it appears that respondents were willing to pay more to have their child see an orthodontist over a general dentist for orthodontic treatment. The median amount that parents were willing to pay extra for an orthodontist was \$1000. There was no statistically significant difference between males and females. The trend was the same for the amount they were willing to pay to see a provider they like best over an “average” orthodontic provider. The median amount was also \$1000.

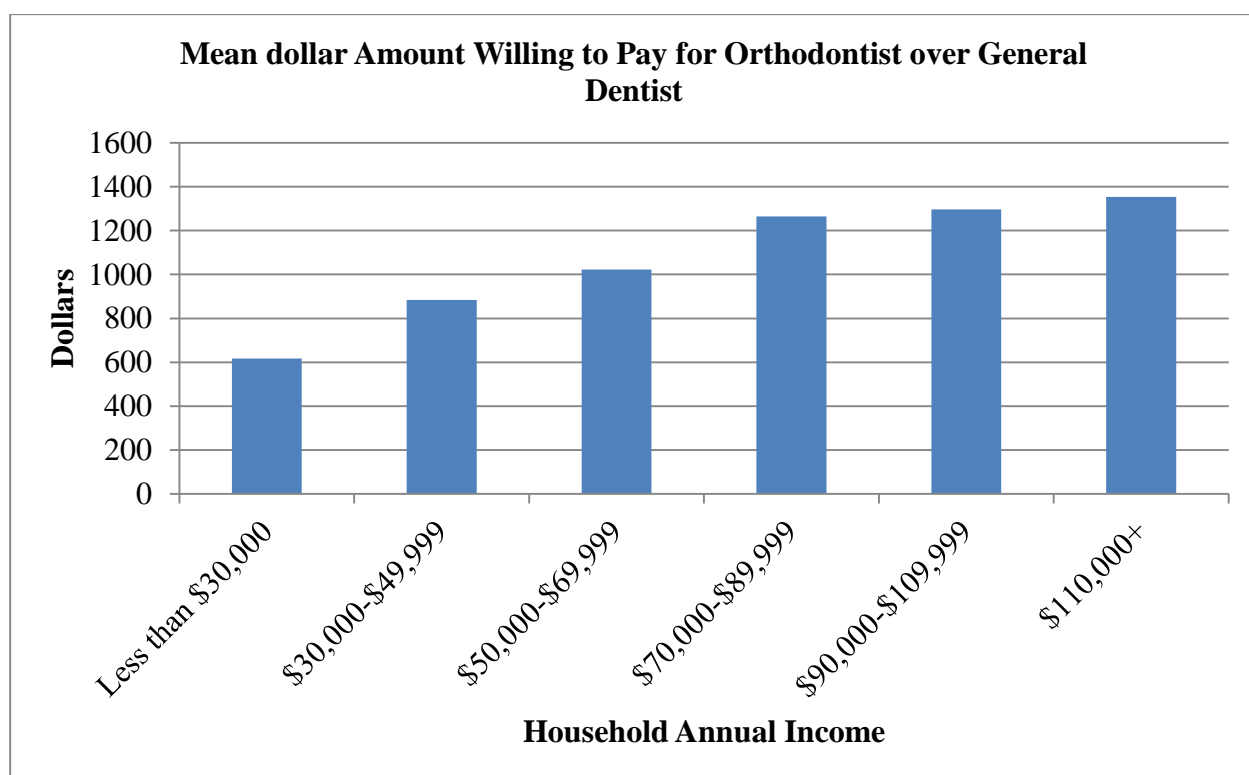


Figure 5-1 Amount Willing to Pay for Orthodontist Over General Dentist

ANOVAs on Performance

In general, the patterns that existed in the category of importance also existed in the category of performance. A possible explanation for this is that many participants indicated they had a child who would be starting treatment within a year and also had a child currently in

treatment so they were prompted to take both surveys. Taking both surveys back to back may have affected their answers to survey questions.

The differences between male and female respondents were similar to the importance survey. Females ranked performance in areas of communication and finances higher than males while males ranked performance of the provider higher on issues of convenience and reported more influence from social media and family members. Males did rank the performance of the provider higher in being up to date on the latest techniques and technologies, which was a difference from the importance survey.

For the groups of people with insurance and those without insurance, again the patterns were the same as with the importance survey. Those with insurance ranked their provider higher in areas such as communication of the doctor, convenience of location, and amenities like snacks and prizes. This may be because those who do not have insurance are paying the total cost of treatment out of pocket, therefore they may have higher expectations of their provider. Those who have insurance are paying less for their treatment and so they may be less critical of performance.

Differences in the groups who were being treated by an orthodontist and those being treated by a general dentist again followed similar patterns to the differences found in the importance survey. One notable variance was that for those in the group being treated by a general practitioner, referral from a family member was more influential on their decision. This may be because people are more likely to seek treatment from a doctor who is not a specialist if they have a family member who had a good experience with that specific doctor.

The amount charged for treatment was assessed in three groups: those paying higher than average fees; those paying average fees; and those paying lower than average fees. Distribution

among the three groups would be expected to be about equal. However, it was interesting to note that the number of people who reported paying higher than average fees was much larger than the group who reported paying lower than average fees.

Those paying higher fees ranked their provider higher in many areas of treatment. It appears that the providers are meeting the expectations of the patients and are therefore receiving high performance ratings. It would seem reasonable to have lower performance scores for the providers that charge less, however this was not the case. The providers that were reported to charge about average had lower reported performance than those that charged below average. A possible explanation is that perceived performance could be largely influenced by management of expectations. Those who received treatment from providers they ranked as charging average fees may have had expectations that were not met, even if quality of treatment was the same as those providers who were perceived to charge less than average fees.

Regression Analysis

Satisfaction. Results of the regression analysis for patient satisfaction support hypothesis two. Several factors in each of the six areas were found to be statistically significant in predicting patient satisfaction. Linear regression analyses were run to determine which factors, if any, could predict satisfaction with treatment based on performance of the provider. Regression analyses were run on each major theme.

Three of the five significant factors found in the regression analysis on provider personal characteristics had to do with the relationship the provider develops with the patient and parent. Factors related to initial communication, such as clearly explaining risk and benefits and avoiding overselling, may be important to initially selecting a provider, but were not ultimately significant with satisfaction of performance. Once a parent makes their selection for a provider,

it is important that the provider develop a good relationship with the patients to increase patient and parent satisfaction.

Satisfaction with office management was most influenced by customer service of the office staff and short adjustment visits. In terms of financial factors, total cost was the most influential, followed by flexible payment plan options. These four factors all had a high correlation coefficient and had a high predictive rate for satisfaction of treatment.

The factors that were significant from the referrals theme were referrals from dentists and other parents of children with braces. Previous research has corroborated this finding (Longoria et al., 2011; Walley et al., 1999). The influence of Twitter referrals was negatively correlated with satisfaction. This indicates that Twitter referrals are not a predictive indicator of satisfaction.

For the categories of location, physical environment, and training and experience of the provider, the most predictive factor of satisfaction was the provider being up to date with the latest techniques and technologies. The office being in a safe part of town was also significant, and the overall cleanliness and feel of the office was important. Two factors were negatively correlated with satisfaction; first, receiving orthodontic treatment in the same office as where cleanings are received, and second, being treated by a general dentist. This indicates that those who receive orthodontic treatment from general dentists are less satisfied with the treatment they receive.

Likelihood to Refer. As with patient satisfaction, regression analysis revealed several statistically significant factors in each area of a parent's likelihood to refer others to their chosen provider. These findings support hypothesis three which stated that all areas would impact a parent's likelihood to refer others to their chosen provider. In general, most factors were less

predictive in this area of likelihood to refer than they were in the area of overall satisfaction, with one major exception, which was total cost of treatment.

In the area of provider personal characteristics, many of the same factors were predictive of a parent's likelihood to refer as to the parent's satisfaction of treatment. Interestingly, factors such as the provider presenting multiple treatment options and avoiding overselling were significant for likelihood to refer. These factors were not significant for overall satisfaction. These factors have more to do with a parent's initial decision on choosing a provider to start treatment. These factors seem to have more influence on a parent's willingness to refer their friends to their chosen orthodontic provider.

In the area of office management, the factors that were statistically significant for likelihood to refer were similar to those that were significant for overall satisfaction, however there were more factors that were predictive. The influence of incentives and prizes was not significant for likelihood to refer or for satisfaction. Companies that market these incentive programs state that they will help to increase word of mouth referrals for orthodontic provider. This study, however, indicates that this is not the case.

As with satisfaction, total cost of treatment was highly predictive on parents' likelihood to refer others. This factor was the highest predictive factor, along with the doctor being up to date with the latest techniques and technologies. Again, such factors as flexible payment plans and interest-free financing were predictive of likelihood to refer, as they were with satisfaction.

In the categories of location, physical environment, and training and experience, the doctor being up to date on the latest techniques and technologies was the most predictive factor. The office being in a safe area of town and entertainment in the waiting room were both significant for likelihood to refer, as with satisfaction. Two factors that were significant for

likelihood to refer that were not significant for overall satisfaction were convenient parking and accuracy of estimates on total treatment times.

Theoretical Implications

This study provides more information about the decision making process people go through when choosing health care providers. Limited research is available in the area of how people choose orthodontic providers and which factors are most important for overall satisfaction as well as likelihood to refer friends to their provider. Previous studies on this topic have been very limited in scope either geographically or drawing from a limited pool of survey respondents. The present study used a nationwide survey to assess the attitudes and thought processes of people from a broader area.

There are no present studies which assess the factors effecting a person's decision to take their child to see an orthodontist or a general practitioner who provides orthodontic care. The present study adds to this body of knowledge by getting a first look at these differences and helping to determine which factors are most significant for this difference. The present study found data to suggest that those who take their children to see a general practitioner rather than an orthodontist may be more interested in things like referrals from social media, entertainment for children and snacks in the waiting room, and prizes or incentives for patient compliance, while those who take their children to an orthodontist may be more influenced by factors such as the doctor's communication skills and being up to date on the latest techniques and technologies.

Limitations and Suggestions for Future Research

The present study was an exploratory study to gain more information on the decision making process people undergo when choosing an orthodontic provider for their children. Because of the exploratory nature of the study and the broad scope of information collected, a

significance value of $p < .1$ was used. Therefore, some factors that were found to be significant in this study may not have been significant or may have been confounded by other variables. Future studies could assess smaller scopes of information with a larger sample size to determine greater significance for all factors.

The results of this study are based on the responses from a nationwide survey panel. While it is a fairly large sample both geographically and in the number of participants, it is still a convenience sample and may not be representative of many communities. Practitioners should study the demographics of their target population (insurance status, income level, etc.) and compare it to studies such as this to determine which factors could be applicable to a particular community.

One important aspect of treatment that was not assessed with this survey is how the degree of malocclusion is perceived by the parents and how this impacts their decision to choose either a general practitioner or an orthodontist. Those parents who believe their children have a smaller amount of malocclusion may be more likely to take their children to a general practitioner for orthodontic treatment if they believe they can save money on treatment. Future studies could assess how parents view their children's malocclusion and how this impacts their decisions.

A topic that came up during focus group discussion would lend itself to further research. Members of the focus group mentioned that most had only actually visited one or two orthodontist's offices before making their decision. They used referrals from friends and family as well as social media sites to narrow the search down, but in terms of actually visiting the physical office, most only went to one or two. It would be interesting to survey the population at large and determine how many office visits were made before the decision for orthodontic care

was finalized. This might lend further insight into the decision making process and would allow orthodontists to use their resources on attracting patients before the actual office visit is made. It seems from focus group discussions that as long as the office seems nice and the orthodontist has fairly good communication skills that once a patient comes into the office they are highly likely to then obtain treatment from that office. This topic requires further investigation.

Another topic that came up in the focus groups that was not studied further in the survey is the issue of single parent homes verses two parent homes. Parents who are seeking treatment for their children and are single parents may be more interested in such factors as longer office hours, weekend hours, pick-up and drop-off services, and lower prices due to the constraints of attending monthly orthodontic appointments while also trying to work full-time and support the family with one income. Parents who are married or who are co-parenting with a divorced spouse may be less concerned about these factors. The present study did not research this topic. Future research could explore this topic further.

Another important area that requires future research is the topic of board certification. From discussions in the focus group, it was determined that many people do not understand the process of board certification or the requirements for obtaining it. Most participants in the focus group stated that they assumed all orthodontists had to be board certified to practice. This was confirmed in the survey because many of the respondents who stated that their children were receiving orthodontic treatment from a general practitioner also stated that their doctor was board certified. It is clear that these respondents do not understand the process of board certification in orthodontics. Future studies could assess how much parents of patients actually know about board certification and how this impacted their decision in choosing a provider.

Conclusion

Orthodontic treatment is generally provided by an orthodontist who has specialty training beyond dental school. However, the amount of orthodontic treatment being done by general dentists is increasing. There is limited research that explains how parents make decisions about which providers to take their children to for orthodontic treatment. The present study surveyed individuals who are currently seeking treatment for their children or who currently have a child being treated for orthodontics to gain further insight into the decision making process.

Survey results support the three hypotheses. All of the following factors were found to be important to parents when choosing an orthodontic provider: provider's personal characteristics; office management; financial considerations; referrals; location and physical environment of the office; and training and experience of the doctor. The survey also supported the hypotheses that satisfaction of treatment would be effected by the above factors and that those factors would affect a person's likelihood to refer others to the same orthodontic provider.

Various factors were found to be significantly different between the following groups: males and females; household income level; insured and uninsured; and treatment from an orthodontist or a general practitioner. In general, females were more concerned with financial factors and good communication of the doctor, while males were more concerned with factors of location and convenience. In general, insured individuals were more concerned with many various factors than those without insurance. In general, individuals with the lowest income were more concerned with cost while those in the 70-89K range were more concerned with extra amenities and niceness of the office. And in general, individuals who chose an orthodontist were more concerned about expertise of the doctor and being up to date with the latest techniques and

technologies while those who saw a general dentist were more concerned with convenience and location factors.

Appendix A: Complete Statistic Tables

Table A 1

Descriptives for Importance Male vs. Female

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
The doctor smiles and says hello	Male	175	5.06	1.071	.081	4.90	5.22	1	6
	Female	190	5.27	.896	.065	5.15	5.40	2	6
	Total	365	5.17	.988	.052	5.07	5.27	1	6
The doctor develops a personal connection with you and your child.	Male	175	5.26	.957	.072	5.11	5.40	1	6
	Female	190	5.18	.939	.068	5.05	5.32	2	6
	Total	365	5.22	.947	.050	5.12	5.32	1	6
The doctor avoids using complex dental terminology	Male	175	4.95	1.146	.087	4.78	5.12	1	6
	Female	189	5.06	1.078	.078	4.90	5.21	1	6
	Total	364	5.01	1.111	.058	4.89	5.12	1	6
The doctor thoroughly explains the diagnosis and treatment plan	Male	175	5.50	.726	.055	5.39	5.61	3	6
	Female	188	5.61	.741	.054	5.51	5.72	2	6
	Total	363	5.56	.735	.039	5.48	5.64	2	6
The doctor explains things in a way that are easy to understand	Male	174	5.44	.822	.062	5.32	5.57	2	6
	Female	190	5.60	.704	.051	5.50	5.70	3	6
	Total	364	5.52	.766	.040	5.45	5.60	2	6
The doctor presents multiple treatment options	Male	175	5.26	.965	.073	5.12	5.41	2	6
	Female	190	5.22	.945	.069	5.09	5.36	2	6
	Total	365	5.24	.953	.050	5.14	5.34	2	6

The doctor listens intently to your concerns	Male	175	5.423	.8601	.0650	5.295	5.551	2.0	6.0
	Female	190	5.542	.8267	.0600	5.424	5.660	3.0	6.0
	Total	365	5.485	.8438	.0442	5.398	5.572	2.0	6.0
The doctor avoids “over-selling” orthodontic treatment	Male	175	5.17	1.062	.080	5.01	5.32	1	6
	Female	189	5.19	.969	.070	5.05	5.32	3	6
	Total	364	5.18	1.013	.053	5.07	5.28	1	6
The doctor is straightforward with the risks and benefits of treatment	Male	175	5.42	.812	.061	5.30	5.54	2	6
	Female	190	5.50	.815	.059	5.38	5.62	3	6
	Total	365	5.46	.813	.043	5.38	5.55	2	6
There are multiple available appointment openings to choose from	Male	175	5.24	.857	.065	5.11	5.37	2	6
	Female	190	5.12	.936	.068	4.98	5.25	1	6
	Total	365	5.18	.900	.047	5.08	5.27	1	6
The office is available for appointments before or after typical work week hours (i.e. before 9am, after 5pm, weekends).	Male	175	5.00	1.061	.080	4.84	5.16	1	6
	Female	188	4.94	1.140	.083	4.77	5.10	1	6
	Total	363	4.97	1.102	.058	4.85	5.08	1	6
There are prizes/incentives for good patient compliance- i.e.: no missed appointments, good brushing habits, no broken brackets etc	Male	175	4.73	1.340	.101	4.53	4.93	1	6
	Female	189	4.44	1.460	.106	4.23	4.65	1	6
	Total	364	4.58	1.409	.074	4.43	4.72	1	6
The office has excellent customer service	Male	175	5.26	.976	.074	5.12	5.41	1	6
	Female	190	5.32	.912	.066	5.19	5.45	2	6
	Total	365	5.29	.942	.049	5.19	5.39	1	6
The office staff is friendly	Male	174	5.23	.902	.068	5.09	5.36	2	6
	Female	190	5.34	.922	.067	5.21	5.47	2	6
	Total	364	5.29	.913	.048	5.19	5.38	2	6
The office has an overall nice feel	Male	175	5.12	.984	.074	4.97	5.27	2	6
	Female	190	5.21	.925	.067	5.08	5.34	1	6
	Total	365	5.17	.953	.050	5.07	5.27	1	6
The doctor accepts your insurance	Male	175	5.41	.866	.065	5.28	5.54	2	6

	Female	186	5.41	.956	.070	5.28	5.55	1	6
	Total	361	5.41	.912	.048	5.32	5.51	1	6
the doctor offers flexible payment plan options	Male	175	5.09	1.041	.079	4.94	5.25	2	6
	Female	188	5.26	1.060	.077	5.11	5.41	1	6
	Total	363	5.18	1.053	.055	5.07	5.29	1	6
The doctor offers interest free financing on cost of treatment	Male	175	4.93	1.235	.093	4.75	5.12	1	6
	Female	188	5.12	1.136	.083	4.95	5.28	1	6
	Total	363	5.03	1.187	.062	4.91	5.15	1	6
The total cost of orthodontic treatment	Male	175	5.18	1.000	.076	5.03	5.33	1	6
	Female	189	5.39	.931	.068	5.25	5.52	1	6
	Total	364	5.29	.969	.051	5.19	5.39	1	6
The doctor offers a discount for payment up front.	Male	175	4.98	1.142	.086	4.81	5.15	1	6
	Female	188	4.86	1.263	.092	4.68	5.04	1	6
	Total	363	4.92	1.206	.063	4.80	5.04	1	6
How much influence: Family member	Male	174	5.01	1.028	.078	4.85	5.16	2	6
	Female	188	4.76	1.377	.100	4.56	4.95	1	6
	Total	362	4.88	1.227	.064	4.75	5.00	1	6
How much influence: Close friend	Male	174	4.94	1.144	.087	4.77	5.11	1	6
	Female	188	4.74	1.291	.094	4.56	4.93	1	6
	Total	362	4.84	1.225	.064	4.71	4.96	1	6
How much influence: Referral from your child's dentist	Male	174	5.16	.923	.070	5.02	5.30	2	6
	Female	189	5.11	1.153	.084	4.94	5.27	1	6
	Total	363	5.13	1.048	.055	5.02	5.24	1	6
How much influence: Referral from other parents who have children with braces	Male	174	4.78	1.187	.090	4.60	4.96	1	6
	Female	189	4.89	1.171	.085	4.73	5.06	1	6
	Total	363	4.84	1.178	.062	4.72	4.96	1	6
How much influence: Yelp ratings	Male	175	4.25	1.652	.125	4.00	4.50	1	6
	Female	186	3.78	1.859	.136	3.52	4.05	1	6
	Total	361	4.01	1.775	.093	3.83	4.19	1	6

How much influence: Facebook reviews	Male	175	4.10	1.637	.124	3.86	4.35	1	6
	Female	187	3.76	1.756	.128	3.51	4.02	1	6
	Total	362	3.93	1.706	.090	3.75	4.10	1	6
How much influence: Angie's List	Male	174	4.01	1.673	.127	3.76	4.26	1	6
	Female	182	3.47	1.906	.141	3.19	3.75	1	6
	Total	356	3.74	1.813	.096	3.55	3.92	1	6
How much influence: Google Reviews	Male	174	4.32	1.501	.114	4.09	4.54	1	6
	Female	187	4.02	1.648	.120	3.78	4.25	1	6
	Total	361	4.16	1.583	.083	4.00	4.32	1	6
How much influence: Dental office's website	Male	175	4.56	1.329	.100	4.36	4.76	1	6
	Female	190	4.35	1.435	.104	4.15	4.56	1	6
	Total	365	4.45	1.387	.073	4.31	4.59	1	6
How much influence: Instagram	Male	175	3.90	1.812	.137	3.63	4.17	1	6
	Female	182	3.25	1.906	.141	2.97	3.53	1	6
	Total	357	3.57	1.887	.100	3.37	3.77	1	6
How much influence: Twitter	Male	175	3.95	1.808	.137	3.68	4.22	1	6
	Female	184	3.22	1.967	.145	2.94	3.51	1	6
	Total	359	3.58	1.923	.101	3.38	3.78	1	6
How much influence: Healthgrades.com	Male	174	4.13	1.591	.121	3.89	4.37	1	6
	Female	183	3.92	1.756	.130	3.67	4.18	1	6
	Total	357	4.03	1.678	.089	3.85	4.20	1	6
The office is on the way to or from your child's school	Male	173	4.27	1.582	.120	4.03	4.51	1	6
	Female	187	3.88	1.695	.124	3.63	4.12	1	6
	Total	360	4.07	1.651	.087	3.90	4.24	1	6
The office is in a safe area of town	Male	174	5.14	.995	.075	4.99	5.29	2	6
	Female	189	5.19	1.022	.074	5.04	5.33	1	6
	Total	363	5.17	1.008	.053	5.06	5.27	1	6
The orthodontic provider is in the same office where your child gets cleanings	Male	175	4.53	1.534	.116	4.30	4.76	1	6
	Female	189	4.05	1.806	.131	3.79	4.31	1	6

and fillings	Total	364	4.28	1.696	.089	4.11	4.46	1	6
The waiting room is comfortable and inviting.	Male	175	4.97	1.064	.080	4.81	5.13	2	6
	Female	190	4.96	1.061	.077	4.81	5.11	1	6
	Total	365	4.97	1.061	.056	4.86	5.08	1	6
The waiting room has entertainment for children (i.e. TVs, iPads, games, books etc).	Male	175	4.73	1.279	.097	4.53	4.92	1	6
	Female	190	4.39	1.511	.110	4.18	4.61	1	6
	Total	365	4.55	1.412	.074	4.41	4.70	1	6
Complimentary snacks are provided in the waiting room.	Male	174	4.19	1.643	.125	3.94	4.44	1	6
	Female	189	3.51	1.934	.141	3.23	3.79	1	6
	Total	363	3.83	1.830	.096	3.65	4.02	1	6
Parking options are convenient.	Male	175	4.86	1.123	.085	4.69	5.02	1	6
	Female	190	4.84	1.289	.094	4.65	5.02	1	6
	Total	365	4.85	1.211	.063	4.72	4.97	1	6
How long would you be willing to travel to take your child to an orthodontic provider?	Male	175	3.57	1.396	.106	3.36	3.77	1	6
	Female	190	3.09	1.392	.101	2.90	3.29	1	6
	Total	365	3.32	1.412	.074	3.18	3.47	1	6
How many miles would you be willing to travel to take your child to an orthodontic provider?	Male	175	3.41	1.194	.090	3.23	3.58	1	6
	Female	190	3.25	1.321	.096	3.06	3.44	1	6
	Total	365	3.33	1.263	.066	3.20	3.46	1	6
The doctor is up to date on the latest techniques and technology	Male	174	5.29	.911	.069	5.15	5.42	2	6
	Female	189	5.39	.872	.063	5.27	5.52	1	6
	Total	363	5.34	.891	.047	5.25	5.43	1	6
The estimated treatment time is faster than other estimates	Male	175	4.73	1.130	.085	4.56	4.90	1	6
	Female	189	4.62	1.264	.092	4.44	4.81	1	6
	Total	364	4.68	1.201	.063	4.55	4.80	1	6
The doctor has examples of before and after treatment pictures of patients with similar teeth as my child	Male	175	4.91	1.084	.082	4.75	5.07	1	6
	Female	190	4.97	1.152	.084	4.81	5.14	1	6
	Total	365	4.94	1.119	.059	4.83	5.06	1	6
How important is Board certification	Male	175	4.99	.974	.074	4.85	5.14	2	6

	Female	190	5.06	1.037	.075	4.91	5.21	2	6
	Total	365	5.03	1.006	.053	4.93	5.13	2	6
How important is it to you that your child	Male	175	5.03	.994	.075	4.89	5.18	1	6
sees an orthodontist rather than a general	Female	188	5.19	.885	.065	5.06	5.31	3	6
dentist	Total	363	5.11	.941	.049	5.02	5.21	1	6
How much more would you be willing to	Male	175	3.46	1.368	.103	3.26	3.67	1	6
pay to have your child see an orthodontist	Female	190	3.49	1.629	.118	3.26	3.73	1	6
rather than a general dentist	Total	365	3.48	1.507	.079	3.32	3.63	1	6
How much more would you be willing to	Male	175	3.28	1.359	.103	3.08	3.48	1	6
pay a doctor that you like best over an	Female	190	3.22	1.550	.112	2.99	3.44	1	6
“average” orthodontic provider	Total	365	3.25	1.460	.076	3.10	3.40	1	6

Table A 2

ANOVA Importance Level for Males vs. Females

		Sum of Squares	df	Mean Square	F	Sig.
The doctor smiles and says hello	Between Groups	4.272	1	4.272	4.415	.036
	Within Groups	351.197	363	.967		
	Total	355.468	364			
The doctor develops a personal connection with you and your child.	Between Groups	.485	1	.485	.540	.463
	Within Groups	325.981	363	.898		
	Total	326.466	364			
The doctor avoids using complex dental terminology	Between Groups	1.092	1	1.092	.885	.348
	Within Groups	446.897	362	1.235		
	Total	447.989	363			
The doctor thoroughly explains the diagnosis and treatment plan	Between Groups	1.074	1	1.074	1.994	.159
	Within Groups	194.403	361	.539		
	Total	195.477	362			
The doctor explains things in a way that are easy to understand	Between Groups	2.252	1	2.252	3.873	.050
	Within Groups	210.525	362	.582		
	Total	212.777	363			
The doctor presents multiple treatment options	Between Groups	.159	1	.159	.175	.676
	Within Groups	330.624	363	.911		
	Total	330.784	364			
The doctor listens intently to your concerns	Between Groups	1.295	1	1.295	1.823	.178
	Within Groups	257.872	363	.710		
	Total	259.167	364			
The doctor avoids “over-selling” orthodontic treatment	Between Groups	.034	1	.034	.033	.855
	Within Groups	372.713	362	1.030		

	Total	372.747	363			
The doctor is straightforward with the risks and benefits of treatment	Between Groups	.542	1	.542	.819	.366
	Within Groups	240.209	363	.662		
	Total	240.751	364			
There are multiple available appointment openings to choose from	Between Groups	1.405	1	1.405	1.739	.188
	Within Groups	293.373	363	.808		
	Total	294.778	364			
The office is available for appointments before or after typical work week hours (i.e. before 9am, after 5pm, weekends).	Between Groups	.369	1	.369	.303	.582
	Within Groups	439.234	361	1.217		
	Total	439.603	362			
There are prizes/incentives for good patient compliance- i.e.: no missed appointments, good brushing habits, no broken brackets etc	Between Groups	7.762	1	7.762	3.941	.048
	Within Groups	712.927	362	1.969		
	Total	720.690	363			
The office has excellent customer service	Between Groups	.255	1	.255	.287	.593
	Within Groups	322.961	363	.890		
	Total	323.216	364			
The office staff is friendly	Between Groups	1.144	1	1.144	1.373	.242
	Within Groups	301.568	362	.833		
	Total	302.712	363			
The office has an overall nice feel	Between Groups	.747	1	.747	.821	.365
	Within Groups	330.059	363	.909		
	Total	330.805	364			
The doctor accepts your insurance	Between Groups	.001	1	.001	.001	.979
	Within Groups	299.501	359	.834		
	Total	299.501	360			
the doctor offers flexible payment plan options	Between Groups	2.595	1	2.595	2.349	.126
	Within Groups	398.766	361	1.105		
	Total	401.361	362			
The doctor offers interest free financing on cost of	Between Groups	3.122	1	3.122	2.225	.137

treatment	Within Groups	506.603	361	1.403		
	Total	509.725	362			
The total cost of orthodontic treatment	Between Groups	3.759	1	3.759	4.038	.045
	Within Groups	336.953	362	.931		
	Total	340.712	363			
The doctor offers discount for payment up front.	Between Groups	1.330	1	1.330	.914	.340
	Within Groups	525.353	361	1.455		
	Total	526.683	362			
How much influence: Family member	Between Groups	5.667	1	5.667	3.794	.052
	Within Groups	537.739	360	1.494		
	Total	543.406	361			
How much influence: Close friend	Between Groups	3.335	1	3.335	2.231	.136
	Within Groups	538.049	360	1.495		
	Total	541.384	361			
How much influence: Referral from your child's dentist	Between Groups	.275	1	.275	.250	.617
	Within Groups	397.378	361	1.101		
	Total	397.653	362			
How much influence: Referral from other parents who have children with braces	Between Groups	1.148	1	1.148	.826	.364
	Within Groups	501.585	361	1.389		
	Total	502.733	362			
How much influence: Yelp ratings	Between Groups	19.621	1	19.621	6.321	.012
	Within Groups	1114.335	359	3.104		
	Total	1133.956	360			
How much influence: Facebook reviews	Between Groups	10.337	1	10.337	3.579	.059
	Within Groups	1039.796	360	2.888		
	Total	1050.133	361			
How much influence: Angie's List	Between Groups	25.840	1	25.840	8.015	.005
	Within Groups	1141.340	354	3.224		
	Total	1167.180	355			

How much influence: Google Reviews	Between Groups	8.115	1	8.115	3.256	.072
	Within Groups	894.567	359	2.492		
	Total	902.681	360			
How much influence: Dental office's website	Between Groups	3.917	1	3.917	2.042	.154
	Within Groups	696.494	363	1.919		
	Total	700.411	364			
How much influence: Instagram	Between Groups	38.346	1	38.346	11.074	.001
	Within Groups	1229.222	355	3.463		
	Total	1267.569	356			
How much influence: Twitter	Between Groups	47.242	1	47.242	13.213	.000
	Within Groups	1276.401	357	3.575		
	Total	1323.643	358			
How much influence: Healthgrades.com	Between Groups	3.884	1	3.884	1.380	.241
	Within Groups	998.889	355	2.814		
	Total	1002.773	356			
The office is on the way to or from your child's school	Between Groups	13.998	1	13.998	5.196	.023
	Within Groups	964.402	358	2.694		
	Total	978.400	359			
The office is in a safe area of town	Between Groups	.156	1	.156	.153	.696
	Within Groups	367.927	361	1.019		
	Total	368.083	362			
The orthodontic provider is in the same office where your child gets cleanings and fillings	Between Groups	20.806	1	20.806	7.362	.007
	Within Groups	1023.048	362	2.826		
	Total	1043.854	363			
The waiting room is comfortable and inviting.	Between Groups	.006	1	.006	.006	.941
	Within Groups	409.599	363	1.128		
	Total	409.605	364			
The waiting room has entertainment for children (i.e. TVs, iPads, games, books etc).	Between Groups	9.979	1	9.979	5.058	.025
	Within Groups	716.229	363	1.973		

Complimentary snacks are provided in the waiting room.	Total	726.208	364			
	Between Groups	42.103	1	42.103	12.991	.000
	Within Groups	1169.979	361	3.241		
Parking options are convenient.	Total	1212.083	362			
	Between Groups	.038	1	.038	.026	.873
	Within Groups	533.371	363	1.469		
How long would you be willing to travel to take your child to an orthodontic provider?	Total	533.408	364			
	Between Groups	20.207	1	20.207	10.400	.001
	Within Groups	705.289	363	1.943		
How many miles would you be willing to travel to take your child to an orthodontic provider?	Total	725.496	364			
	Between Groups	2.135	1	2.135	1.341	.248
	Within Groups	578.068	363	1.592		
The doctor is up to date on the latest techniques and technology	Total	580.203	364			
	Between Groups	.983	1	.983	1.238	.267
	Within Groups	286.659	361	.794		
The estimated treatment time is faster than other estimates	Total	287.642	362			
	Between Groups	1.042	1	1.042	.722	.396
	Within Groups	522.705	362	1.444		
The doctor has examples of before and after treatment pictures of patients with similar teeth as my child	Total	523.747	363			
	Between Groups	.386	1	.386	.308	.579
	Within Groups	455.406	363	1.255		
How important is Board certification	Total	455.792	364			
	Between Groups	.432	1	.432	.426	.514
	Within Groups	368.236	363	1.014		
How important is it to you that your child sees an orthodontist rather than a general dentist	Total	368.668	364			
	Between Groups	2.091	1	2.091	2.371	.124
	Within Groups	318.278	361	.882		
	Total	320.369	362			

Table A 3

Descriptives for Importance With and Without Orthodontic Insurance Coverage

						95% Confidence Interval for Mean			
						Lower	Upper	Mini	Maxi
						Bound	Bound	mum	mum
		N	Mean	Std. Deviation	Std. Error				
The doctor smiles and says hello	Yes	281	5.20	.986	.059	5.08	5.31	1	6
	No	84	5.08	.996	.109	4.87	5.30	2	6
	Total	365	5.17	.988	.052	5.07	5.27	1	6
The doctor develops a personal connection with you and your child.	Yes	281	5.23	.964	.057	5.12	5.34	2	6
	No	84	5.18	.894	.098	4.98	5.37	1	6
	Total	365	5.22	.947	.050	5.12	5.32	1	6
The doctor avoids using complex dental terminology	Yes	280	5.04	1.132	.068	4.91	5.18	1	6
	No	84	4.88	1.034	.113	4.66	5.11	1	6
	Total	364	5.01	1.111	.058	4.89	5.12	1	6
The doctor thoroughly explains the diagnosis and treatment plan	Yes	279	5.55	.727	.044	5.46	5.63	3	6
	No	84	5.60	.762	.083	5.43	5.76	2	6
	Total	363	5.56	.735	.039	5.48	5.64	2	6
The doctor explains things in a way that are easy to understand	Yes	280	5.53	.789	.047	5.43	5.62	2	6
	No	84	5.52	.685	.075	5.38	5.67	3	6
	Total	364	5.52	.766	.040	5.45	5.60	2	6
The doctor presents multiple treatment options	Yes	281	5.25	.957	.057	5.14	5.36	2	6
	No	84	5.21	.945	.103	5.01	5.42	2	6
	Total	365	5.24	.953	.050	5.14	5.34	2	6
The doctor listens intently to your concerns	Yes	281	5.466	.8576	.0512	5.365	5.567	2.0	6.0
	No	84	5.548	.7977	.0870	5.375	5.721	3.0	6.0
	Total	365	5.485	.8438	.0442	5.398	5.572	2.0	6.0

The doctor avoids “over-selling” orthodontic treatment	Yes	280	5.15	1.035	.062	5.02	5.27	1	6
	No	84	5.27	.936	.102	5.07	5.48	3	6
	Total	364	5.18	1.013	.053	5.07	5.28	1	6
The doctor is straightforward with the risks and benefits of treatment	Yes	281	5.45	.823	.049	5.35	5.55	2	6
	No	84	5.51	.784	.086	5.34	5.68	3	6
	Total	365	5.46	.813	.043	5.38	5.55	2	6
There are multiple available appointment openings to choose from	Yes	281	5.22	.898	.054	5.11	5.32	1	6
	No	84	5.04	.898	.098	4.84	5.23	3	6
	Total	365	5.18	.900	.047	5.08	5.27	1	6
The office is available for appointments before or after typical work week hours (i.e. before 9am, after 5pm, weekends).	Yes	279	4.97	1.123	.067	4.84	5.11	1	6
	No	84	4.94	1.034	.113	4.72	5.16	1	6
	Total	363	4.97	1.102	.058	4.85	5.08	1	6
There are prizes/incentives for good patient compliance- i.e.: no missed appointments, good brushing habits, no broken brackets etc	Yes	280	4.63	1.401	.084	4.46	4.79	1	6
	No	84	4.43	1.434	.156	4.12	4.74	1	6
	Total	364	4.58	1.409	.074	4.43	4.72	1	6
The office has excellent customer service	Yes	281	5.29	.963	.057	5.18	5.40	1	6
	No	84	5.30	.875	.095	5.11	5.49	3	6
	Total	365	5.29	.942	.049	5.19	5.39	1	6
The office staff is friendly	Yes	280	5.31	.916	.055	5.20	5.42	2	6
	No	84	5.21	.906	.099	5.02	5.41	2	6
	Total	364	5.29	.913	.048	5.19	5.38	2	6
The office has an overall nice feel	Yes	281	5.17	.990	.059	5.06	5.29	1	6
	No	84	5.14	.823	.090	4.96	5.32	3	6
	Total	365	5.17	.953	.050	5.07	5.27	1	6
The doctor accepts your insurance	Yes	280	5.46	.842	.050	5.37	5.56	2	6
	No	81	5.23	1.110	.123	4.99	5.48	1	6
	Total	361	5.41	.912	.048	5.32	5.51	1	6
the doctor offers flexible payment plan options	Yes	279	5.20	1.041	.062	5.08	5.33	1	6
	No	84	5.10	1.093	.119	4.86	5.33	2	6

	Total	363	5.18	1.053	.055	5.07	5.29	1	6
The doctor offers interest free financing on cost of treatment	Yes	279	5.08	1.151	.069	4.94	5.21	1	6
	No	84	4.86	1.291	.141	4.58	5.14	1	6
	Total	363	5.03	1.187	.062	4.91	5.15	1	6
The total cost of orthodontic treatment	Yes	280	5.32	.901	.054	5.21	5.42	1	6
	No	84	5.19	1.167	.127	4.94	5.44	1	6
	Total	364	5.29	.969	.051	5.19	5.39	1	6
The doctor offers discount for payment up front.	Yes	279	4.94	1.225	.073	4.79	5.08	1	6
	No	84	4.87	1.149	.125	4.62	5.12	1	6
	Total	363	4.92	1.206	.063	4.80	5.04	1	6
How much influence: Family member	Yes	279	4.92	1.160	.069	4.78	5.06	1	6
	No	83	4.72	1.425	.156	4.41	5.03	1	6
	Total	362	4.88	1.227	.064	4.75	5.00	1	6
How much influence: Close friend	Yes	280	4.86	1.184	.071	4.73	5.00	1	6
	No	82	4.74	1.359	.150	4.45	5.04	1	6
	Total	362	4.84	1.225	.064	4.71	4.96	1	6
How much influence: Referral from your child's dentist	Yes	280	5.16	1.046	.062	5.03	5.28	1	6
	No	83	5.05	1.058	.116	4.82	5.28	1	6
	Total	363	5.13	1.048	.055	5.02	5.24	1	6
How much influence: Referral from other parents who have children with braces	Yes	279	4.84	1.195	.072	4.70	4.98	1	6
	No	84	4.83	1.128	.123	4.59	5.08	1	6
	Total	363	4.84	1.178	.062	4.72	4.96	1	6
How much influence: Yelp ratings	Yes	277	4.16	1.761	.106	3.95	4.36	1	6
	No	84	3.54	1.746	.190	3.16	3.91	1	6
	Total	361	4.01	1.775	.093	3.83	4.19	1	6
How much influence: Facebook reviews	Yes	279	4.07	1.683	.101	3.87	4.27	1	6
	No	83	3.46	1.706	.187	3.09	3.83	1	6
	Total	362	3.93	1.706	.090	3.75	4.10	1	6
How much influence: Angie's List	Yes	274	3.86	1.780	.108	3.65	4.07	1	6

	No	82	3.32	1.872	.207	2.91	3.73	1	6
	Total	356	3.74	1.813	.096	3.55	3.92	1	6
How much influence: Google Reviews	Yes	278	4.24	1.577	.095	4.05	4.43	1	6
	No	83	3.89	1.585	.174	3.55	4.24	1	6
	Total	361	4.16	1.583	.083	4.00	4.32	1	6
How much influence: Dental office's website	Yes	281	4.52	1.371	.082	4.36	4.68	1	6
	No	84	4.24	1.428	.156	3.93	4.55	1	6
	Total	365	4.45	1.387	.073	4.31	4.59	1	6
How much influence: Instagram	Yes	275	3.70	1.856	.112	3.48	3.92	1	6
	No	82	3.13	1.936	.214	2.71	3.56	1	6
	Total	357	3.57	1.887	.100	3.37	3.77	1	6
How much influence: Twitter	Yes	276	3.75	1.908	.115	3.53	3.98	1	6
	No	83	2.99	1.864	.205	2.58	3.40	1	6
	Total	359	3.58	1.923	.101	3.38	3.78	1	6
How much influence: Healthgrades.com	Yes	277	4.16	1.626	.098	3.97	4.35	1	6
	No	80	3.55	1.778	.199	3.15	3.95	1	6
	Total	357	4.03	1.678	.089	3.85	4.20	1	6
The office is on the way to or from your child's school	Yes	276	4.15	1.615	.097	3.96	4.34	1	6
	No	84	3.79	1.743	.190	3.41	4.16	1	6
	Total	360	4.07	1.651	.087	3.90	4.24	1	6
The office is in a safe area of town	Yes	279	5.19	1.023	.061	5.07	5.31	1	6
	No	84	5.08	.960	.105	4.88	5.29	2	6
	Total	363	5.17	1.008	.053	5.06	5.27	1	6
The orthodontic provider is in the same office where your child gets cleanings and fillings	Yes	280	4.44	1.621	.097	4.25	4.63	1	6
	No	84	3.75	1.836	.200	3.35	4.15	1	6
	Total	364	4.28	1.696	.089	4.11	4.46	1	6
The waiting room is comfortable and inviting.	Yes	281	4.99	1.064	.063	4.86	5.11	1	6
	No	84	4.89	1.053	.115	4.66	5.12	2	6
	Total	365	4.97	1.061	.056	4.86	5.08	1	6

The waiting room has entertainment for children (i.e. TVs, iPads, games, books etc).	Yes	281	4.67	1.355	.081	4.51	4.83	1	6
	No	84	4.17	1.535	.168	3.83	4.50	1	6
	Total	365	4.55	1.412	.074	4.41	4.70	1	6
Complimentary snacks are provided in the waiting room.	Yes	279	4.04	1.764	.106	3.84	4.25	1	6
	No	84	3.14	1.883	.205	2.73	3.55	1	6
	Total	363	3.83	1.830	.096	3.65	4.02	1	6
Parking options are convenient.	Yes	281	4.87	1.174	.070	4.73	5.01	1	6
	No	84	4.77	1.329	.145	4.49	5.06	1	6
	Total	365	4.85	1.211	.063	4.72	4.97	1	6
How long would you be willing to travel to take your child to an orthodontic provider?	Yes	281	3.41	1.417	.085	3.24	3.58	1	6
	No	84	3.02	1.362	.149	2.73	3.32	1	6
	Total	365	3.32	1.412	.074	3.18	3.47	1	6
How many miles would you be willing to travel to take your child to an orthodontic provider?	Yes	281	3.41	1.247	.074	3.26	3.55	1	6
	No	84	3.06	1.283	.140	2.78	3.34	1	6
	Total	365	3.33	1.263	.066	3.20	3.46	1	6
The doctor is up to date on the latest techniques and technology	Yes	279	5.34	.903	.054	5.23	5.45	1	6
	No	84	5.35	.857	.094	5.16	5.53	3	6
	Total	363	5.34	.891	.047	5.25	5.43	1	6
The estimated treatment time is faster than other estimates	Yes	280	4.77	1.151	.069	4.63	4.90	1	6
	No	84	4.37	1.315	.143	4.08	4.65	1	6
	Total	364	4.68	1.201	.063	4.55	4.80	1	6
The doctor has examples of before and after treatment pictures of patients with similar teeth as my child	Yes	281	5.00	1.104	.066	4.87	5.13	1	6
	No	84	4.76	1.158	.126	4.51	5.01	1	6
	Total	365	4.94	1.119	.059	4.83	5.06	1	6
How important is Board certification	Yes	281	5.08	.990	.059	4.96	5.19	2	6
	No	84	4.87	1.050	.115	4.64	5.10	2	6
	Total	365	5.03	1.006	.053	4.93	5.13	2	6
How important is it to you that your child sees an orthodontist rather than a general dentist	Yes	279	5.12	.931	.056	5.01	5.23	1	6
	No	84	5.10	.977	.107	4.88	5.31	2	6

	Total	363	5.11	.941	.049	5.02	5.21	1	6
How much more would you be willing to pay to	Yes	281	3.46	1.497	.089	3.29	3.64	1	6
have your child see an orthodontist rather than a	No	84	3.54	1.548	.169	3.20	3.87	1	6
general dentist	Total	365	3.48	1.507	.079	3.32	3.63	1	6
How much more would you be willing to pay a	Yes	281	3.23	1.450	.086	3.06	3.41	1	6
doctor that you like best over an “average”	No	84	3.29	1.502	.164	2.96	3.61	1	6
orthodontic provider	Total	365	3.25	1.460	.076	3.10	3.40	1	6

Table A 4

ANOVA Importance Level for With and Without Insurance Coverage

		Sum of Squares	df	Mean Square	F	Sig.
The doctor smiles and says hello	Between Groups	.817	1	.817	.836	.361
	Within Groups	354.652	363	.977		
	Total	355.468	364			
The doctor develops a personal connection with you and your child.	Between Groups	.180	1	.180	.200	.655
	Within Groups	326.286	363	.899		
	Total	326.466	364			
The doctor avoids using complex dental terminology	Between Groups	1.694	1	1.694	1.374	.242
	Within Groups	446.295	362	1.233		
	Total	447.989	363			
The doctor thoroughly explains the diagnosis and treatment plan	Between Groups	.142	1	.142	.262	.609
	Within Groups	195.335	361	.541		
	Total	195.477	362			
The doctor explains things in a way that are easy to understand	Between Groups	.000	1	.000	.000	.990
	Within Groups	212.777	362	.588		
	Total	212.777	363			
The doctor presents multiple treatment options	Between Groups	.078	1	.078	.086	.769
	Within Groups	330.705	363	.911		
	Total	330.784	364			
The doctor listens intently to your concerns	Between Groups	.429	1	.429	.602	.438
	Within Groups	258.738	363	.713		
	Total	259.167	364			
The doctor avoids “over-selling” orthodontic treatment	Between Groups	1.048	1	1.048	1.021	.313
	Within Groups	371.699	362	1.027		

	Total	372.747	363			
The doctor is straightforward with the risks and benefits of treatment	Between Groups	.261	1	.261	.394	.531
	Within Groups	240.490	363	.663		
	Total	240.751	364			
There are multiple available appointment openings to choose from	Between Groups	2.127	1	2.127	2.639	.105
	Within Groups	292.651	363	.806		
	Total	294.778	364			
The office is available for appointments before or after typical work week hours (i.e. before 9am, after 5pm, weekends).	Between Groups	.077	1	.077	.063	.802
	Within Groups	439.527	361	1.218		
	Total	439.603	362			
There are prizes/incentives for good patient compliance- i.e.: no missed appointments, good brushing habits, no broken brackets etc	Between Groups	2.493	1	2.493	1.257	.263
	Within Groups	718.196	362	1.984		
	Total	720.690	363			
The office has excellent customer service	Between Groups	.006	1	.006	.006	.936
	Within Groups	323.211	363	.890		
	Total	323.216	364			
The office staff is friendly	Between Groups	.601	1	.601	.720	.397
	Within Groups	302.111	362	.835		
	Total	302.712	363			
The office has an overall nice feel	Between Groups	.064	1	.064	.071	.791
	Within Groups	330.741	363	.911		
	Total	330.805	364			
The doctor accepts your insurance	Between Groups	3.315	1	3.315	4.018	.046
	Within Groups	296.186	359	.825		
	Total	299.501	360			
the doctor offers flexible payment plan options	Between Groups	.768	1	.768	.692	.406
	Within Groups	400.593	361	1.110		
	Total	401.361	362			
The doctor offers interest free financing on cost of	Between Groups	3.174	1	3.174	2.262	.133

treatment	Within Groups	506.551	361	1.403		
	Total	509.725	362			
The total cost of orthodontic treatment	Between Groups	1.048	1	1.048	1.117	.291
	Within Groups	339.663	362	.938		
	Total	340.712	363			
The doctor offers discount for payment up front.	Between Groups	.285	1	.285	.195	.659
	Within Groups	526.398	361	1.458		
	Total	526.683	362			
How much influence: Family member	Between Groups	2.514	1	2.514	1.673	.197
	Within Groups	540.892	360	1.502		
	Total	543.406	361			
How much influence: Close friend	Between Groups	.919	1	.919	.612	.434
	Within Groups	540.465	360	1.501		
	Total	541.384	361			
How much influence: Referral from your child's dentist	Between Groups	.760	1	.760	.691	.406
	Within Groups	396.893	361	1.099		
	Total	397.653	362			
How much influence: Referral from other parents who have children with braces	Between Groups	.005	1	.005	.004	.951
	Within Groups	502.728	361	1.393		
	Total	502.733	362			
How much influence: Yelp ratings	Between Groups	24.738	1	24.738	8.006	.005
	Within Groups	1109.218	359	3.090		
	Total	1133.956	360			
How much influence: Facebook reviews	Between Groups	23.824	1	23.824	8.357	.004
	Within Groups	1026.309	360	2.851		
	Total	1050.133	361			
How much influence: Angie's List	Between Groups	18.694	1	18.694	5.762	.017
	Within Groups	1148.486	354	3.244		
	Total	1167.180	355			

How much influence: Google Reviews	Between Groups	7.805	1	7.805	3.131	.078
	Within Groups	894.877	359	2.493		
	Total	902.681	360			
How much influence: Dental office's website	Between Groups	4.995	1	4.995	2.607	.107
	Within Groups	695.416	363	1.916		
	Total	700.411	364			
How much influence: Instagram	Between Groups	20.095	1	20.095	5.719	.017
	Within Groups	1247.473	355	3.514		
	Total	1267.569	356			
How much influence: Twitter	Between Groups	37.409	1	37.409	10.383	.001
	Within Groups	1286.234	357	3.603		
	Total	1323.643	358			
How much influence: Healthgrades.com	Between Groups	23.284	1	23.284	8.439	.004
	Within Groups	979.490	355	2.759		
	Total	1002.773	356			
The office is on the way to or from your child's school	Between Groups	8.648	1	8.648	3.193	.075
	Within Groups	969.752	358	2.709		
	Total	978.400	359			
The office is in a safe area of town	Between Groups	.734	1	.734	.721	.396
	Within Groups	367.349	361	1.018		
	Total	368.083	362			
The orthodontic provider is in the same office where your child gets cleanings and fillings	Between Groups	31.019	1	31.019	11.086	.001
	Within Groups	1012.836	362	2.798		
	Total	1043.854	363			
The waiting room is comfortable and inviting.	Between Groups	.602	1	.602	.534	.465
	Within Groups	409.004	363	1.127		
	Total	409.605	364			
The waiting room has entertainment for children (i.e. TVs, iPads, games, books etc).	Between Groups	16.321	1	16.321	8.346	.004
	Within Groups	709.887	363	1.956		

Complimentary snacks are provided in the waiting room.	Total	726.208	364			
	Between Groups	52.313	1	52.313	16.283	.000
	Within Groups	1159.770	361	3.213		
Parking options are convenient.	Total	1212.083	362			
	Between Groups	.578	1	.578	.394	.531
	Within Groups	532.830	363	1.468		
How long would you be willing to travel to take your child to an orthodontic provider?	Total	533.408	364			
	Between Groups	9.608	1	9.608	4.872	.028
	Within Groups	715.888	363	1.972		
How many miles would you be willing to travel to take your child to an orthodontic provider?	Total	725.496	364			
	Between Groups	7.749	1	7.749	4.914	.027
	Within Groups	572.453	363	1.577		
The doctor is up to date on the latest techniques and technology	Total	580.203	364			
	Between Groups	.001	1	.001	.002	.966
	Within Groups	287.640	361	.797		
The estimated treatment time is faster than other estimates	Total	287.642	362			
	Between Groups	10.277	1	10.277	7.245	.007
	Within Groups	513.470	362	1.418		
The doctor has examples of before and after treatment pictures of patients with similar teeth as my child	Total	523.747	363			
	Between Groups	3.557	1	3.557	2.855	.092
	Within Groups	452.235	363	1.246		
How important is Board certification	Total	455.792	364			
	Between Groups	2.831	1	2.831	2.809	.095
	Within Groups	365.837	363	1.008		
How important is it to you that your child sees an orthodontist rather than a general dentist	Total	368.668	364			
	Between Groups	.034	1	.034	.039	.844
	Within Groups	320.335	361	.887		
How much more would you be willing to pay to	Total	320.369	362			
	Between Groups	.345	1	.345	.152	.697

have your child see an orthodontist rather than a general dentist	Within Groups	826.751	363	2.278		
	Total	827.096	364			
How much more would you be willing to pay a doctor that you like best over an “average” orthodontic provider	Between Groups	.167	1	.167	.078	.780
	Within Groups	775.641	363	2.137		
	Total	775.808	364			

Table A 5

Descriptives for Importance of Treatment From General Dentist or Orthodontist

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Mini mum	Maxi mum
						Lower Bound	Upper Bound		
The doctor smiles and says hello	Orthodontist	203	5.14	1.002	.070	5.00	5.28	2	6
	General Dentist	68	5.19	.868	.105	4.98	5.40	3	6
	Unsure	9	5.44	.527	.176	5.04	5.85	5	6
	Total	280	5.16	.959	.057	5.05	5.28	2	6
The doctor develops a personal connection with you and your child.	Orthodontist	203	5.17	.981	.069	5.03	5.30	1	6
	General Dentist	68	5.29	.847	.103	5.09	5.50	3	6
	Unsure	9	5.33	.707	.236	4.79	5.88	4	6
	Total	280	5.20	.942	.056	5.09	5.31	1	6
The doctor avoids using complex dental terminology	Orthodontist	202	4.99	1.106	.078	4.84	5.14	1	6
	General Dentist	68	5.09	1.004	.122	4.85	5.33	1	6
	Unsure	9	5.22	.833	.278	4.58	5.86	4	6
	Total	279	5.02	1.073	.064	4.90	5.15	1	6
The doctor thoroughly explains the diagnosis and treatment plan	Orthodontist	201	5.52	.729	.051	5.42	5.62	3	6
	General Dentist	68	5.46	.871	.106	5.24	5.67	2	6
	Unsure	9	5.78	.441	.147	5.44	6.12	5	6
	Total	278	5.51	.759	.046	5.42	5.60	2	6
The doctor explains things in a way that are easy to understand	Orthodontist	203	5.49	.792	.056	5.38	5.60	2	6
	General Dentist	67	5.34	.880	.108	5.13	5.56	2	6
	Unsure	9	5.44	.726	.242	4.89	6.00	4	6
	Total	279	5.46	.812	.049	5.36	5.55	2	6

The doctor presents multiple treatment options	Orthodontist	203	5.17	.960	.067	5.03	5.30	2	6
	General Dentist	68	5.25	1.042	.126	5.00	5.50	2	6
	Unsure	9	5.22	1.394	.465	4.15	6.29	2	6
	Total	280	5.19	.993	.059	5.07	5.31	2	6
The doctor listens intently to your concerns	Orthodontist	203	5.458	.8686	.0610	5.338	5.578	2.0	6.0
	General Dentist	68	5.176	.9611	.1165	4.944	5.409	2.0	6.0
	Unsure	9	5.444	.8819	.2940	4.767	6.122	4.0	6.0
	Total	280	5.389	.8972	.0536	5.284	5.495	2.0	6.0
The doctor avoids “over-selling” orthodontic treatment	Orthodontist	203	5.17	1.030	.072	5.02	5.31	1	6
	General Dentist	67	5.07	1.078	.132	4.81	5.34	1	6
	Unsure	9	5.11	1.167	.389	4.21	6.01	3	6
	Total	279	5.14	1.043	.062	5.02	5.27	1	6
The doctor is straightforward with the risks and benefits of treatment	Orthodontist	203	5.42	.860	.060	5.30	5.54	2	6
	General Dentist	68	5.19	.902	.109	4.97	5.41	3	6
	Unsure	9	5.67	.500	.167	5.28	6.05	5	6
	Total	280	5.38	.867	.052	5.27	5.48	2	6
There are multiple available appointment openings to choose from	Orthodontist	203	5.11	.929	.065	4.98	5.24	1	6
	General Dentist	68	5.13	.945	.115	4.90	5.36	3	6
	Unsure	9	5.33	.866	.289	4.67	6.00	4	6
	Total	280	5.13	.929	.055	5.02	5.23	1	6
The office is available for appointments before or after typical work week hours (i.e. before 9am, after 5pm, weekends).	Orthodontist	202	4.93	1.074	.076	4.78	5.07	1	6
	General Dentist	68	5.06	1.105	.134	4.79	5.33	2	6
	Unsure	9	5.00	1.323	.441	3.98	6.02	2	6
	Total	279	4.96	1.087	.065	4.83	5.09	1	6
There are prizes/incentives for good patient compliance- i.e.: no missed appointments, good brushing habits, no broken brackets etc	Orthodontist	203	4.51	1.384	.097	4.32	4.70	1	6
	General Dentist	67	5.12	1.122	.137	4.85	5.39	1	6
	Unsure	9	4.89	1.453	.484	3.77	6.01	2	6
	Total	279	4.67	1.349	.081	4.51	4.83	1	6
The office has excellent customer service	Orthodontist	203	5.25	.929	.065	5.12	5.38	1	6

	General Dentist	68	5.10	1.081	.131	4.84	5.36	2	6
	Unsure	9	5.78	.441	.147	5.44	6.12	5	6
	Total	280	5.23	.961	.057	5.12	5.35	1	6
The office staff is friendly	Orthodontist	203	5.23	.905	.064	5.10	5.35	2	6
	General Dentist	67	5.31	1.033	.126	5.06	5.57	2	6
	Unsure	9	5.22	1.394	.465	4.15	6.29	2	6
	Total	279	5.25	.952	.057	5.14	5.36	2	6
	Orthodontist	203	5.10	.980	.069	4.96	5.23	1	6
	General Dentist	68	5.22	.975	.118	4.98	5.46	2	6
The office has an overall nice feel	Unsure	9	5.44	1.014	.338	4.67	6.22	3	6
	Total	280	5.14	.979	.059	5.02	5.25	1	6
	Orthodontist	202	5.37	.975	.069	5.23	5.50	1	6
The doctor accepts your insurance	General Dentist	68	5.16	1.002	.121	4.92	5.40	2	6
	Unsure	9	5.67	.500	.167	5.28	6.05	5	6
	Total	279	5.33	.973	.058	5.21	5.44	1	6
the doctor offers flexible payment plan options	Orthodontist	201	5.23	.953	.067	5.10	5.36	2	6
	General Dentist	68	5.12	1.072	.130	4.86	5.38	2	6
	Unsure	9	5.22	1.394	.465	4.15	6.29	2	6
	Total	278	5.20	.996	.060	5.08	5.32	2	6
	Orthodontist	201	5.10	1.015	.072	4.96	5.24	2	6
	General Dentist	68	5.06	1.196	.145	4.77	5.35	1	6
The doctor offers interest free financing on cost of treatment	Unsure	9	4.78	1.641	.547	3.52	6.04	2	6
	Total	278	5.08	1.082	.065	4.95	5.21	1	6
	Orthodontist	202	5.29	.897	.063	5.17	5.42	2	6
The total cost of orthodontic treatment	General Dentist	68	5.09	.989	.120	4.85	5.33	2	6
	Unsure	9	5.33	1.000	.333	4.56	6.10	3	6
	Total	279	5.24	.924	.055	5.13	5.35	2	6
The doctor offers discount for payment up front.	Orthodontist	201	4.99	1.032	.073	4.84	5.13	1	6
	General Dentist	68	5.06	1.131	.137	4.78	5.33	1	6

How much influence: Family member	Unsure	9	5.00	1.118	.373	4.14	5.86	3	6
	Total	278	5.00	1.056	.063	4.88	5.13	1	6
	Orthodontist	201	4.93	1.200	.085	4.76	5.09	1	6
	General Dentist	68	4.97	.962	.117	4.74	5.20	3	6
	Unsure	9	4.78	1.641	.547	3.52	6.04	1	6
How much influence: Close friend	Total	278	4.93	1.158	.069	4.79	5.07	1	6
	Orthodontist	202	4.86	1.215	.086	4.69	5.03	1	6
	General Dentist	67	5.09	.900	.110	4.87	5.31	3	6
	Unsure	9	4.22	1.986	.662	2.70	5.75	1	6
	Total	278	4.89	1.185	.071	4.75	5.03	1	6
How much influence: Referral from your child's dentist	Orthodontist	201	5.08	1.085	.077	4.93	5.24	1	6
	General Dentist	68	5.16	.940	.114	4.93	5.39	2	6
	Unsure	9	4.67	1.500	.500	3.51	5.82	1	6
	Total	278	5.09	1.066	.064	4.96	5.22	1	6
	Orthodontist	201	4.87	1.155	.081	4.71	5.03	1	6
How much influence: Referral from other parents who have children with braces	General Dentist	68	4.90	1.248	.151	4.60	5.20	1	6
	Unsure	9	4.67	1.225	.408	3.73	5.61	3	6
	Total	278	4.87	1.176	.071	4.73	5.01	1	6
	Orthodontist	199	3.96	1.772	.126	3.71	4.21	1	6
	General Dentist	68	4.85	1.448	.176	4.50	5.20	1	6
How much influence: Yelp ratings	Unsure	9	4.00	1.871	.624	2.56	5.44	1	6
	Total	276	4.18	1.738	.105	3.98	4.39	1	6
	Orthodontist	201	3.91	1.672	.118	3.67	4.14	1	6
	General Dentist	68	4.78	1.423	.173	4.43	5.12	1	6
	Unsure	9	4.78	1.394	.465	3.71	5.85	2	6
How much influence: Facebook reviews	Total	278	4.15	1.649	.099	3.95	4.34	1	6
	Orthodontist	198	3.73	1.756	.125	3.48	3.97	1	6
	General Dentist	67	4.67	1.460	.178	4.32	5.03	1	6
	Unsure	9	3.89	1.616	.539	2.65	5.13	1	6
	Total	278	4.15	1.649	.099	3.95	4.34	1	6
How much influence: Angie's List	Orthodontist	198	3.73	1.756	.125	3.48	3.97	1	6
	General Dentist	67	4.67	1.460	.178	4.32	5.03	1	6
	Unsure	9	3.89	1.616	.539	2.65	5.13	1	6
	Total	278	4.15	1.649	.099	3.95	4.34	1	6
	Orthodontist	198	3.73	1.756	.125	3.48	3.97	1	6

How much influence: Google Reviews	Total	274	3.96	1.726	.104	3.76	4.17	1	6
	Orthodontist	201	4.17	1.575	.111	3.95	4.39	1	6
	General Dentist	67	4.78	1.301	.159	4.46	5.09	1	6
	Unsure	9	3.89	1.453	.484	2.77	5.01	1	6
How much influence: Dental office's website	Total	277	4.31	1.529	.092	4.13	4.49	1	6
	Orthodontist	203	4.34	1.462	.103	4.14	4.54	1	6
	General Dentist	68	4.97	1.119	.136	4.70	5.24	2	6
	Unsure	9	4.33	1.871	.624	2.90	5.77	1	6
How much influence: Instagram	Total	280	4.49	1.422	.085	4.33	4.66	1	6
	Orthodontist	199	3.67	1.834	.130	3.41	3.92	1	6
	General Dentist	67	4.60	1.498	.183	4.23	4.96	1	6
	Unsure	9	3.67	1.803	.601	2.28	5.05	1	6
How much influence: Twitter	Total	275	3.89	1.796	.108	3.68	4.11	1	6
	Orthodontist	200	3.62	1.904	.135	3.35	3.89	1	6
	General Dentist	67	4.70	1.477	.180	4.34	5.06	1	6
	Unsure	9	4.11	1.691	.564	2.81	5.41	1	6
How much influence: Healthgrades.com	Total	276	3.90	1.856	.112	3.68	4.12	1	6
	Orthodontist	199	3.97	1.671	.118	3.74	4.21	1	6
	General Dentist	68	4.78	1.280	.155	4.47	5.09	1	6
	Unsure	9	4.33	1.500	.500	3.18	5.49	1	6
The office is on the way to or from your child's school	Total	276	4.18	1.611	.097	3.99	4.38	1	6
	Orthodontist	201	4.17	1.607	.113	3.95	4.39	1	6
	General Dentist	66	4.64	1.285	.158	4.32	4.95	1	6
	Unsure	8	4.25	1.669	.590	2.85	5.65	1	6
The office is in a safe area of town	Total	275	4.28	1.545	.093	4.10	4.47	1	6
	Orthodontist	202	5.06	1.054	.074	4.91	5.21	1	6
	General Dentist	67	5.12	1.038	.127	4.87	5.37	2	6
	Unsure	9	5.11	1.364	.455	4.06	6.16	2	6
	Total	278	5.08	1.057	.063	4.95	5.20	1	6

The orthodontic provider is in the same office where your child gets cleanings and fillings	Orthodontist	202	4.28	1.720	.121	4.04	4.52	1	6
	General Dentist	68	4.81	1.352	.164	4.48	5.14	1	6
	Unsure	9	4.22	1.787	.596	2.85	5.60	1	6
	Total	279	4.41	1.650	.099	4.21	4.60	1	6
The waiting room is comfortable and inviting.	Orthodontist	203	4.94	1.088	.076	4.79	5.09	1	6
	General Dentist	68	5.04	1.014	.123	4.80	5.29	2	6
	Unsure	9	4.89	1.537	.512	3.71	6.07	2	6
	Total	280	4.96	1.084	.065	4.84	5.09	1	6
The waiting room has entertainment for children (i.e. TVs, iPads, games, books etc).	Orthodontist	203	4.48	1.436	.101	4.28	4.68	1	6
	General Dentist	68	5.04	1.099	.133	4.78	5.31	1	6
	Unsure	9	5.00	1.000	.333	4.23	5.77	3	6
	Total	280	4.63	1.369	.082	4.47	4.79	1	6
Complimentary snacks are provided in the waiting room.	Orthodontist	203	3.85	1.807	.127	3.60	4.10	1	6
	General Dentist	66	4.82	1.369	.169	4.48	5.15	1	6
	Unsure	9	4.22	1.986	.662	2.70	5.75	1	6
	Total	278	4.09	1.762	.106	3.89	4.30	1	6
Parking options are convenient.	Orthodontist	203	4.77	1.239	.087	4.60	4.94	1	6
	General Dentist	68	5.01	1.126	.137	4.74	5.29	1	6
	Unsure	9	4.89	1.537	.512	3.71	6.07	1	6
	Total	280	4.83	1.223	.073	4.69	4.98	1	6
How long would you be willing to travel to take your child to an orthodontic provider?	Orthodontist	203	3.41	1.441	.101	3.21	3.61	1	6
	General Dentist	68	3.31	1.307	.159	2.99	3.63	1	6
	Unsure	9	4.44	1.667	.556	3.16	5.73	2	6
	Total	280	3.42	1.425	.085	3.25	3.59	1	6
How many miles would you be willing to travel to take your child to an orthodontic provider?	Orthodontist	203	3.31	1.261	.088	3.13	3.48	1	6
	General Dentist	68	3.24	1.186	.144	2.95	3.52	1	6
	Unsure	9	4.44	1.014	.338	3.67	5.22	3	6
	Total	280	3.33	1.249	.075	3.18	3.47	1	6
The doctor is up to date on the latest techniques	Orthodontist	203	5.34	.873	.061	5.22	5.47	3	6

and technology	General Dentist	67	4.99	1.121	.137	4.71	5.26	1	6
	Unsure	8	5.13	1.126	.398	4.18	6.07	3	6
	Total	278	5.25	.955	.057	5.14	5.36	1	6
The estimated treatment time is faster than other estimates	Orthodontist	203	4.62	1.238	.087	4.45	4.79	1	6
	General Dentist	68	4.97	1.065	.129	4.71	5.23	2	6
	Unsure	8	4.63	1.506	.532	3.37	5.88	2	6
	Total	279	4.71	1.211	.073	4.56	4.85	1	6
The doctor has examples of before and after treatment pictures of patients with similar teeth as my child	Orthodontist	203	4.87	1.075	.075	4.72	5.02	1	6
	General Dentist	68	5.00	1.184	.144	4.71	5.29	1	6
	Unsure	9	4.78	1.394	.465	3.71	5.85	2	6
	Total	280	4.90	1.110	.066	4.77	5.03	1	6
How important is Board certification	Orthodontist	203	4.99	.987	.069	4.85	5.12	2	6
	General Dentist	68	5.06	1.063	.129	4.80	5.32	2	6
	Unsure	9	4.67	1.225	.408	3.73	5.61	2	6
	Total	280	4.99	1.012	.061	4.87	5.11	2	6
How important is it to you that your child sees an orthodontist rather than a general dentist	Orthodontist	202	5.10	.889	.063	4.98	5.23	2	6
	General Dentist	68	4.97	1.133	.137	4.70	5.24	1	6
	Unsure	8	4.63	1.188	.420	3.63	5.62	3	6
	Total	278	5.06	.963	.058	4.94	5.17	1	6
How much more would you be willing to pay to have your child see an orthodontist rather than a general dentist	Orthodontist	203	3.57	1.485	.104	3.37	3.78	1	6
	General Dentist	68	3.43	1.375	.167	3.09	3.76	1	6
	Unsure	9	4.56	1.944	.648	3.06	6.05	1	6
	Total	280	3.57	1.482	.089	3.39	3.74	1	6
How much more would you be willing to pay a doctor that you like best over an “average” orthodontic provider	Orthodontist	203	3.32	1.442	.101	3.12	3.51	1	6
	General Dentist	68	3.35	1.324	.161	3.03	3.67	1	6
	Unsure	9	4.33	1.658	.553	3.06	5.61	1	6
	Total	280	3.36	1.427	.085	3.19	3.53	1	6

Table A 6

ANOVA Importance Level of Treatment From General Dentist or Orthodontist

		Sum of Squares	df	Mean Square	F	Sig.
The doctor smiles and says hello	Between Groups	.849	2	.424	.460	.632
	Within Groups	255.594	277	.923		
	Total	256.443	279			
The doctor develops a personal connection with you and your child.	Between Groups	.973	2	.487	.547	.579
	Within Groups	246.423	277	.890		
	Total	247.396	279			
The doctor avoids using complex dental terminology	Between Groups	.865	2	.432	.374	.688
	Within Groups	319.006	276	1.156		
	Total	319.871	278			
The doctor thoroughly explains the diagnosis and treatment plan	Between Groups	.855	2	.428	.742	.477
	Within Groups	158.612	275	.577		
	Total	159.468	277			
The doctor explains things in a way that are easy to understand	Between Groups	1.124	2	.562	.852	.428
	Within Groups	182.066	276	.660		
	Total	183.190	278			
The doctor presents multiple treatment options	Between Groups	.357	2	.178	.180	.835
	Within Groups	274.611	277	.991		
	Total	274.968	279			
The doctor listens intently to your concerns	Between Groups	4.069	2	2.035	2.556	.079
	Within Groups	220.499	277	.796		
	Total	224.568	279			
The doctor avoids “over-selling” orthodontic treatment	Between Groups	.444	2	.222	.203	.816
	Within Groups	301.821	276	1.094		

	Total	302.265	278			
The doctor is straightforward with the risks and benefits of treatment	Between Groups	3.544	2	1.772	2.382	.094
	Within Groups	206.081	277	.744		
	Total	209.625	279			
There are multiple available appointment openings to choose from	Between Groups	.422	2	.211	.243	.784
	Within Groups	240.203	277	.867		
	Total	240.625	279			
The office is available for appointments before or after typical work week hours (i.e. before 9am, after 5pm, weekends).	Between Groups	.915	2	.458	.386	.680
	Within Groups	327.651	276	1.187		
	Total	328.566	278			
There are prizes/incentives for good patient compliance- i.e.: no missed appointments, good brushing habits, no broken brackets etc	Between Groups	19.327	2	9.664	5.480	.005
	Within Groups	486.673	276	1.763		
	Total	506.000	278			
The office has excellent customer service	Between Groups	3.889	2	1.944	2.120	.122
	Within Groups	254.022	277	.917		
	Total	257.911	279			
The office staff is friendly	Between Groups	.386	2	.193	.212	.809
	Within Groups	251.550	276	.911		
	Total	251.935	278			
The office has an overall nice feel	Between Groups	1.625	2	.812	.846	.430
	Within Groups	265.943	277	.960		
	Total	267.568	279			
The doctor accepts your insurance	Between Groups	3.207	2	1.604	1.702	.184
	Within Groups	260.112	276	.942		
	Total	263.319	278			
the doctor offers flexible payment plan options	Between Groups	.632	2	.316	.317	.728
	Within Groups	274.087	275	.997		
	Total	274.719	277			
The doctor offers interest free financing on cost of	Between Groups	.929	2	.464	.395	.674

treatment	Within Groups	323.330	275	1.176		
	Total	324.259	277			
The total cost of orthodontic treatment	Between Groups	2.189	2	1.094	1.284	.279
	Within Groups	235.238	276	.852		
	Total	237.427	278			
The doctor offers discount for payment up front.	Between Groups	.276	2	.138	.123	.884
	Within Groups	308.720	275	1.123		
	Total	308.996	277			
How much influence: Family member	Between Groups	.324	2	.162	.120	.887
	Within Groups	371.377	275	1.350		
	Total	371.701	277			
How much influence: Close friend	Between Groups	6.908	2	3.454	2.487	.085
	Within Groups	381.855	275	1.389		
	Total	388.763	277			
How much influence: Referral from your child's dentist	Between Groups	1.969	2	.985	.866	.422
	Within Groups	312.783	275	1.137		
	Total	314.752	277			
How much influence: Referral from other parents who have children with braces	Between Groups	.422	2	.211	.151	.859
	Within Groups	382.916	275	1.392		
	Total	383.338	277			
How much influence: Yelp ratings	Between Groups	40.734	2	20.367	7.036	.001
	Within Groups	790.208	273	2.895		
	Total	830.942	275			
How much influence: Facebook reviews	Between Groups	42.503	2	21.251	8.226	.000
	Within Groups	710.451	275	2.583		
	Total	752.953	277			
How much influence: Angie's List	Between Groups	44.697	2	22.349	7.876	.000
	Within Groups	768.938	271	2.837		
	Total	813.635	273			

How much influence: Google Reviews	Between Groups	20.138	2	10.069	4.416	.013
	Within Groups	624.779	274	2.280		
	Total	644.917	276			
How much influence: Dental office's website	Between Groups	20.498	2	10.249	5.224	.006
	Within Groups	543.488	277	1.962		
	Total	563.986	279			
How much influence: Instagram	Between Groups	43.712	2	21.856	7.075	.001
	Within Groups	840.230	272	3.089		
	Total	883.942	274			
How much influence: Twitter	Between Groups	59.121	2	29.560	9.087	.000
	Within Groups	888.039	273	3.253		
	Total	947.159	275			
How much influence: Healthgrades.com	Between Groups	33.011	2	16.505	6.621	.002
	Within Groups	680.566	273	2.493		
	Total	713.576	275			
The office is on the way to or from your child's school	Between Groups	10.855	2	5.427	2.296	.103
	Within Groups	643.021	272	2.364		
	Total	653.876	274			
The office is in a safe area of town	Between Groups	.193	2	.096	.086	.918
	Within Groups	309.221	275	1.124		
	Total	309.414	277			
The orthodontic provider is in the same office where your child gets cleanings and fillings	Between Groups	14.687	2	7.344	2.730	.067
	Within Groups	742.546	276	2.690		
	Total	757.233	278			
The waiting room is comfortable and inviting.	Between Groups	.596	2	.298	.252	.777
	Within Groups	327.047	277	1.181		
	Total	327.643	279			
The waiting room has entertainment for children (i.e. TVs, iPads, games, books etc).	Between Groups	17.593	2	8.796	4.820	.009
	Within Groups	505.518	277	1.825		

Complimentary snacks are provided in the waiting room.	Total	523.111	279			
	Between Groups	46.628	2	23.314	7.887	.000
	Within Groups	812.940	275	2.956		
Parking options are convenient.	Total	859.568	277			
	Between Groups	3.118	2	1.559	1.043	.354
	Within Groups	413.992	277	1.495		
How long would you be willing to travel to take your child to an orthodontic provider?	Total	417.111	279			
	Between Groups	10.293	2	5.147	2.564	.079
	Within Groups	555.978	277	2.007		
How many miles would you be willing to travel to take your child to an orthodontic provider?	Total	566.271	279			
	Between Groups	11.903	2	5.952	3.893	.022
	Within Groups	423.522	277	1.529		
The doctor is up to date on the latest techniques and technology	Total	435.425	279			
	Between Groups	6.652	2	3.326	3.722	.025
	Within Groups	245.722	275	.894		
The estimated treatment time is faster than other estimates	Total	252.374	277			
	Between Groups	6.290	2	3.145	2.161	.117
	Within Groups	401.609	276	1.455		
The doctor has examples of before and after treatment pictures of patients with similar teeth as my child	Total	407.900	278			
	Between Groups	1.032	2	.516	.417	.660
	Within Groups	342.964	277	1.238		
How important is Board certification	Total	343.996	279			
	Between Groups	1.265	2	.633	.616	.541
	Within Groups	284.720	277	1.028		
How important is it to you that your child sees an orthodontist rather than a general dentist	Total	285.986	279			
	Between Groups	2.446	2	1.223	1.321	.269
	Within Groups	254.633	275	.926		
How much more would you be willing to pay to have your	Total	257.079	277			
	Between Groups	10.142	2	5.071	2.331	.099

child see an orthodontist rather than a general dentist	Within Groups	602.569	277	2.175		
	Total	612.711	279			
How much more would you be willing to pay a doctor that you like best over an “average” orthodontic provider	Between Groups	8.934	2	4.467	2.212	.111
	Within Groups	559.352	277	2.019		
	Total	568.286	279			

Table A 7

Descriptives for Importance Based on Household Income Level

		95% Confidence Interval for Mean							
		N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
The doctor smiles and says hello	Less than \$30,000	17	5.18	1.185	.287	4.57	5.79	2	6
	\$30,000-\$49,999	43	5.53	.667	.102	5.33	5.74	4	6
	\$50,000-\$69,999	65	5.12	1.023	.127	4.87	5.38	3	6
	\$70,000-\$89,999	100	5.02	1.063	.106	4.81	5.23	1	6
	\$90,000-\$109,999	76	5.28	.826	.095	5.09	5.47	3	6
	\$110,000+	58	5.03	1.123	.148	4.74	5.33	2	6
	Prefer not to answer	6	5.50	.548	.224	4.93	6.07	5	6
	Total	365	5.17	.988	.052	5.07	5.27	1	6
The doctor develops a personal connection with you and your child.	Less than \$30,000	17	5.41	1.121	.272	4.84	5.99	2	6
	\$30,000-\$49,999	43	5.47	.855	.130	5.20	5.73	3	6
	\$50,000-\$69,999	65	4.98	1.023	.127	4.73	5.24	2	6
	\$70,000-\$89,999	100	5.32	.875	.087	5.15	5.49	2	6
	\$90,000-\$109,999	76	5.24	.831	.095	5.05	5.43	3	6
	\$110,000+	58	5.07	1.090	.143	4.78	5.36	1	6
	Prefer not to answer	6	5.00	.894	.365	4.06	5.94	4	6
	Total	365	5.22	.947	.050	5.12	5.32	1	6
The doctor avoids using complex dental terminology	Less than \$30,000	17	5.35	.996	.242	4.84	5.87	3	6
	\$30,000-\$49,999	43	4.79	1.355	.207	4.37	5.21	1	6
	\$50,000-\$69,999	65	5.02	1.008	.125	4.77	5.27	2	6
	\$70,000-\$89,999	100	5.06	1.013	.101	4.86	5.26	1	6
	\$90,000-\$109,999	75	4.88	1.208	.139	4.60	5.16	1	6

The doctor thoroughly explains the diagnosis and treatment plan	\$110,000+	58	5.07	1.122	.147	4.77	5.36	1	6
	Prefer not to answer	6	5.50	.548	.224	4.93	6.07	5	6
	Total	364	5.01	1.111	.058	4.89	5.12	1	6
	Less than \$30,000	17	5.88	.332	.081	5.71	6.05	5	6
	\$30,000-\$49,999	41	5.73	.633	.099	5.53	5.93	3	6
	\$50,000-\$69,999	65	5.37	.894	.111	5.15	5.59	2	6
	\$70,000-\$89,999	100	5.53	.703	.070	5.39	5.67	3	6
	\$90,000-\$109,999	76	5.49	.825	.095	5.30	5.68	3	6
	\$110,000+	58	5.67	.574	.075	5.52	5.82	4	6
	Prefer not to answer	6	5.83	.408	.167	5.40	6.26	5	6
The doctor explains things in a way that are easy to understand	Total	363	5.56	.735	.039	5.48	5.64	2	6
	Less than \$30,000	17	5.76	.437	.106	5.54	5.99	5	6
	\$30,000-\$49,999	43	5.65	.842	.128	5.39	5.91	2	6
	\$50,000-\$69,999	65	5.48	.886	.110	5.26	5.70	2	6
	\$70,000-\$89,999	99	5.40	.820	.082	5.24	5.57	3	6
	\$90,000-\$109,999	76	5.53	.642	.074	5.38	5.67	4	6
	\$110,000+	58	5.62	.671	.088	5.44	5.80	4	6
	Prefer not to answer	6	5.50	.837	.342	4.62	6.38	4	6
	Total	364	5.52	.766	.040	5.45	5.60	2	6
The doctor presents multiple treatment options	Less than \$30,000	17	5.24	1.200	.291	4.62	5.85	3	6
	\$30,000-\$49,999	43	5.33	.993	.151	5.02	5.63	2	6
	\$50,000-\$69,999	65	5.12	.976	.121	4.88	5.37	2	6
	\$70,000-\$89,999	100	5.19	.929	.093	5.01	5.37	2	6
	\$90,000-\$109,999	76	5.26	.854	.098	5.07	5.46	3	6
	\$110,000+	58	5.33	1.033	.136	5.06	5.60	2	6
	Prefer not to answer	6	5.67	.516	.211	5.12	6.21	5	6
	Total	365	5.24	.953	.050	5.14	5.34	2	6
The doctor listens intently to your concerns	Less than \$30,000	17	5.824	.3930	.0953	5.621	6.026	5.0	6.0
	\$30,000-\$49,999	43	5.674	.8373	.1277	5.417	5.932	2.0	6.0

	\$50,000-\$69,999	65	5.400	.8441	.1047	5.191	5.609	3.0	6.0
	\$70,000-\$89,999	100	5.450	.8087	.0809	5.290	5.610	3.0	6.0
	\$90,000-\$109,999	76	5.408	.9263	.1063	5.196	5.620	2.0	6.0
	\$110,000+	58	5.483	.8834	.1160	5.250	5.715	3.0	6.0
	Prefer not to answer	6	5.667	.8165	.3333	4.810	6.524	4.0	6.0
	Total	365	5.485	.8438	.0442	5.398	5.572	2.0	6.0
The doctor avoids “over-selling” orthodontic treatment	Less than \$30,000	16	5.56	.892	.223	5.09	6.04	3	6
	\$30,000-\$49,999	43	5.30	1.145	.175	4.95	5.65	1	6
	\$50,000-\$69,999	65	4.98	1.111	.138	4.71	5.26	1	6
	\$70,000-\$89,999	100	5.03	1.029	.103	4.83	5.23	1	6
	\$90,000-\$109,999	76	5.24	.922	.106	5.03	5.45	3	6
	\$110,000+	58	5.36	.852	.112	5.14	5.59	3	6
	Prefer not to answer	6	5.17	1.169	.477	3.94	6.39	3	6
	Total	364	5.18	1.013	.053	5.07	5.28	1	6
The doctor is straightforward with the risks and benefits of treatment	Less than \$30,000	17	5.59	.712	.173	5.22	5.95	4	6
	\$30,000-\$49,999	43	5.77	.751	.114	5.54	6.00	2	6
	\$50,000-\$69,999	65	5.25	.936	.116	5.01	5.48	3	6
	\$70,000-\$89,999	100	5.35	.809	.081	5.19	5.51	3	6
	\$90,000-\$109,999	76	5.43	.772	.089	5.26	5.61	3	6
	\$110,000+	58	5.67	.711	.093	5.49	5.86	3	6
	Prefer not to answer	6	5.50	.837	.342	4.62	6.38	4	6
	Total	365	5.46	.813	.043	5.38	5.55	2	6
There are multiple available appointment openings to choose from	Less than \$30,000	17	5.06	1.298	.315	4.39	5.73	1	6
	\$30,000-\$49,999	43	5.14	.966	.147	4.84	5.44	2	6
	\$50,000-\$69,999	65	5.09	1.057	.131	4.83	5.35	3	6
	\$70,000-\$89,999	100	5.16	.873	.087	4.99	5.33	2	6
	\$90,000-\$109,999	76	5.20	.749	.086	5.03	5.37	4	6
	\$110,000+	58	5.29	.795	.104	5.08	5.50	4	6
	Prefer not to answer	6	5.50	.548	.224	4.93	6.07	5	6

The office is available for appointments before or after typical work week hours (i.e. before 9am, after 5pm, weekends).	Total	365	5.18	.900	.047	5.08	5.27	1	6
	Less than \$30,000	17	4.94	1.435	.348	4.20	5.68	1	6
	\$30,000-\$49,999	43	4.53	1.420	.217	4.10	4.97	1	6
	\$50,000-\$69,999	64	5.05	1.090	.136	4.77	5.32	2	6
	\$70,000-\$89,999	100	4.99	1.030	.103	4.79	5.19	1	6
	\$90,000-\$109,999	75	5.07	.949	.110	4.85	5.29	3	6
	\$110,000+	58	5.09	1.014	.133	4.82	5.35	2	6
	Prefer not to answer	6	4.50	1.049	.428	3.40	5.60	3	6
There are prizes/incentives for good patient compliance- i.e.: no missed appointments, good brushing habits, no broken brackets etc	Total	363	4.97	1.102	.058	4.85	5.08	1	6
	Less than \$30,000	16	4.44	1.896	.474	3.43	5.45	1	6
	\$30,000-\$49,999	43	4.28	1.750	.267	3.74	4.82	1	6
	\$50,000-\$69,999	65	4.71	1.247	.155	4.40	5.02	1	6
	\$70,000-\$89,999	100	4.74	1.292	.129	4.48	5.00	1	6
	\$90,000-\$109,999	76	4.57	1.350	.155	4.26	4.87	1	6
	\$110,000+	58	4.40	1.438	.189	4.02	4.77	1	6
	Prefer not to answer	6	5.00	1.265	.516	3.67	6.33	3	6
The office has excellent customer service	Total	364	4.58	1.409	.074	4.43	4.72	1	6
	Less than \$30,000	17	5.47	1.068	.259	4.92	6.02	2	6
	\$30,000-\$49,999	43	5.53	.960	.146	5.24	5.83	1	6
	\$50,000-\$69,999	65	5.11	1.147	.142	4.82	5.39	2	6
	\$70,000-\$89,999	100	5.30	.798	.080	5.14	5.46	3	6
	\$90,000-\$109,999	76	5.36	.778	.089	5.18	5.53	2	6
	\$110,000+	58	5.16	1.056	.139	4.88	5.43	3	6
	Prefer not to answer	6	5.33	.816	.333	4.48	6.19	4	6
The office staff is friendly	Total	365	5.29	.942	.049	5.19	5.39	1	6
	Less than \$30,000	17	5.41	1.121	.272	4.84	5.99	2	6
	\$30,000-\$49,999	43	5.44	.881	.134	5.17	5.71	2	6
	\$50,000-\$69,999	64	5.34	.877	.110	5.12	5.56	2	6
	\$70,000-\$89,999	100	5.12	.977	.098	4.93	5.31	2	6

	\$90,000-\$109,999	76	5.34	.809	.093	5.16	5.53	3	6
	\$110,000+	58	5.28	.933	.122	5.03	5.52	2	6
	Prefer not to answer	6	5.50	.837	.342	4.62	6.38	4	6
	Total	364	5.29	.913	.048	5.19	5.38	2	6
The office has an overall nice feel	Less than \$30,000	17	5.12	1.317	.319	4.44	5.79	1	6
	\$30,000-\$49,999	43	5.35	.923	.141	5.06	5.63	2	6
	\$50,000-\$69,999	65	5.08	.973	.121	4.84	5.32	2	6
	\$70,000-\$89,999	100	5.11	1.004	.100	4.91	5.31	2	6
	\$90,000-\$109,999	76	5.16	.865	.099	4.96	5.36	2	6
	\$110,000+	58	5.24	.865	.114	5.01	5.47	3	6
	Prefer not to answer	6	5.33	1.033	.422	4.25	6.42	4	6
	Total	365	5.17	.953	.050	5.07	5.27	1	6
	Less than \$30,000	17	5.94	.243	.059	5.82	6.07	5	6
The doctor accepts your insurance	\$30,000-\$49,999	43	5.60	.903	.138	5.33	5.88	2	6
	\$50,000-\$69,999	63	5.52	.800	.101	5.32	5.73	2	6
	\$70,000-\$89,999	98	5.29	.942	.095	5.10	5.47	2	6
	\$90,000-\$109,999	76	5.28	.961	.110	5.06	5.50	1	6
	\$110,000+	58	5.40	.990	.130	5.14	5.66	2	6
	Prefer not to answer	6	5.33	.816	.333	4.48	6.19	4	6
	Total	361	5.41	.912	.048	5.32	5.51	1	6
	Less than \$30,000	15	5.80	.414	.107	5.57	6.03	5	6
	\$30,000-\$49,999	43	5.58	.731	.112	5.36	5.81	3	6
the doctor offers flexible payment plan options	\$50,000-\$69,999	65	5.06	1.184	.147	4.77	5.35	1	6
	\$70,000-\$89,999	100	5.21	.891	.089	5.03	5.39	2	6
	\$90,000-\$109,999	76	4.96	1.125	.129	4.70	5.22	2	6
	\$110,000+	58	5.07	1.269	.167	4.74	5.40	1	6
	Prefer not to answer	6	5.33	.816	.333	4.48	6.19	4	6
	Total	363	5.18	1.053	.055	5.07	5.29	1	6
	Less than \$30,000	15	5.53	.516	.133	5.25	5.82	5	6
The doctor offers interest free									

financing on cost of treatment	\$30,000-\$49,999	43	5.26	1.071	.163	4.93	5.59	1	6
	\$50,000-\$69,999	65	5.00	1.237	.153	4.69	5.31	1	6
	\$70,000-\$89,999	100	5.11	1.109	.111	4.89	5.33	1	6
	\$90,000-\$109,999	76	4.88	1.265	.145	4.59	5.17	1	6
	\$110,000+	58	4.76	1.342	.176	4.41	5.11	1	6
	Prefer not to answer	6	5.50	.548	.224	4.93	6.07	5	6
	Total	363	5.03	1.187	.062	4.91	5.15	1	6
The total cost of orthodontic treatment	Less than \$30,000	16	5.56	.814	.203	5.13	6.00	3	6
	\$30,000-\$49,999	43	5.47	1.008	.154	5.15	5.78	1	6
	\$50,000-\$69,999	65	5.18	1.044	.130	4.93	5.44	1	6
	\$70,000-\$89,999	100	5.24	.842	.084	5.07	5.41	3	6
	\$90,000-\$109,999	76	5.25	1.072	.123	5.00	5.50	1	6
	\$110,000+	58	5.28	.988	.130	5.02	5.54	2	6
	Prefer not to answer	6	5.83	.408	.167	5.40	6.26	5	6
	Total	364	5.29	.969	.051	5.19	5.39	1	6
The doctor offers discount for payment up front.	Less than \$30,000	15	5.27	.884	.228	4.78	5.76	4	6
	\$30,000-\$49,999	43	4.70	1.389	.212	4.27	5.13	1	6
	\$50,000-\$69,999	65	4.92	1.241	.154	4.62	5.23	1	6
	\$70,000-\$89,999	100	4.93	1.183	.118	4.70	5.16	1	6
	\$90,000-\$109,999	76	4.92	1.273	.146	4.63	5.21	1	6
	\$110,000+	58	4.97	1.108	.145	4.67	5.26	1	6
	Prefer not to answer	6	5.00	.632	.258	4.34	5.66	4	6
	Total	363	4.92	1.206	.063	4.80	5.04	1	6
How much influence: Family member	Less than \$30,000	17	4.59	1.734	.421	3.70	5.48	1	6
	\$30,000-\$49,999	42	4.79	1.490	.230	4.32	5.25	1	6
	\$50,000-\$69,999	65	4.83	1.024	.127	4.58	5.08	3	6
	\$70,000-\$89,999	99	4.90	1.120	.113	4.68	5.12	1	6
	\$90,000-\$109,999	75	4.99	1.214	.140	4.71	5.27	1	6
	\$110,000+	58	4.86	1.304	.171	4.52	5.20	1	6

How much influence: Close friend	Prefer not to answer	6	5.17	.983	.401	4.13	6.20	4	6
	Total	362	4.88	1.227	.064	4.75	5.00	1	6
	Less than \$30,000	17	4.59	1.460	.354	3.84	5.34	1	6
	\$30,000-\$49,999	42	4.95	1.324	.204	4.54	5.37	1	6
	\$50,000-\$69,999	64	4.61	1.163	.145	4.32	4.90	1	6
	\$70,000-\$89,999	100	4.95	1.266	.127	4.70	5.20	1	6
	\$90,000-\$109,999	75	4.99	1.033	.119	4.75	5.22	1	6
	\$110,000+	58	4.71	1.214	.159	4.39	5.03	1	6
	Prefer not to answer	6	4.67	1.966	.803	2.60	6.73	1	6
	Total	362	4.84	1.225	.064	4.71	4.96	1	6
How much influence: Referral from your child's dentist	Less than \$30,000	17	5.24	1.480	.359	4.47	6.00	1	6
	\$30,000-\$49,999	42	5.31	1.199	.185	4.94	5.68	1	6
	\$50,000-\$69,999	65	5.03	1.000	.124	4.78	5.28	2	6
	\$70,000-\$89,999	99	5.03	1.015	.102	4.83	5.23	1	6
	\$90,000-\$109,999	76	5.14	1.003	.115	4.92	5.37	1	6
	\$110,000+	58	5.26	.983	.129	5.00	5.52	2	6
	Prefer not to answer	6	5.00	.894	.365	4.06	5.94	4	6
	Total	363	5.13	1.048	.055	5.02	5.24	1	6
How much influence: Referral from other parents who have children with braces	Less than \$30,000	17	4.82	1.286	.312	4.16	5.48	1	6
	\$30,000-\$49,999	43	5.00	1.272	.194	4.61	5.39	1	6
	\$50,000-\$69,999	65	4.75	1.199	.149	4.46	5.05	1	6
	\$70,000-\$89,999	98	4.88	1.115	.113	4.65	5.10	1	6
	\$90,000-\$109,999	76	4.83	1.051	.121	4.59	5.07	1	6
	\$110,000+	58	4.79	1.361	.179	4.44	5.15	1	6
	Prefer not to answer	6	4.67	1.033	.422	3.58	5.75	4	6
	Total	363	4.84	1.178	.062	4.72	4.96	1	6
How much influence: Yelp ratings	Less than \$30,000	14	3.36	2.373	.634	1.99	4.73	1	6
	\$30,000-\$49,999	42	3.43	2.109	.325	2.77	4.09	1	6
	\$50,000-\$69,999	65	3.94	1.810	.225	3.49	4.39	1	6

How much influence: Facebook reviews	\$70,000-\$89,999	100	4.36	1.508	.151	4.06	4.66	1	6
	\$90,000-\$109,999	76	4.24	1.615	.185	3.87	4.61	1	6
	\$110,000+	58	3.81	1.791	.235	3.34	4.28	1	6
	Prefer not to answer	6	3.67	2.251	.919	1.30	6.03	1	6
	Total	361	4.01	1.775	.093	3.83	4.19	1	6
	Less than \$30,000	15	3.33	2.289	.591	2.07	4.60	1	6
	\$30,000-\$49,999	42	3.50	1.838	.284	2.93	4.07	1	6
	\$50,000-\$69,999	65	3.94	1.590	.197	3.54	4.33	1	6
	\$70,000-\$89,999	100	4.34	1.578	.158	4.03	4.65	1	6
	\$90,000-\$109,999	76	3.97	1.540	.177	3.62	4.33	1	6
How much influence: Angie's List	\$110,000+	58	3.69	1.894	.249	3.19	4.19	1	6
	Prefer not to answer	6	3.17	1.472	.601	1.62	4.71	1	5
	Total	362	3.93	1.706	.090	3.75	4.10	1	6
	Less than \$30,000	14	3.14	2.107	.563	1.93	4.36	1	6
	\$30,000-\$49,999	41	3.34	2.032	.317	2.70	3.98	1	6
	\$50,000-\$69,999	64	3.73	1.655	.207	3.32	4.15	1	6
	\$70,000-\$89,999	99	4.15	1.619	.163	3.83	4.47	1	6
	\$90,000-\$109,999	74	3.86	1.793	.208	3.45	4.28	1	6
	\$110,000+	58	3.36	1.989	.261	2.84	3.88	1	6
	Prefer not to answer	6	3.00	1.673	.683	1.24	4.76	1	5
How much influence: Google Reviews	Total	356	3.74	1.813	.096	3.55	3.92	1	6
	Less than \$30,000	15	3.73	2.251	.581	2.49	4.98	1	6
	\$30,000-\$49,999	42	3.83	1.962	.303	3.22	4.44	1	6
	\$50,000-\$69,999	64	4.14	1.390	.174	3.79	4.49	1	6
	\$70,000-\$89,999	100	4.48	1.329	.133	4.22	4.74	1	6
	\$90,000-\$109,999	76	4.26	1.544	.177	3.91	4.62	1	6
	\$110,000+	58	3.84	1.725	.226	3.39	4.30	1	6
	Prefer not to answer	6	4.17	.983	.401	3.13	5.20	3	5
	Total	361	4.16	1.583	.083	4.00	4.32	1	6

How much influence: Dental office's website	Less than \$30,000	17	4.41	1.502	.364	3.64	5.18	2	6
	\$30,000-\$49,999	43	4.47	1.609	.245	3.97	4.96	1	6
	\$50,000-\$69,999	65	4.43	1.346	.167	4.10	4.76	1	6
	\$70,000-\$89,999	100	4.72	1.207	.121	4.48	4.96	2	6
	\$90,000-\$109,999	76	4.45	1.290	.148	4.15	4.74	1	6
	\$110,000+	58	4.10	1.530	.201	3.70	4.51	1	6
	Prefer not to answer	6	3.67	1.966	.803	1.60	5.73	1	6
	Total	365	4.45	1.387	.073	4.31	4.59	1	6
How much influence: Instagram	Less than \$30,000	13	3.08	2.253	.625	1.72	4.44	1	6
	\$30,000-\$49,999	41	2.85	1.982	.310	2.23	3.48	1	6
	\$50,000-\$69,999	65	3.35	1.736	.215	2.92	3.78	1	6
	\$70,000-\$89,999	99	4.09	1.796	.181	3.73	4.45	1	6
	\$90,000-\$109,999	75	3.73	1.818	.210	3.31	4.15	1	6
	\$110,000+	58	3.40	1.982	.260	2.88	3.92	1	6
	Prefer not to answer	6	2.83	1.472	.601	1.29	4.38	1	4
	Total	357	3.57	1.887	.100	3.37	3.77	1	6
How much influence: Twitter	Less than \$30,000	13	3.23	2.315	.642	1.83	4.63	1	6
	\$30,000-\$49,999	43	3.14	2.054	.313	2.51	3.77	1	6
	\$50,000-\$69,999	65	3.45	1.829	.227	2.99	3.90	1	6
	\$70,000-\$89,999	99	4.01	1.815	.182	3.65	4.37	1	6
	\$90,000-\$109,999	75	3.76	1.800	.208	3.35	4.17	1	6
	\$110,000+	58	3.21	2.058	.270	2.67	3.75	1	6
	Prefer not to answer	6	3.00	2.098	.856	.80	5.20	1	6
	Total	359	3.58	1.923	.101	3.38	3.78	1	6
How much influence: Healthgrades.com	Less than \$30,000	14	3.71	2.301	.615	2.39	5.04	1	6
	\$30,000-\$49,999	40	4.20	1.772	.280	3.63	4.77	1	6
	\$50,000-\$69,999	65	3.86	1.619	.201	3.46	4.26	1	6
	\$70,000-\$89,999	99	4.27	1.511	.152	3.97	4.57	1	6
	\$90,000-\$109,999	75	4.08	1.691	.195	3.69	4.47	1	6

The office is on the way to or from your child's school	\$110,000+	58	3.76	1.750	.230	3.30	4.22	1	6
	Prefer not to answer	6	3.17	1.722	.703	1.36	4.97	1	5
	Total	357	4.03	1.678	.089	3.85	4.20	1	6
	Less than \$30,000	16	3.94	2.205	.551	2.76	5.11	1	6
	\$30,000-\$49,999	43	3.37	1.813	.276	2.81	3.93	1	6
	\$50,000-\$69,999	63	4.24	1.563	.197	3.84	4.63	1	6
	\$70,000-\$89,999	99	4.26	1.502	.151	3.96	4.56	1	6
	\$90,000-\$109,999	75	4.24	1.532	.177	3.89	4.59	1	6
	\$110,000+	58	3.84	1.715	.225	3.39	4.30	1	6
	Prefer not to answer	6	4.33	2.066	.843	2.17	6.50	1	6
The office is in a safe area of town	Total	360	4.07	1.651	.087	3.90	4.24	1	6
	Less than \$30,000	17	5.24	1.437	.349	4.50	5.97	1	6
	\$30,000-\$49,999	43	5.19	1.160	.177	4.83	5.54	1	6
	\$50,000-\$69,999	65	5.03	1.075	.133	4.76	5.30	2	6
	\$70,000-\$89,999	98	5.16	.960	.097	4.97	5.36	2	6
	\$90,000-\$109,999	76	5.24	.877	.101	5.04	5.44	2	6
	\$110,000+	58	5.19	.907	.119	4.95	5.43	3	6
	Prefer not to answer	6	5.17	1.329	.543	3.77	6.56	3	6
	Total	363	5.17	1.008	.053	5.06	5.27	1	6
	Less than \$30,000	17	4.29	2.144	.520	3.19	5.40	1	6
The orthodontic provider is in the same office where your child gets cleanings and fillings	\$30,000-\$49,999	42	3.90	1.872	.289	3.32	4.49	1	6
	\$50,000-\$69,999	65	4.23	1.539	.191	3.85	4.61	1	6
	\$70,000-\$89,999	100	4.40	1.595	.160	4.08	4.72	1	6
	\$90,000-\$109,999	76	4.61	1.541	.177	4.25	4.96	1	6
	\$110,000+	58	4.09	1.876	.246	3.59	4.58	1	6
	Prefer not to answer	6	3.33	2.066	.843	1.17	5.50	1	6
	Total	364	4.28	1.696	.089	4.11	4.46	1	6
	Less than \$30,000	17	5.12	1.364	.331	4.42	5.82	1	6
	\$30,000-\$49,999	43	5.07	1.163	.177	4.71	5.43	2	6
The waiting room is comfortable and inviting.									

	\$50,000-\$69,999	65	4.85	1.019	.126	4.59	5.10	2	6
	\$70,000-\$89,999	100	5.07	.977	.098	4.88	5.26	2	6
	\$90,000-\$109,999	76	4.96	.958	.110	4.74	5.18	2	6
	\$110,000+	58	4.88	1.109	.146	4.59	5.17	2	6
	Prefer not to answer	6	4.33	1.862	.760	2.38	6.29	2	6
	Total	365	4.97	1.061	.056	4.86	5.08	1	6
The waiting room has entertainment for children (i.e. TVs, iPads, games, books etc).	Less than \$30,000	17	4.65	1.902	.461	3.67	5.62	1	6
	\$30,000-\$49,999	43	4.26	1.605	.245	3.76	4.75	1	6
	\$50,000-\$69,999	65	4.54	1.300	.161	4.22	4.86	1	6
	\$70,000-\$89,999	100	4.71	1.289	.129	4.45	4.97	1	6
	\$90,000-\$109,999	76	4.82	1.174	.135	4.55	5.08	1	6
	\$110,000+	58	4.19	1.594	.209	3.77	4.61	1	6
	Prefer not to answer	6	4.17	1.941	.792	2.13	6.20	1	6
	Total	365	4.55	1.412	.074	4.41	4.70	1	6
Complimentary snacks are provided in the waiting room.	Less than \$30,000	16	3.44	2.032	.508	2.35	4.52	1	6
	\$30,000-\$49,999	43	3.16	2.081	.317	2.52	3.80	1	6
	\$50,000-\$69,999	64	3.91	1.734	.217	3.47	4.34	1	6
	\$70,000-\$89,999	100	4.19	1.721	.172	3.85	4.53	1	6
	\$90,000-\$109,999	76	4.01	1.785	.205	3.61	4.42	1	6
	\$110,000+	58	3.50	1.809	.238	3.02	3.98	1	6
	Prefer not to answer	6	4.00	1.789	.730	2.12	5.88	1	6
	Total	363	3.83	1.830	.096	3.65	4.02	1	6
Parking options are convenient.	Less than \$30,000	17	4.41	1.839	.446	3.47	5.36	1	6
	\$30,000-\$49,999	43	4.74	1.465	.223	4.29	5.20	1	6
	\$50,000-\$69,999	65	4.94	1.184	.147	4.65	5.23	1	6
	\$70,000-\$89,999	100	4.85	1.132	.113	4.63	5.07	2	6
	\$90,000-\$109,999	76	4.82	1.128	.129	4.56	5.07	1	6
	\$110,000+	58	4.97	1.092	.143	4.68	5.25	2	6
	Prefer not to answer	6	5.00	.894	.365	4.06	5.94	4	6

How long would you be willing to travel to take your child to an orthodontic provider?	Total	365	4.85	1.211	.063	4.72	4.97	1	6
	Less than \$30,000	17	3.00	1.658	.402	2.15	3.85	1	6
	\$30,000-\$49,999	43	3.21	1.440	.220	2.77	3.65	1	6
	\$50,000-\$69,999	65	3.05	1.351	.168	2.71	3.38	1	6
	\$70,000-\$89,999	100	3.63	1.426	.143	3.35	3.91	1	6
	\$90,000-\$109,999	76	3.51	1.371	.157	3.20	3.83	1	6
	\$110,000+	58	3.03	1.284	.169	2.70	3.37	1	6
	Prefer not to answer	6	3.17	1.835	.749	1.24	5.09	2	6
How many miles would you be willing to travel to take your child to an orthodontic provider?	Total	365	3.32	1.412	.074	3.18	3.47	1	6
	Less than \$30,000	17	3.35	1.579	.383	2.54	4.16	1	6
	\$30,000-\$49,999	43	3.30	1.166	.178	2.94	3.66	1	6
	\$50,000-\$69,999	65	3.08	1.150	.143	2.79	3.36	1	6
	\$70,000-\$89,999	100	3.67	1.334	.133	3.41	3.93	1	6
	\$90,000-\$109,999	76	3.36	1.186	.136	3.08	3.63	1	6
	\$110,000+	58	3.00	1.199	.157	2.68	3.32	1	6
	Prefer not to answer	6	3.17	1.602	.654	1.49	4.85	2	6
The doctor is up to date on the latest techniques and technology	Total	365	3.33	1.263	.066	3.20	3.46	1	6
	Less than \$30,000	17	5.29	1.263	.306	4.64	5.94	1	6
	\$30,000-\$49,999	43	5.60	.660	.101	5.40	5.81	4	6
	\$50,000-\$69,999	64	5.38	.701	.088	5.20	5.55	4	6
	\$70,000-\$89,999	99	5.16	1.017	.102	4.96	5.36	2	6
	\$90,000-\$109,999	76	5.30	.864	.099	5.11	5.50	3	6
	\$110,000+	58	5.47	.883	.116	5.23	5.70	2	6
	Prefer not to answer	6	5.50	.837	.342	4.62	6.38	4	6
The estimated treatment time is faster than other estimates	Total	363	5.34	.891	.047	5.25	5.43	1	6
	Less than \$30,000	17	4.76	1.602	.389	3.94	5.59	1	6
	\$30,000-\$49,999	43	4.16	1.430	.218	3.72	4.60	1	6
	\$50,000-\$69,999	65	4.63	1.193	.148	4.34	4.93	1	6
	\$70,000-\$89,999	99	4.86	1.097	.110	4.64	5.08	2	6

The doctor has examples of before and after treatment pictures of patients with similar teeth as my child	\$90,000-\$109,999	76	4.80	1.083	.124	4.56	5.05	1	6
	\$110,000+	58	4.62	1.167	.153	4.31	4.93	1	6
	Prefer not to answer	6	4.50	1.049	.428	3.40	5.60	3	6
	Total	364	4.68	1.201	.063	4.55	4.80	1	6
	Less than \$30,000	17	5.12	1.054	.256	4.58	5.66	3	6
	\$30,000-\$49,999	43	4.70	1.456	.222	4.25	5.15	1	6
	\$50,000-\$69,999	65	4.83	1.153	.143	4.54	5.12	1	6
	\$70,000-\$89,999	100	5.09	1.006	.101	4.89	5.29	1	6
	\$90,000-\$109,999	76	4.87	1.147	.132	4.61	5.13	1	6
	\$110,000+	58	5.09	.942	.124	4.84	5.33	3	6
How important is Board certification	Prefer not to answer	6	4.50	1.049	.428	3.40	5.60	3	6
	Total	365	4.94	1.119	.059	4.83	5.06	1	6
	Less than \$30,000	17	4.94	1.088	.264	4.38	5.50	3	6
	\$30,000-\$49,999	43	5.16	1.174	.179	4.80	5.52	2	6
	\$50,000-\$69,999	65	4.88	1.053	.131	4.62	5.14	2	6
	\$70,000-\$89,999	100	5.01	1.000	.100	4.81	5.21	2	6
	\$90,000-\$109,999	76	4.93	.943	.108	4.72	5.15	2	6
	\$110,000+	58	5.33	.866	.114	5.10	5.56	3	6
	Prefer not to answer	6	4.67	.816	.333	3.81	5.52	4	6
	Total	365	5.03	1.006	.053	4.93	5.13	2	6
How important is it to you that your child sees an orthodontist rather than a general dentist	Less than \$30,000	17	5.47	.874	.212	5.02	5.92	3	6
	\$30,000-\$49,999	43	5.00	1.000	.152	4.69	5.31	3	6
	\$50,000-\$69,999	65	4.92	1.035	.128	4.67	5.18	1	6
	\$70,000-\$89,999	98	5.09	.920	.093	4.91	5.28	2	6
	\$90,000-\$109,999	76	5.16	.967	.111	4.94	5.38	1	6
	\$110,000+	58	5.28	.768	.101	5.07	5.48	3	6
	Prefer not to answer	6	5.17	.983	.401	4.13	6.20	4	6
	Total	363	5.11	.941	.049	5.02	5.21	1	6
How much more would you be	Less than \$30,000	17	2.35	1.766	.428	1.45	3.26	1	6

willing to pay to have your child see an orthodontist rather than a general dentist	\$30,000-\$49,999	43	2.88	1.531	.233	2.41	3.35	1	6
	\$50,000-\$69,999	65	3.09	1.296	.161	2.77	3.41	1	6
	\$70,000-\$89,999	100	3.65	1.359	.136	3.38	3.92	1	6
	\$90,000-\$109,999	76	3.76	1.548	.178	3.41	4.12	1	6
	\$110,000+	58	3.93	1.509	.198	3.53	4.33	1	6
	Prefer not to answer	6	4.33	1.211	.494	3.06	5.60	3	6
	Total	365	3.48	1.507	.079	3.32	3.63	1	6
How much more would you be willing to pay a doctor that you like best over an “average” orthodontic provider	Less than \$30,000	17	2.29	1.649	.400	1.45	3.14	1	6
	\$30,000-\$49,999	43	2.51	1.298	.198	2.11	2.91	1	6
	\$50,000-\$69,999	65	2.97	1.323	.164	2.64	3.30	1	6
	\$70,000-\$89,999	100	3.49	1.352	.135	3.22	3.76	1	6
	\$90,000-\$109,999	76	3.36	1.503	.172	3.01	3.70	1	6
	\$110,000+	58	3.71	1.475	.194	3.32	4.09	1	6
	Prefer not to answer	6	4.33	1.033	.422	3.25	5.42	3	6
	Total	365	3.25	1.460	.076	3.10	3.40	1	6

Table A 8

ANOVA Importance Level Based on Annual Household Income

		Sum of Squares	df	Mean Square	F	Sig.
The doctor smiles and says hello	Between Groups	10.696	6	1.783	1.851	.088
	Within Groups	344.772	358	.963		
	Total	355.468	364			
The doctor develops a personal connection with you and your child.	Between Groups	9.445	6	1.574	1.778	.103
	Within Groups	317.021	358	.886		
	Total	326.466	364			
The doctor avoids using complex dental terminology	Between Groups	7.222	6	1.204	.975	.442
	Within Groups	440.767	357	1.235		
	Total	447.989	363			
The doctor thoroughly explains the diagnosis and treatment plan	Between Groups	7.019	6	1.170	2.210	.042
	Within Groups	188.458	356	.529		
	Total	195.477	362			
The doctor explains things in a way that are easy to understand	Between Groups	3.795	6	.632	1.080	.374
	Within Groups	208.983	357	.585		
	Total	212.777	363			
The doctor presents multiple treatment options	Between Groups	3.031	6	.505	.552	.768
	Within Groups	327.752	358	.916		
	Total	330.784	364			
The doctor listens intently to your concerns	Between Groups	4.733	6	.789	1.110	.356
	Within Groups	254.434	358	.711		
	Total	259.167	364			
The doctor avoids “over-selling” orthodontic treatment	Between Groups	9.879	6	1.646	1.620	.141
	Within Groups	362.869	357	1.016		
	Total	372.747	363			

The doctor is straightforward with the risks and benefits of treatment	Between Groups	11.200	6	1.867	2.911	.009
	Within Groups	229.551	358	.641		
	Total	240.751	364			
There are multiple available appointment openings to choose from	Between Groups	2.231	6	.372	.455	.841
	Within Groups	292.547	358	.817		
	Total	294.778	364			
The office is available for appointments before or after typical work week hours (i.e. before 9am, after 5pm, weekends).	Between Groups	11.379	6	1.897	1.577	.153
	Within Groups	428.224	356	1.203		
	Total	439.603	362			
There are prizes/incentives for good patient compliance- i.e.: no missed appointments, good brushing habits, no broken brackets etc	Between Groups	10.864	6	1.811	.911	.487
	Within Groups	709.825	357	1.988		
	Total	720.690	363			
The office has excellent customer service	Between Groups	6.693	6	1.115	1.262	.274
	Within Groups	316.524	358	.884		
	Total	323.216	364			
The office staff is friendly	Between Groups	4.800	6	.800	.959	.453
	Within Groups	297.911	357	.834		
	Total	302.712	363			
The office has an overall nice feel	Between Groups	2.809	6	.468	.511	.800
	Within Groups	327.997	358	.916		
	Total	330.805	364			
The doctor accepts your insurance	Between Groups	10.157	6	1.693	2.071	.056
	Within Groups	289.345	354	.817		
	Total	299.501	360			
the doctor offers flexible payment plan options	Between Groups	18.213	6	3.035	2.820	.011
	Within Groups	383.148	356	1.076		
	Total	401.361	362			

The doctor offers interest free financing on cost of treatment	Between Groups	13.960	6	2.327	1.671	.127
	Within Groups	495.764	356	1.393		
	Total	509.725	362			
The total cost of orthodontic treatment	Between Groups	5.382	6	.897	.955	.456
	Within Groups	335.329	357	.939		
	Total	340.712	363			
The doctor offers discount for payment up front.	Between Groups	4.097	6	.683	.465	.834
	Within Groups	522.586	356	1.468		
	Total	526.683	362			
How much influence: Family member	Between Groups	3.372	6	.562	.369	.898
	Within Groups	540.034	355	1.521		
	Total	543.406	361			
How much influence: Close friend	Between Groups	9.040	6	1.507	1.005	.422
	Within Groups	532.344	355	1.500		
	Total	541.384	361			
How much influence: Referral from your child's dentist	Between Groups	4.242	6	.707	.640	.698
	Within Groups	393.411	356	1.105		
	Total	397.653	362			
How much influence: Referral from other parents who have children with braces	Between Groups	2.043	6	.341	.242	.962
	Within Groups	500.690	356	1.406		
	Total	502.733	362			
How much influence: Yelp ratings	Between Groups	39.678	6	6.613	2.139	.048
	Within Groups	1094.278	354	3.091		
	Total	1133.956	360			
How much influence: Facebook reviews	Between Groups	36.911	6	6.152	2.155	.047
	Within Groups	1013.222	355	2.854		
	Total	1050.133	361			
How much influence: Angie's List	Between Groups	40.989	6	6.832	2.117	.051
	Within Groups	1126.191	349	3.227		

	Total	1167.180	355			
How much influence: Google Reviews	Between Groups	24.047	6	4.008	1.615	.142
	Within Groups	878.635	354	2.482		
	Total	902.681	360			
How much influence: Dental office's website	Between Groups	17.995	6	2.999	1.573	.154
	Within Groups	682.416	358	1.906		
	Total	700.411	364			
How much influence: Instagram	Between Groups	61.101	6	10.183	2.954	.008
	Within Groups	1206.468	350	3.447		
	Total	1267.569	356			
How much influence: Twitter	Between Groups	41.924	6	6.987	1.919	.077
	Within Groups	1281.719	352	3.641		
	Total	1323.643	358			
How much influence: Healthgrades.com	Between Groups	19.152	6	3.192	1.136	.341
	Within Groups	983.621	350	2.810		
	Total	1002.773	356			
The office is on the way to or from your child's school	Between Groups	32.199	6	5.366	2.002	.065
	Within Groups	946.201	353	2.680		
	Total	978.400	359			
The office is in a safe area of town	Between Groups	1.702	6	.284	.276	.948
	Within Groups	366.381	356	1.029		
	Total	368.083	362			
The orthodontic provider is in the same office where your child gets cleanings and fillings	Between Groups	23.107	6	3.851	1.347	.235
	Within Groups	1020.747	357	2.859		
	Total	1043.854	363			
The waiting room is comfortable and inviting.	Between Groups	5.708	6	.951	.843	.537
	Within Groups	403.897	358	1.128		
	Total	409.605	364			
The waiting room has entertainment	Between Groups	20.228	6	3.371	1.710	.118

for children (i.e. TVs, iPads, games, books etc).	Within Groups	705.980	358	1.972		
	Total	726.208	364			
Complimentary snacks are provided in the waiting room.	Between Groups	43.970	6	7.328	2.233	.040
	Within Groups	1168.112	356	3.281		
	Total	1212.083	362			
Parking options are convenient.	Between Groups	5.249	6	.875	.593	.736
	Within Groups	528.160	358	1.475		
	Total	533.408	364			
How long would you be willing to travel to take your child to an orthodontic provider?	Between Groups	24.457	6	4.076	2.082	.055
	Within Groups	701.039	358	1.958		
	Total	725.496	364			
How many miles would you be willing to travel to take your child to an orthodontic provider?	Between Groups	22.284	6	3.714	2.383	.029
	Within Groups	557.919	358	1.558		
	Total	580.203	364			
The doctor is up to date on the latest techniques and technology	Between Groups	7.449	6	1.241	1.577	.153
	Within Groups	280.193	356	.787		
	Total	287.642	362			
The estimated treatment time is faster than other estimates	Between Groups	16.475	6	2.746	1.932	.075
	Within Groups	507.273	357	1.421		
	Total	523.747	363			
The doctor has examples of before and after treatment pictures of patients with similar teeth as my child	Between Groups	8.876	6	1.479	1.185	.314
	Within Groups	446.916	358	1.248		
	Total	455.792	364			
How important is Board certification	Between Groups	9.081	6	1.514	1.507	.175
	Within Groups	359.587	358	1.004		
	Total	368.668	364			
How important is it to you that your child sees an orthodontist rather than	Between Groups	6.820	6	1.137	1.291	.261
	Within Groups	313.549	356	.881		

a general dentist	Total	320.369	362			
How much more would you be	Between Groups	71.804	6	11.967	5.672	.000
willing to pay to have your child see	Within Groups	755.291	358	2.110		
an orthodontist rather than a general	Total	827.096	364			
dentist						
How much more would you be	Between Groups	69.848	6	11.641	5.903	.000
willing to pay a doctor that you like	Within Groups	705.961	358	1.972		
best over an “average” orthodontic	Total	775.808	364			
provider						

Table A 9

Tukey Analysis Importance Based on Household Annual Income

Dependent Variable	(I) What is your household annual income?	(J) What is your household annual income?	Mean Difference (I-J)	Std. Error	Sig.	90% Confidence Interval	
						Lower Bound	Upper Bound
The doctor smiles and says hello	Less than \$30,000	\$30,000-\$49,999	-.358	.281	.863	-1.12	.40
		\$50,000-\$69,999	.053	.267	1.000	-.67	.78
		\$70,000-\$89,999	.156	.257	.997	-.54	.85
		\$90,000-\$109,999	-.100	.263	1.000	-.81	.61
		\$110,000+	.142	.271	.998	-.59	.87
		Prefer not to answer	-.324	.466	.993	-1.58	.94
	\$30,000-\$49,999	Less than \$30,000	.358	.281	.863	-.40	1.12
		\$50,000-\$69,999	.412	.193	.335	-.11	.93
		\$70,000-\$89,999	.515*	.179	.064	.03	1.00
		\$90,000-\$109,999	.259	.187	.812	-.25	.77
		\$110,000+	.500	.197	.150	-.03	1.03
		Prefer not to answer	.035	.428	1.000	-1.12	1.19
	\$50,000-\$69,999	Less than \$30,000	-.053	.267	1.000	-.78	.67
		\$30,000-\$49,999	-.412	.193	.335	-.93	.11
		\$70,000-\$89,999	.103	.156	.995	-.32	.53
		\$90,000-\$109,999	-.153	.166	.969	-.60	.30
		\$110,000+	.089	.177	.999	-.39	.57
		Prefer not to answer	-.377	.419	.972	-1.51	.76
	\$70,000-\$89,999	Less than \$30,000	-.156	.257	.997	-.85	.54
		\$30,000-\$49,999	-.515*	.179	.064	-1.00	-.03
		\$50,000-\$69,999	-.103	.156	.995	-.53	.32
		\$90,000-\$109,999	-.256	.149	.606	-.66	.15

The doctor develops a personal connection with you and your child.	\$90,000-\$109,999	\$110,000+	-.014	.162	1.000	-.45	.42
		Prefer not to answer	-.480	.412	.907	-1.60	.64
		Less than \$30,000	.100	.263	1.000	-.61	.81
		\$30,000-\$49,999	-.259	.187	.812	-.77	.25
		\$50,000-\$69,999	.153	.166	.969	-.30	.60
		\$70,000-\$89,999	.256	.149	.606	-.15	.66
	\$110,000+	\$110,000+	.242	.171	.794	-.22	.70
		Prefer not to answer	-.224	.416	.998	-1.35	.90
		Less than \$30,000	-.142	.271	.998	-.87	.59
		\$30,000-\$49,999	-.500	.197	.150	-1.03	.03
		\$50,000-\$69,999	-.089	.177	.999	-.57	.39
		\$70,000-\$89,999	.014	.162	1.000	-.42	.45
	Prefer not to answer	\$90,000-\$109,999	-.242	.171	.794	-.70	.22
		Prefer not to answer	-.466	.421	.926	-1.60	.67
		Less than \$30,000	.324	.466	.993	-.94	1.58
		\$30,000-\$49,999	-.035	.428	1.000	-1.19	1.12
		\$50,000-\$69,999	.377	.419	.972	-.76	1.51
		\$70,000-\$89,999	.480	.412	.907	-.64	1.60
	Less than \$30,000	\$90,000-\$109,999	.224	.416	.998	-.90	1.35
		\$110,000+	.466	.421	.926	-.67	1.60
		\$30,000-\$49,999	-.053	.270	1.000	-.78	.68
		\$50,000-\$69,999	.427	.256	.639	-.27	1.12
		\$70,000-\$89,999	.092	.247	1.000	-.58	.76
		\$90,000-\$109,999	.175	.252	.993	-.51	.86
	\$30,000-\$49,999	\$110,000+	.343	.260	.842	-.36	1.04
		Prefer not to answer	.412	.447	.969	-.80	1.62
		Less than \$30,000	.053	.270	1.000	-.68	.78
		\$50,000-\$69,999	.481	.185	.130	-.02	.98
		\$70,000-\$89,999	.145	.172	.980	-.32	.61

	\$90,000-\$109,999	.228	.180	.865	-.26	.71
	\$110,000+	.396	.189	.360	-.12	.91
	Prefer not to answer	.465	.410	.917	-.64	1.57
\$50,000-\$69,999	Less than \$30,000	-.427	.256	.639	-1.12	.27
	\$30,000-\$49,999	-.481	.185	.130	-.98	.02
	\$70,000-\$89,999	-.335	.150	.278	-.74	.07
	\$90,000-\$109,999	-.252	.159	.691	-.68	.18
	\$110,000+	-.084	.170	.999	-.54	.38
	Prefer not to answer	-.015	.402	1.000	-1.10	1.07
\$70,000-\$89,999	Less than \$30,000	-.092	.247	1.000	-.76	.58
	\$30,000-\$49,999	-.145	.172	.980	-.61	.32
	\$50,000-\$69,999	.335	.150	.278	-.07	.74
	\$90,000-\$109,999	.083	.143	.997	-.30	.47
	\$110,000+	.251	.155	.672	-.17	.67
	Prefer not to answer	.320	.396	.984	-.75	1.39
\$90,000-\$109,999	Less than \$30,000	-.175	.252	.993	-.86	.51
	\$30,000-\$49,999	-.228	.180	.865	-.71	.26
	\$50,000-\$69,999	.252	.159	.691	-.18	.68
	\$70,000-\$89,999	-.083	.143	.997	-.47	.30
	\$110,000+	.168	.164	.948	-.28	.61
	Prefer not to answer	.237	.399	.997	-.84	1.32
\$110,000+	Less than \$30,000	-.343	.260	.842	-1.04	.36
	\$30,000-\$49,999	-.396	.189	.360	-.91	.12
	\$50,000-\$69,999	.084	.170	.999	-.38	.54
	\$70,000-\$89,999	-.251	.155	.672	-.67	.17
	\$90,000-\$109,999	-.168	.164	.948	-.61	.28
	Prefer not to answer	.069	.404	1.000	-1.02	1.16
Prefer not to answer	Less than \$30,000	-.412	.447	.969	-1.62	.80
	\$30,000-\$49,999	-.465	.410	.917	-1.57	.64

The doctor avoids using complex dental terminology		\$50,000-\$69,999	.015	.402	1.000	-1.07	1.10
		\$70,000-\$89,999	-.320	.396	.984	-1.39	.75
		\$90,000-\$109,999	-.237	.399	.997	-1.32	.84
		\$110,000+	-.069	.404	1.000	-1.16	1.02
		Less than \$30,000	.562	.318	.572	-.30	1.42
		\$50,000-\$69,999	.338	.303	.923	-.48	1.16
		\$70,000-\$89,999	.293	.292	.953	-.50	1.08
		\$90,000-\$109,999	.473	.298	.692	-.33	1.28
		\$110,000+	.284	.306	.968	-.54	1.11
		Prefer not to answer	-.147	.528	1.000	-1.57	1.28
		\$30,000-\$49,999	-.562	.318	.572	-1.42	.30
		\$50,000-\$69,999	-.225	.218	.947	-.82	.37
		\$70,000-\$89,999	-.269	.203	.838	-.82	.28
		\$90,000-\$109,999	-.089	.213	1.000	-.66	.49
		\$110,000+	-.278	.224	.876	-.88	.33
		Prefer not to answer	-.709	.484	.766	-2.02	.60
		\$50,000-\$69,999	-.338	.303	.923	-1.16	.48
		\$30,000-\$49,999	.225	.218	.947	-.37	.82
		\$70,000-\$89,999	-.045	.177	1.000	-.52	.43
		\$90,000-\$109,999	.135	.188	.991	-.37	.64
		\$110,000+	-.054	.201	1.000	-.60	.49
		Prefer not to answer	-.485	.474	.949	-1.77	.80
		\$70,000-\$89,999	-.293	.292	.953	-1.08	.50
		\$30,000-\$49,999	.269	.203	.838	-.28	.82
		\$50,000-\$69,999	.045	.177	1.000	-.43	.52
		\$90,000-\$109,999	.180	.170	.939	-.28	.64
		\$110,000+	-.009	.183	1.000	-.51	.49
		Prefer not to answer	-.440	.467	.965	-1.70	.82
	\$90,000-\$109,999	Less than \$30,000	-.473	.298	.692	-1.28	.33

The doctor thoroughly explains the diagnosis and treatment plan	\$110,000+	\$30,000-\$49,999	.089	.213	1.000	-.49	.66
		\$50,000-\$69,999	-.135	.188	.991	-.64	.37
		\$70,000-\$89,999	-.180	.170	.939	-.64	.28
		\$110,000+	-.189	.194	.960	-.71	.34
		Prefer not to answer	-.620	.471	.845	-1.90	.66
		Less than \$30,000	-.284	.306	.968	-1.11	.54
		\$30,000-\$49,999	.278	.224	.876	-.33	.88
		\$50,000-\$69,999	.054	.201	1.000	-.49	.60
		\$70,000-\$89,999	.009	.183	1.000	-.49	.51
		\$90,000-\$109,999	.189	.194	.960	-.34	.71
	Prefer not to answer	Prefer not to answer	-.431	.477	.972	-1.72	.86
		Less than \$30,000	.147	.528	1.000	-1.28	1.57
		\$30,000-\$49,999	.709	.484	.766	-.60	2.02
		\$50,000-\$69,999	.485	.474	.949	-.80	1.77
		\$70,000-\$89,999	.440	.467	.965	-.82	1.70
		\$90,000-\$109,999	.620	.471	.845	-.66	1.90
		\$110,000+	.431	.477	.972	-.86	1.72
	Less than \$30,000	\$30,000-\$49,999	.151	.210	.991	-.42	.72
		\$50,000-\$69,999	.513	.198	.132	-.02	1.05
		\$70,000-\$89,999	.352	.191	.518	-.16	.87
		\$90,000-\$109,999	.396	.195	.400	-.13	.92
		\$110,000+	.210	.201	.943	-.33	.75
		Prefer not to answer	.049	.345	1.000	-.89	.98
	\$30,000-\$49,999	Less than \$30,000	-.151	.210	.991	-.72	.42
		\$50,000-\$69,999	.362	.145	.163	-.03	.75
		\$70,000-\$89,999	.202	.135	.748	-.16	.57
		\$90,000-\$109,999	.245	.141	.592	-.14	.63
		\$110,000+	.059	.148	1.000	-.34	.46
		Prefer not to answer	-.102	.318	1.000	-.96	.76

\$50,000-\$69,999	Less than \$30,000	-.513	.198	.132	-1.05	.02
	\$30,000-\$49,999	-.362	.145	.163	-.75	.03
	\$70,000-\$89,999	-.161	.116	.809	-.47	.15
	\$90,000-\$109,999	-.118	.123	.963	-.45	.21
	\$110,000+	-.303	.131	.243	-.66	.05
	Prefer not to answer	-.464	.310	.748	-1.30	.38
\$70,000-\$89,999	Less than \$30,000	-.352	.191	.518	-.87	.16
	\$30,000-\$49,999	-.202	.135	.748	-.57	.16
	\$50,000-\$69,999	.161	.116	.809	-.15	.47
	\$90,000-\$109,999	.043	.111	1.000	-.26	.34
	\$110,000+	-.142	.120	.899	-.47	.18
	Prefer not to answer	-.303	.306	.956	-1.13	.52
\$90,000-\$109,999	Less than \$30,000	-.396	.195	.400	-.92	.13
	\$30,000-\$49,999	-.245	.141	.592	-.63	.14
	\$50,000-\$69,999	.118	.123	.963	-.21	.45
	\$70,000-\$89,999	-.043	.111	1.000	-.34	.26
	\$110,000+	-.186	.127	.767	-.53	.16
	Prefer not to answer	-.346	.309	.921	-1.18	.49
\$110,000+	Less than \$30,000	-.210	.201	.943	-.75	.33
	\$30,000-\$49,999	-.059	.148	1.000	-.46	.34
	\$50,000-\$69,999	.303	.131	.243	-.05	.66
	\$70,000-\$89,999	.142	.120	.899	-.18	.47
	\$90,000-\$109,999	.186	.127	.767	-.16	.53
	Prefer not to answer	-.161	.312	.999	-1.00	.68
Prefer not to answer	Less than \$30,000	-.049	.345	1.000	-.98	.89
	\$30,000-\$49,999	.102	.318	1.000	-.76	.96
	\$50,000-\$69,999	.464	.310	.748	-.38	1.30
	\$70,000-\$89,999	.303	.306	.956	-.52	1.13
	\$90,000-\$109,999	.346	.309	.921	-.49	1.18

The doctor explains things in a way that are easy to understand	Less than \$30,000	\$110,000+	.161	.312	.999	-.68	1.00
		\$30,000-\$49,999	.114	.219	.999	-.48	.71
		\$50,000-\$69,999	.288	.208	.812	-.28	.85
		\$70,000-\$89,999	.361	.201	.552	-.18	.90
		\$90,000-\$109,999	.238	.205	.908	-.32	.79
		\$110,000+	.144	.211	.993	-.43	.71
	\$30,000-\$49,999	Prefer not to answer	.265	.363	.991	-.72	1.25
		Less than \$30,000	-.114	.219	.999	-.71	.48
		\$50,000-\$69,999	.174	.150	.909	-.23	.58
		\$70,000-\$89,999	.247	.140	.570	-.13	.63
		\$90,000-\$109,999	.125	.146	.979	-.27	.52
		\$110,000+	.030	.154	1.000	-.39	.45
	\$50,000-\$69,999	Prefer not to answer	.151	.333	.999	-.75	1.05
		Less than \$30,000	-.288	.208	.812	-.85	.28
		\$30,000-\$49,999	-.174	.150	.909	-.58	.23
		\$70,000-\$89,999	.073	.122	.997	-.26	.40
		\$90,000-\$109,999	-.049	.129	1.000	-.40	.30
		\$110,000+	-.144	.138	.944	-.52	.23
	\$70,000-\$89,999	Prefer not to answer	-.023	.326	1.000	-.91	.86
		Less than \$30,000	-.361	.201	.552	-.90	.18
		\$30,000-\$49,999	-.247	.140	.570	-.63	.13
		\$50,000-\$69,999	-.073	.122	.997	-.40	.26
		\$90,000-\$109,999	-.122	.117	.942	-.44	.19
		\$110,000+	-.217	.127	.608	-.56	.13
	\$90,000-\$109,999	Prefer not to answer	-.096	.322	1.000	-.97	.77
		Less than \$30,000	-.238	.205	.908	-.79	.32
		\$30,000-\$49,999	-.125	.146	.979	-.52	.27
		\$50,000-\$69,999	.049	.129	1.000	-.30	.40
		\$70,000-\$89,999	.122	.117	.942	-.19	.44

The doctor presents multiple treatment options	\$110,000+	\$110,000+	-.094	.133	.992	-.46	.27
		Prefer not to answer	.026	.324	1.000	-.85	.90
		Less than \$30,000	-.144	.211	.993	-.71	.43
		\$30,000-\$49,999	-.030	.154	1.000	-.45	.39
		\$50,000-\$69,999	.144	.138	.944	-.23	.52
		\$70,000-\$89,999	.217	.127	.608	-.13	.56
		\$90,000-\$109,999	.094	.133	.992	-.27	.46
	Prefer not to answer	Prefer not to answer	.121	.328	1.000	-.77	1.01
		Less than \$30,000	-.265	.363	.991	-1.25	.72
		\$30,000-\$49,999	-.151	.333	.999	-1.05	.75
		\$50,000-\$69,999	.023	.326	1.000	-.86	.91
		\$70,000-\$89,999	.096	.322	1.000	-.77	.97
		\$90,000-\$109,999	-.026	.324	1.000	-.90	.85
		\$110,000+	-.121	.328	1.000	-1.01	.77
	Less than \$30,000	\$30,000-\$49,999	-.090	.274	1.000	-.83	.65
		\$50,000-\$69,999	.112	.261	1.000	-.59	.82
		\$70,000-\$89,999	.045	.251	1.000	-.63	.72
		\$90,000-\$109,999	-.028	.257	1.000	-.72	.67
		\$110,000+	-.092	.264	1.000	-.81	.62
	\$30,000-\$49,999	Prefer not to answer	-.431	.454	.964	-1.66	.80
		Less than \$30,000	.090	.274	1.000	-.65	.83
		\$50,000-\$69,999	.203	.188	.935	-.31	.71
		\$70,000-\$89,999	.136	.174	.987	-.34	.61
		\$90,000-\$109,999	.062	.183	1.000	-.43	.56
	\$50,000-\$69,999	\$110,000+	-.002	.193	1.000	-.52	.52
		Prefer not to answer	-.341	.417	.983	-1.47	.79
		Less than \$30,000	-.112	.261	1.000	-.82	.59
		\$30,000-\$49,999	-.203	.188	.935	-.71	.31
		\$70,000-\$89,999	-.067	.152	.999	-.48	.35

		\$90,000-\$109,999	-.140	.162	.977	-.58	.30
		\$110,000+	-.205	.173	.900	-.67	.26
		Prefer not to answer	-.544	.408	.837	-1.65	.56
	\$70,000-\$89,999	Less than \$30,000	-.045	.251	1.000	-.72	.63
		\$30,000-\$49,999	-.136	.174	.987	-.61	.34
		\$50,000-\$69,999	.067	.152	.999	-.35	.48
		\$90,000-\$109,999	-.073	.146	.999	-.47	.32
		\$110,000+	-.138	.158	.977	-.56	.29
		Prefer not to answer	-.477	.402	.899	-1.56	.61
	\$90,000-\$109,999	Less than \$30,000	.028	.257	1.000	-.67	.72
		\$30,000-\$49,999	-.062	.183	1.000	-.56	.43
		\$50,000-\$69,999	.140	.162	.977	-.30	.58
		\$70,000-\$89,999	.073	.146	.999	-.32	.47
		\$110,000+	-.064	.167	1.000	-.52	.39
		Prefer not to answer	-.404	.406	.955	-1.50	.69
	\$110,000+	Less than \$30,000	.092	.264	1.000	-.62	.81
		\$30,000-\$49,999	.002	.193	1.000	-.52	.52
		\$50,000-\$69,999	.205	.173	.900	-.26	.67
		\$70,000-\$89,999	.138	.158	.977	-.29	.56
		\$90,000-\$109,999	.064	.167	1.000	-.39	.52
		Prefer not to answer	-.339	.410	.982	-1.45	.77
	Prefer not to answer	Less than \$30,000	.431	.454	.964	-.80	1.66
		\$30,000-\$49,999	.341	.417	.983	-.79	1.47
		\$50,000-\$69,999	.544	.408	.837	-.56	1.65
		\$70,000-\$89,999	.477	.402	.899	-.61	1.56
		\$90,000-\$109,999	.404	.406	.955	-.69	1.50
		\$110,000+	.339	.410	.982	-.77	1.45
The doctor listens	Less than \$30,000	\$30,000-\$49,999	.1491	.2415	.996	-.504	.802
intently to your concerns		\$50,000-\$69,999	.4235	.2297	.519	-.198	1.045

	\$70,000-\$89,999	.3735	.2212	.624	-.225	.972
	\$90,000-\$109,999	.4156	.2262	.523	-.196	1.027
	\$110,000+	.3408	.2325	.765	-.288	.970
	Prefer not to answer	.1569	.4003	1.000	-.926	1.240
\$30,000-\$49,999	Less than \$30,000	-.1491	.2415	.996	-.802	.504
	\$50,000-\$69,999	.2744	.1657	.646	-.174	.723
	\$70,000-\$89,999	.2244	.1537	.768	-.191	.640
	\$90,000-\$109,999	.2665	.1609	.645	-.169	.702
	\$110,000+	.1917	.1697	.919	-.267	.651
	Prefer not to answer	.0078	.3674	1.000	-.986	1.001
\$50,000-\$69,999	Less than \$30,000	-.4235	.2297	.519	-1.045	.198
	\$30,000-\$49,999	-.2744	.1657	.646	-.723	.174
	\$70,000-\$89,999	-.0500	.1343	1.000	-.413	.313
	\$90,000-\$109,999	-.0079	.1424	1.000	-.393	.377
	\$110,000+	-.0828	.1523	.998	-.495	.329
	Prefer not to answer	-.2667	.3597	.990	-1.240	.706
\$70,000-\$89,999	Less than \$30,000	-.3735	.2212	.624	-.972	.225
	\$30,000-\$49,999	-.2244	.1537	.768	-.640	.191
	\$50,000-\$69,999	.0500	.1343	1.000	-.313	.413
	\$90,000-\$109,999	.0421	.1283	1.000	-.305	.389
	\$110,000+	-.0328	.1391	1.000	-.409	.344
	Prefer not to answer	-.2167	.3543	.996	-1.175	.742
\$90,000-\$109,999	Less than \$30,000	-.4156	.2262	.523	-1.027	.196
	\$30,000-\$49,999	-.2665	.1609	.645	-.702	.169
	\$50,000-\$69,999	.0079	.1424	1.000	-.377	.393
	\$70,000-\$89,999	-.0421	.1283	1.000	-.389	.305
	\$110,000+	-.0749	.1470	.999	-.472	.323
	Prefer not to answer	-.2588	.3575	.991	-1.226	.708
\$110,000+	Less than \$30,000	-.3408	.2325	.765	-.970	.288

The doctor avoids “over-selling” orthodontic treatment	Prefer not to answer	\$30,000-\$49,999	-.1917	.1697	.919	-.651	.267
		\$50,000-\$69,999	.0828	.1523	.998	-.329	.495
		\$70,000-\$89,999	.0328	.1391	1.000	-.344	.409
		\$90,000-\$109,999	.0749	.1470	.999	-.323	.472
		Prefer not to answer	-.1839	.3615	.999	-1.162	.794
		Less than \$30,000	-.1569	.4003	1.000	-1.240	.926
		\$30,000-\$49,999	-.0078	.3674	1.000	-1.001	.986
		\$50,000-\$69,999	.2667	.3597	.990	-.706	1.240
		\$70,000-\$89,999	.2167	.3543	.996	-.742	1.175
		\$90,000-\$109,999	.2588	.3575	.991	-.708	1.226
	Less than \$30,000	\$110,000+	.1839	.3615	.999	-.794	1.162
		\$30,000-\$49,999	.260	.295	.975	-.54	1.06
		\$50,000-\$69,999	.578	.281	.383	-.18	1.34
		\$70,000-\$89,999	.532	.271	.441	-.20	1.27
		\$90,000-\$109,999	.326	.277	.903	-.42	1.08
		\$110,000+	.200	.285	.992	-.57	.97
		Prefer not to answer	.396	.483	.983	-.91	1.70
	\$30,000-\$49,999	Less than \$30,000	-.260	.295	.975	-1.06	.54
		\$50,000-\$69,999	.318	.198	.680	-.22	.85
		\$70,000-\$89,999	.272	.184	.756	-.22	.77
		\$90,000-\$109,999	.065	.192	1.000	-.45	.59
		\$110,000+	-.060	.203	1.000	-.61	.49
	\$50,000-\$69,999	Prefer not to answer	.136	.439	1.000	-1.05	1.32
		Less than \$30,000	-.578	.281	.383	-1.34	.18
		\$30,000-\$49,999	-.318	.198	.680	-.85	.22
		\$70,000-\$89,999	-.045	.161	1.000	-.48	.39
		\$90,000-\$109,999	-.252	.170	.756	-.71	.21
		\$110,000+	-.377	.182	.371	-.87	.12
		Prefer not to answer	-.182	.430	1.000	-1.35	.98

The doctor is straightforward with the risks and benefits of treatment	\$70,000-\$89,999	Less than \$30,000	-.532	.271	.441	-1.27	.20
		\$30,000-\$49,999	-.272	.184	.756	-.77	.22
		\$50,000-\$69,999	.045	.161	1.000	-.39	.48
		\$90,000-\$109,999	-.207	.153	.829	-.62	.21
		\$110,000+	-.332	.166	.419	-.78	.12
		Prefer not to answer	-.137	.424	1.000	-1.28	1.01
	\$90,000-\$109,999	Less than \$30,000	-.326	.277	.903	-1.08	.42
		\$30,000-\$49,999	-.065	.192	1.000	-.59	.45
		\$50,000-\$69,999	.252	.170	.756	-.21	.71
		\$70,000-\$89,999	.207	.153	.829	-.21	.62
		\$110,000+	-.125	.176	.992	-.60	.35
		Prefer not to answer	.070	.428	1.000	-1.09	1.23
	\$110,000+	Less than \$30,000	-.200	.285	.992	-.97	.57
		\$30,000-\$49,999	.060	.203	1.000	-.49	.61
		\$50,000-\$69,999	.377	.182	.371	-.12	.87
		\$70,000-\$89,999	.332	.166	.419	-.12	.78
		\$90,000-\$109,999	.125	.176	.992	-.35	.60
		Prefer not to answer	.195	.432	.999	-.97	1.36
	Prefer not to answer	Less than \$30,000	-.396	.483	.983	-1.70	.91
		\$30,000-\$49,999	-.136	.439	1.000	-1.32	1.05
		\$50,000-\$69,999	.182	.430	1.000	-.98	1.35
		\$70,000-\$89,999	.137	.424	1.000	-1.01	1.28
		\$90,000-\$109,999	-.070	.428	1.000	-1.23	1.09
		\$110,000+	-.195	.432	.999	-1.36	.97
	Less than \$30,000	\$30,000-\$49,999	-.179	.229	.987	-.80	.44
		\$50,000-\$69,999	.342	.218	.703	-.25	.93
		\$70,000-\$89,999	.238	.210	.917	-.33	.81
		\$90,000-\$109,999	.154	.215	.992	-.43	.74
		\$110,000+	-.084	.221	1.000	-.68	.51

	Prefer not to answer	.088	.380	1.000	-.94	1.12
\$30,000-\$49,999	Less than \$30,000	.179	.229	.987	-.44	.80
	\$50,000-\$69,999	.521*	.157	.018	.10	.95
	\$70,000-\$89,999	.417*	.146	.067	.02	.81
	\$90,000-\$109,999	.333	.153	.309	-.08	.75
	\$110,000+	.095	.161	.997	-.34	.53
	Prefer not to answer	.267	.349	.988	-.68	1.21
\$50,000-\$69,999	Less than \$30,000	-.342	.218	.703	-.93	.25
	\$30,000-\$49,999	-.521*	.157	.018	-.95	-.10
	\$70,000-\$89,999	-.104	.128	.983	-.45	.24
	\$90,000-\$109,999	-.188	.135	.807	-.55	.18
	\$110,000+	-.426*	.145	.053	-.82	-.04
	Prefer not to answer	-.254	.342	.990	-1.18	.67
\$70,000-\$89,999	Less than \$30,000	-.238	.210	.917	-.81	.33
	\$30,000-\$49,999	-.417*	.146	.067	-.81	-.02
	\$50,000-\$69,999	.104	.128	.983	-.24	.45
	\$90,000-\$109,999	-.084	.122	.993	-.41	.25
	\$110,000+	-.322	.132	.185	-.68	.04
	Prefer not to answer	-.150	.337	.999	-1.06	.76
\$90,000-\$109,999	Less than \$30,000	-.154	.215	.992	-.74	.43
	\$30,000-\$49,999	-.333	.153	.309	-.75	.08
	\$50,000-\$69,999	.188	.135	.807	-.18	.55
	\$70,000-\$89,999	.084	.122	.993	-.25	.41
	\$110,000+	-.238	.140	.612	-.62	.14
	Prefer not to answer	-.066	.340	1.000	-.98	.85
\$110,000+	Less than \$30,000	.084	.221	1.000	-.51	.68
	\$30,000-\$49,999	-.095	.161	.997	-.53	.34
	\$50,000-\$69,999	.426*	.145	.053	.04	.82
	\$70,000-\$89,999	.322	.132	.185	-.04	.68

There are multiple available appointment openings to choose from	Prefer not to answer	\$90,000-\$109,999	.238	.140	.612	-.14	.62
		Prefer not to answer	.172	.343	.999	-.76	1.10
		Less than \$30,000	-.088	.380	1.000	-1.12	.94
		\$30,000-\$49,999	-.267	.349	.988	-1.21	.68
		\$50,000-\$69,999	.254	.342	.990	-.67	1.18
		\$70,000-\$89,999	.150	.337	.999	-.76	1.06
		\$90,000-\$109,999	.066	.340	1.000	-.85	.98
	Less than \$30,000	\$110,000+	-.172	.343	.999	-1.10	.76
		\$30,000-\$49,999	-.081	.259	1.000	-.78	.62
		\$50,000-\$69,999	-.033	.246	1.000	-.70	.63
		\$70,000-\$89,999	-.101	.237	1.000	-.74	.54
		\$90,000-\$109,999	-.139	.243	.998	-.79	.52
		\$110,000+	-.234	.249	.966	-.91	.44
		Prefer not to answer	-.441	.429	.947	-1.60	.72
	\$30,000-\$49,999	Less than \$30,000	.081	.259	1.000	-.62	.78
		\$50,000-\$69,999	.047	.178	1.000	-.43	.53
		\$70,000-\$89,999	-.020	.165	1.000	-.47	.43
		\$90,000-\$109,999	-.058	.172	1.000	-.52	.41
		\$110,000+	-.154	.182	.980	-.65	.34
		Prefer not to answer	-.360	.394	.970	-1.43	.71
		Less than \$30,000	.033	.246	1.000	-.63	.70
	\$50,000-\$69,999	\$30,000-\$49,999	-.047	.178	1.000	-.53	.43
		\$70,000-\$89,999	-.068	.144	.999	-.46	.32
		\$90,000-\$109,999	-.105	.153	.993	-.52	.31
		\$110,000+	-.201	.163	.882	-.64	.24
		Prefer not to answer	-.408	.386	.940	-1.45	.64
		Less than \$30,000	.101	.237	1.000	-.54	.74
		\$30,000-\$49,999	.020	.165	1.000	-.43	.47
	\$70,000-\$89,999	\$50,000-\$69,999	.068	.144	.999	-.32	.46

		\$90,000-\$109,999	-.037	.138	1.000	-.41	.33
		\$110,000+	-.133	.149	.974	-.54	.27
		Prefer not to answer	-.340	.380	.973	-1.37	.69
	\$90,000-\$109,999	Less than \$30,000	.139	.243	.998	-.52	.79
		\$30,000-\$49,999	.058	.172	1.000	-.41	.52
		\$50,000-\$69,999	.105	.153	.993	-.31	.52
		\$70,000-\$89,999	.037	.138	1.000	-.33	.41
		\$110,000+	-.096	.158	.997	-.52	.33
		Prefer not to answer	-.303	.383	.986	-1.34	.73
	\$110,000+	Less than \$30,000	.234	.249	.966	-.44	.91
		\$30,000-\$49,999	.154	.182	.980	-.34	.65
		\$50,000-\$69,999	.201	.163	.882	-.24	.64
		\$70,000-\$89,999	.133	.149	.974	-.27	.54
		\$90,000-\$109,999	.096	.158	.997	-.33	.52
		Prefer not to answer	-.207	.388	.998	-1.26	.84
	Prefer not to answer	Less than \$30,000	.441	.429	.947	-.72	1.60
		\$30,000-\$49,999	.360	.394	.970	-.71	1.43
		\$50,000-\$69,999	.408	.386	.940	-.64	1.45
		\$70,000-\$89,999	.340	.380	.973	-.69	1.37
		\$90,000-\$109,999	.303	.383	.986	-.73	1.34
		\$110,000+	.207	.388	.998	-.84	1.26
The office is available	Less than \$30,000	\$30,000-\$49,999	.406	.314	.855	-.44	1.26
for appointments before		\$50,000-\$69,999	-.106	.299	1.000	-.92	.70
or after typical work		\$70,000-\$89,999	-.049	.288	1.000	-.83	.73
week hours (i.e. before		\$90,000-\$109,999	-.125	.295	1.000	-.92	.67
9am, after 5pm,		\$110,000+	-.145	.302	.999	-.96	.67
weekends).		Prefer not to answer	.441	.521	.980	-.97	1.85
	\$30,000-\$49,999	Less than \$30,000	-.406	.314	.855	-1.26	.44
		\$50,000-\$69,999	-.512	.216	.216	-1.10	.07

	\$70,000-\$89,999	-.455	.200	.259	-1.00	.09
	\$90,000-\$109,999	-.532	.210	.150	-1.10	.04
	\$110,000+	-.551	.221	.163	-1.15	.05
	Prefer not to answer	.035	.478	1.000	-1.26	1.33
\$50,000-\$69,999	Less than \$30,000	.106	.299	1.000	-.70	.92
	\$30,000-\$49,999	.512	.216	.216	-.07	1.10
	\$70,000-\$89,999	.057	.176	1.000	-.42	.53
	\$90,000-\$109,999	-.020	.187	1.000	-.52	.49
	\$110,000+	-.039	.199	1.000	-.58	.50
	Prefer not to answer	.547	.468	.906	-.72	1.81
\$70,000-\$89,999	Less than \$30,000	.049	.288	1.000	-.73	.83
	\$30,000-\$49,999	.455	.200	.259	-.09	1.00
	\$50,000-\$69,999	-.057	.176	1.000	-.53	.42
	\$90,000-\$109,999	-.077	.168	.999	-.53	.38
	\$110,000+	-.096	.181	.998	-.59	.39
	Prefer not to answer	.490	.461	.938	-.76	1.74
\$90,000-\$109,999	Less than \$30,000	.125	.295	1.000	-.67	.92
	\$30,000-\$49,999	.532	.210	.150	-.04	1.10
	\$50,000-\$69,999	.020	.187	1.000	-.49	.52
	\$70,000-\$89,999	.077	.168	.999	-.38	.53
	\$110,000+	-.020	.192	1.000	-.54	.50
	Prefer not to answer	.567	.465	.887	-.69	1.83
\$110,000+	Less than \$30,000	.145	.302	.999	-.67	.96
	\$30,000-\$49,999	.551	.221	.163	-.05	1.15
	\$50,000-\$69,999	.039	.199	1.000	-.50	.58
	\$70,000-\$89,999	.096	.181	.998	-.39	.59
	\$90,000-\$109,999	.020	.192	1.000	-.50	.54
	Prefer not to answer	.586	.470	.875	-.69	1.86
Prefer not to	Less than \$30,000	-.441	.521	.980	-1.85	.97

There are prizes/incentives for good patient compliance- i.e.: no missed appointments, good brushing habits, no broken brackets etc	answer	\$30,000-\$49,999	-.035	.478	1.000	-1.33	1.26
		\$50,000-\$69,999	-.547	.468	.906	-1.81	.72
		\$70,000-\$89,999	-.490	.461	.938	-1.74	.76
		\$90,000-\$109,999	-.567	.465	.887	-1.83	.69
		\$110,000+	-.586	.470	.875	-1.86	.69
	Less than \$30,000	\$30,000-\$49,999	.158	.413	1.000	-.96	1.28
		\$50,000-\$69,999	-.270	.394	.993	-1.33	.79
		\$70,000-\$89,999	-.303	.380	.985	-1.33	.72
		\$90,000-\$109,999	-.128	.388	1.000	-1.18	.92
		\$110,000+	.041	.398	1.000	-1.04	1.12
	\$30,000-\$49,999	Prefer not to answer	-.563	.675	.981	-2.39	1.26
		Less than \$30,000	-.158	.413	1.000	-1.28	.96
		\$50,000-\$69,999	-.429	.277	.716	-1.18	.32
		\$70,000-\$89,999	-.461	.257	.554	-1.16	.23
		\$90,000-\$109,999	-.287	.269	.938	-1.01	.44
	\$50,000-\$69,999	\$110,000+	-.117	.284	1.000	-.89	.65
		Prefer not to answer	-.721	.615	.904	-2.38	.94
		Less than \$30,000	.270	.394	.993	-.79	1.33
		\$30,000-\$49,999	.429	.277	.716	-.32	1.18
		\$70,000-\$89,999	-.032	.225	1.000	-.64	.58
	\$70,000-\$89,999	\$90,000-\$109,999	.142	.238	.997	-.50	.79
		\$110,000+	.311	.255	.885	-.38	1.00
		Prefer not to answer	-.292	.602	.999	-1.92	1.34
		Less than \$30,000	.303	.380	.985	-.72	1.33
		\$30,000-\$49,999	.461	.257	.554	-.23	1.16
		\$50,000-\$69,999	.032	.225	1.000	-.58	.64
		\$90,000-\$109,999	.174	.215	.984	-.41	.75
		\$110,000+	.343	.233	.759	-.29	.97
		Prefer not to answer	-.260	.593	.999	-1.86	1.34

The office has excellent customer service	\$90,000-\$109,999	Less than \$30,000	.128	.388	1.000	-.92	1.18
		\$30,000-\$49,999	.287	.269	.938	-.44	1.01
		\$50,000-\$69,999	-.142	.238	.997	-.79	.50
		\$70,000-\$89,999	-.174	.215	.984	-.75	.41
		\$110,000+	.169	.246	.993	-.50	.83
		Prefer not to answer	-.434	.598	.991	-2.05	1.18
	\$110,000+	Less than \$30,000	-.041	.398	1.000	-1.12	1.04
		\$30,000-\$49,999	.117	.284	1.000	-.65	.89
		\$50,000-\$69,999	-.311	.255	.885	-1.00	.38
		\$70,000-\$89,999	-.343	.233	.759	-.97	.29
		\$90,000-\$109,999	-.169	.246	.993	-.83	.50
		Prefer not to answer	-.603	.605	.954	-2.24	1.03
	Prefer not to answer	Less than \$30,000	.563	.675	.981	-1.26	2.39
		\$30,000-\$49,999	.721	.615	.904	-.94	2.38
		\$50,000-\$69,999	.292	.602	.999	-1.34	1.92
		\$70,000-\$89,999	.260	.593	.999	-1.34	1.86
		\$90,000-\$109,999	.434	.598	.991	-1.18	2.05
		\$110,000+	.603	.605	.954	-1.03	2.24
	Less than \$30,000	\$30,000-\$49,999	-.064	.269	1.000	-.79	.66
		\$50,000-\$69,999	.363	.256	.793	-.33	1.06
		\$70,000-\$89,999	.171	.247	.993	-.50	.84
		\$90,000-\$109,999	.115	.252	.999	-.57	.80
		\$110,000+	.315	.259	.888	-.39	1.02
		Prefer not to answer	.137	.447	1.000	-1.07	1.34
	\$30,000-\$49,999	Less than \$30,000	.064	.269	1.000	-.66	.79
		\$50,000-\$69,999	.427	.185	.241	-.07	.93
		\$70,000-\$89,999	.235	.171	.818	-.23	.70
		\$90,000-\$109,999	.180	.179	.954	-.31	.66
		\$110,000+	.380	.189	.412	-.13	.89

	Prefer not to answer	.202	.410	.999	-.91	1.31
\$50,000-\$69,999	Less than \$30,000	-.363	.256	.793	-1.06	.33
	\$30,000-\$49,999	-.427	.185	.241	-.93	.07
	\$70,000-\$89,999	-.192	.150	.859	-.60	.21
	\$90,000-\$109,999	-.248	.159	.709	-.68	.18
	\$110,000+	-.047	.170	1.000	-.51	.41
	Prefer not to answer	-.226	.401	.998	-1.31	.86
\$70,000-\$89,999	Less than \$30,000	-.171	.247	.993	-.84	.50
	\$30,000-\$49,999	-.235	.171	.818	-.70	.23
	\$50,000-\$69,999	.192	.150	.859	-.21	.60
	\$90,000-\$109,999	-.055	.143	1.000	-.44	.33
	\$110,000+	.145	.155	.967	-.27	.56
	Prefer not to answer	-.033	.395	1.000	-1.10	1.04
\$90,000-\$109,999	Less than \$30,000	-.115	.252	.999	-.80	.57
	\$30,000-\$49,999	-.180	.179	.954	-.66	.31
	\$50,000-\$69,999	.248	.159	.709	-.18	.68
	\$70,000-\$89,999	.055	.143	1.000	-.33	.44
	\$110,000+	.200	.164	.886	-.24	.64
	Prefer not to answer	.022	.399	1.000	-1.06	1.10
\$110,000+	Less than \$30,000	-.315	.259	.888	-1.02	.39
	\$30,000-\$49,999	-.380	.189	.412	-.89	.13
	\$50,000-\$69,999	.047	.170	1.000	-.41	.51
	\$70,000-\$89,999	-.145	.155	.967	-.56	.27
	\$90,000-\$109,999	-.200	.164	.886	-.64	.24
	Prefer not to answer	-.178	.403	.999	-1.27	.91
Prefer not to answer	Less than \$30,000	-.137	.447	1.000	-1.34	1.07
	\$30,000-\$49,999	-.202	.410	.999	-1.31	.91
	\$50,000-\$69,999	.226	.401	.998	-.86	1.31
	\$70,000-\$89,999	.033	.395	1.000	-1.04	1.10

The office staff is friendly	Less than \$30,000	\$90,000-\$109,999	-.022	.399	1.000	-1.10	1.06
		\$110,000+	.178	.403	.999	-.91	1.27
		\$30,000-\$49,999	-.030	.262	1.000	-.74	.68
		\$50,000-\$69,999	.068	.249	1.000	-.61	.74
		\$70,000-\$89,999	.292	.240	.887	-.36	.94
		\$90,000-\$109,999	.070	.245	1.000	-.59	.73
		\$110,000+	.136	.252	.998	-.55	.82
	\$30,000-\$49,999	Prefer not to answer	-.088	.434	1.000	-1.26	1.09
		Less than \$30,000	.030	.262	1.000	-.68	.74
		\$50,000-\$69,999	.098	.180	.998	-.39	.59
		\$70,000-\$89,999	.322	.167	.460	-.13	.77
		\$90,000-\$109,999	.100	.174	.998	-.37	.57
		\$110,000+	.166	.184	.972	-.33	.66
		Prefer not to answer	-.058	.398	1.000	-1.13	1.02
	\$50,000-\$69,999	Less than \$30,000	-.068	.249	1.000	-.74	.61
		\$30,000-\$49,999	-.098	.180	.998	-.59	.39
		\$70,000-\$89,999	.224	.146	.727	-.17	.62
		\$90,000-\$109,999	.002	.155	1.000	-.42	.42
		\$110,000+	.068	.166	1.000	-.38	.52
		Prefer not to answer	-.156	.390	1.000	-1.21	.90
	\$70,000-\$89,999	Less than \$30,000	-.292	.240	.887	-.94	.36
		\$30,000-\$49,999	-.322	.167	.460	-.77	.13
		\$50,000-\$69,999	-.224	.146	.727	-.62	.17
		\$90,000-\$109,999	-.222	.139	.684	-.60	.15
		\$110,000+	-.156	.151	.946	-.56	.25
		Prefer not to answer	-.380	.384	.956	-1.42	.66
	\$90,000-\$109,999	Less than \$30,000	-.070	.245	1.000	-.73	.59
		\$30,000-\$49,999	-.100	.174	.998	-.57	.37
		\$50,000-\$69,999	-.002	.155	1.000	-.42	.42

The office has an overall nice feel	\$110,000+	\$70,000-\$89,999	.222	.139	.684	-.15	.60
		\$110,000+	.066	.159	1.000	-.36	.50
		Prefer not to answer	-.158	.387	1.000	-1.21	.89
		Less than \$30,000	-.136	.252	.998	-.82	.55
		\$30,000-\$49,999	-.166	.184	.972	-.66	.33
		\$50,000-\$69,999	-.068	.166	1.000	-.52	.38
		\$70,000-\$89,999	.156	.151	.946	-.25	.56
		\$90,000-\$109,999	-.066	.159	1.000	-.50	.36
		Prefer not to answer	-.224	.392	.998	-1.28	.84
	Prefer not to answer	Less than \$30,000	.088	.434	1.000	-1.09	1.26
		\$30,000-\$49,999	.058	.398	1.000	-1.02	1.13
		\$50,000-\$69,999	.156	.390	1.000	-.90	1.21
		\$70,000-\$89,999	.380	.384	.956	-.66	1.42
		\$90,000-\$109,999	.158	.387	1.000	-.89	1.21
		\$110,000+	.224	.392	.998	-.84	1.28
		Less than \$30,000	-.231	.274	.980	-.97	.51
		\$50,000-\$69,999	.041	.261	1.000	-.66	.75
		\$70,000-\$89,999	.008	.251	1.000	-.67	.69
		\$90,000-\$109,999	-.040	.257	1.000	-.73	.65
	\$30,000-\$49,999	\$110,000+	-.124	.264	.999	-.84	.59
		Prefer not to answer	-.216	.455	.999	-1.45	1.01
		Less than \$30,000	.231	.274	.980	-.51	.97
		\$50,000-\$69,999	.272	.188	.777	-.24	.78
		\$70,000-\$89,999	.239	.175	.818	-.23	.71
		\$90,000-\$109,999	.191	.183	.943	-.30	.68
		\$110,000+	.107	.193	.998	-.41	.63
		Prefer not to answer	.016	.417	1.000	-1.11	1.14
	\$50,000-\$69,999	Less than \$30,000	-.041	.261	1.000	-.75	.66
		\$30,000-\$49,999	-.272	.188	.777	-.78	.24

		\$70,000-\$89,999	-.033	.153	1.000	-.45	.38
		\$90,000-\$109,999	-.081	.162	.999	-.52	.36
		\$110,000+	-.164	.173	.964	-.63	.30
		Prefer not to answer	-.256	.408	.996	-1.36	.85
	\$70,000-\$89,999	Less than \$30,000	-.008	.251	1.000	-.69	.67
		\$30,000-\$49,999	-.239	.175	.818	-.71	.23
		\$50,000-\$69,999	.033	.153	1.000	-.38	.45
		\$90,000-\$109,999	-.048	.146	1.000	-.44	.35
		\$110,000+	-.131	.158	.982	-.56	.30
		Prefer not to answer	-.223	.402	.998	-1.31	.86
	\$90,000-\$109,999	Less than \$30,000	.040	.257	1.000	-.65	.73
		\$30,000-\$49,999	-.191	.183	.943	-.68	.30
		\$50,000-\$69,999	.081	.162	.999	-.36	.52
		\$70,000-\$89,999	.048	.146	1.000	-.35	.44
		\$110,000+	-.083	.167	.999	-.53	.37
		Prefer not to answer	-.175	.406	.999	-1.27	.92
	\$110,000+	Less than \$30,000	.124	.264	.999	-.59	.84
		\$30,000-\$49,999	-.107	.193	.998	-.63	.41
		\$50,000-\$69,999	.164	.173	.964	-.30	.63
		\$70,000-\$89,999	.131	.158	.982	-.30	.56
		\$90,000-\$109,999	.083	.167	.999	-.37	.53
		Prefer not to answer	-.092	.410	1.000	-1.20	1.02
	Prefer not to answer	Less than \$30,000	.216	.455	.999	-1.01	1.45
		\$30,000-\$49,999	-.016	.417	1.000	-1.14	1.11
		\$50,000-\$69,999	.256	.408	.996	-.85	1.36
		\$70,000-\$89,999	.223	.402	.998	-.86	1.31
		\$90,000-\$109,999	.175	.406	.999	-.92	1.27
		\$110,000+	.092	.410	1.000	-1.02	1.20
The doctor accepts your	Less than \$30,000	\$30,000-\$49,999	.337	.259	.852	-.36	1.04

insurance		\$50,000-\$69,999	.417	.247	.624	-.25	1.09
		\$70,000-\$89,999	.655*	.238	.087	.01	1.30
		\$90,000-\$109,999	.665*	.243	.091	.01	1.32
		\$110,000+	.545	.249	.307	-.13	1.22
		Prefer not to answer	.608	.429	.793	-.55	1.77
	\$30,000-\$49,999	Less than \$30,000	-.337	.259	.852	-1.04	.36
		\$50,000-\$69,999	.081	.179	.999	-.40	.56
		\$70,000-\$89,999	.319	.165	.463	-.13	.77
		\$90,000-\$109,999	.328	.173	.480	-.14	.79
		\$110,000+	.208	.182	.914	-.28	.70
	\$50,000-\$69,999	Prefer not to answer	.271	.394	.993	-.79	1.34
		Less than \$30,000	-.417	.247	.624	-1.09	.25
		\$30,000-\$49,999	-.081	.179	.999	-.56	.40
		\$70,000-\$89,999	.238	.146	.662	-.16	.63
		\$90,000-\$109,999	.247	.154	.678	-.17	.66
	\$70,000-\$89,999	\$110,000+	.127	.165	.987	-.32	.57
		Prefer not to answer	.190	.386	.999	-.85	1.24
		Less than \$30,000	-.655*	.238	.087	-1.30	-.01
		\$30,000-\$49,999	-.319	.165	.463	-.77	.13
		\$50,000-\$69,999	-.238	.146	.662	-.63	.16
	\$90,000-\$109,999	\$90,000-\$109,999	.009	.138	1.000	-.36	.38
		\$110,000+	-.111	.150	.990	-.52	.29
		Prefer not to answer	-.048	.380	1.000	-1.08	.98
		Less than \$30,000	-.665*	.243	.091	-1.32	-.01
		\$30,000-\$49,999	-.328	.173	.480	-.79	.14
		\$50,000-\$69,999	-.247	.154	.678	-.66	.17
		\$70,000-\$89,999	-.009	.138	1.000	-.38	.36
		\$110,000+	-.120	.158	.988	-.55	.31
		Prefer not to answer	-.057	.383	1.000	-1.09	.98

the doctor offers flexible payment plan options	\$110,000+	Less than \$30,000	-.545	.249	.307	-1.22	.13
		\$30,000-\$49,999	-.208	.182	.914	-.70	.28
		\$50,000-\$69,999	-.127	.165	.987	-.57	.32
		\$70,000-\$89,999	.111	.150	.990	-.29	.52
		\$90,000-\$109,999	.120	.158	.988	-.31	.55
		Prefer not to answer	.063	.388	1.000	-.99	1.11
	Prefer not to answer	Less than \$30,000	-.608	.429	.793	-1.77	.55
		\$30,000-\$49,999	-.271	.394	.993	-1.34	.79
		\$50,000-\$69,999	-.190	.386	.999	-1.24	.85
		\$70,000-\$89,999	.048	.380	1.000	-.98	1.08
		\$90,000-\$109,999	.057	.383	1.000	-.98	1.09
		\$110,000+	-.063	.388	1.000	-1.11	.99
	Less than \$30,000	\$30,000-\$49,999	.219	.311	.992	-.62	1.06
		\$50,000-\$69,999	.738	.297	.168	-.07	1.54
		\$70,000-\$89,999	.590	.287	.383	-.19	1.37
		\$90,000-\$109,999	.839*	.293	.066	.05	1.63
		\$110,000+	.731	.301	.188	-.08	1.54
		Prefer not to answer	.467	.501	.967	-.89	1.82
	\$30,000-\$49,999	Less than \$30,000	-.219	.311	.992	-1.06	.62
		\$50,000-\$69,999	.520	.204	.145	-.03	1.07
		\$70,000-\$89,999	.371	.189	.440	-.14	.88
		\$90,000-\$109,999	.621*	.198	.030	.09	1.16
		\$110,000+	.512	.209	.179	-.05	1.08
		Prefer not to answer	.248	.452	.998	-.97	1.47
	\$50,000-\$69,999	Less than \$30,000	-.738	.297	.168	-1.54	.07
		\$30,000-\$49,999	-.520	.204	.145	-1.07	.03
		\$70,000-\$89,999	-.148	.165	.973	-.60	.30
		\$90,000-\$109,999	.101	.175	.997	-.37	.58
		\$110,000+	-.007	.187	1.000	-.51	.50

		Prefer not to answer	-.272	.443	.996	-1.47	.93
	\$70,000-\$89,999	Less than \$30,000	-.590	.287	.383	-1.37	.19
		\$30,000-\$49,999	-.371	.189	.440	-.88	.14
		\$50,000-\$69,999	.148	.165	.973	-.30	.60
		\$90,000-\$109,999	.249	.158	.695	-.18	.68
		\$110,000+	.141	.171	.982	-.32	.60
		Prefer not to answer	-.123	.436	1.000	-1.30	1.06
	\$90,000-\$109,999	Less than \$30,000	-.839*	.293	.066	-1.63	-.05
		\$30,000-\$49,999	-.621*	.198	.030	-1.16	-.09
		\$50,000-\$69,999	-.101	.175	.997	-.58	.37
		\$70,000-\$89,999	-.249	.158	.695	-.68	.18
		\$110,000+	-.108	.181	.997	-.60	.38
		Prefer not to answer	-.373	.440	.980	-1.56	.82
	\$110,000+	Less than \$30,000	-.731	.301	.188	-1.54	.08
		\$30,000-\$49,999	-.512	.209	.179	-1.08	.05
		\$50,000-\$69,999	.007	.187	1.000	-.50	.51
		\$70,000-\$89,999	-.141	.171	.982	-.60	.32
		\$90,000-\$109,999	.108	.181	.997	-.38	.60
		Prefer not to answer	-.264	.445	.997	-1.47	.94
	Prefer not to answer	Less than \$30,000	-.467	.501	.967	-1.82	.89
		\$30,000-\$49,999	-.248	.452	.998	-1.47	.97
		\$50,000-\$69,999	.272	.443	.996	-.93	1.47
		\$70,000-\$89,999	.123	.436	1.000	-1.06	1.30
		\$90,000-\$109,999	.373	.440	.980	-.82	1.56
		\$110,000+	.264	.445	.997	-.94	1.47
The doctor offers	Less than \$30,000	\$30,000-\$49,999	.278	.354	.986	-.68	1.23
interest free financing		\$50,000-\$69,999	.533	.338	.697	-.38	1.45
on cost of treatment		\$70,000-\$89,999	.423	.327	.854	-.46	1.31
		\$90,000-\$109,999	.652	.333	.446	-.25	1.55

	\$110,000+	.775	.342	.263	-.15	1.70
	Prefer not to answer	.033	.570	1.000	-1.51	1.58
\$30,000-\$49,999	Less than \$30,000	-.278	.354	.986	-1.23	.68
	\$50,000-\$69,999	.256	.232	.927	-.37	.88
	\$70,000-\$89,999	.146	.215	.994	-.44	.73
	\$90,000-\$109,999	.374	.225	.642	-.23	.98
	\$110,000+	.497	.237	.359	-.15	1.14
	Prefer not to answer	-.244	.514	.999	-1.64	1.15
\$50,000-\$69,999	Less than \$30,000	-.533	.338	.697	-1.45	.38
	\$30,000-\$49,999	-.256	.232	.927	-.88	.37
	\$70,000-\$89,999	-.110	.188	.997	-.62	.40
	\$90,000-\$109,999	.118	.199	.997	-.42	.66
	\$110,000+	.241	.213	.918	-.34	.82
	Prefer not to answer	-.500	.504	.955	-1.86	.86
\$70,000-\$89,999	Less than \$30,000	-.423	.327	.854	-1.31	.46
	\$30,000-\$49,999	-.146	.215	.994	-.73	.44
	\$50,000-\$69,999	.110	.188	.997	-.40	.62
	\$90,000-\$109,999	.228	.180	.864	-.26	.71
	\$110,000+	.351	.195	.546	-.18	.88
	Prefer not to answer	-.390	.496	.986	-1.73	.95
\$90,000-\$109,999	Less than \$30,000	-.652	.333	.446	-1.55	.25
	\$30,000-\$49,999	-.374	.225	.642	-.98	.23
	\$50,000-\$69,999	-.118	.199	.997	-.66	.42
	\$70,000-\$89,999	-.228	.180	.864	-.71	.26
	\$110,000+	.123	.206	.997	-.43	.68
	Prefer not to answer	-.618	.500	.880	-1.97	.74
\$110,000+	Less than \$30,000	-.775	.342	.263	-1.70	.15
	\$30,000-\$49,999	-.497	.237	.359	-1.14	.15
	\$50,000-\$69,999	-.241	.213	.918	-.82	.34

The total cost of orthodontic treatment	Prefer not to answer	\$70,000-\$89,999	-.351	.195	.546	-.88	.18	
		\$90,000-\$109,999	-.123	.206	.997	-.68	.43	
		Prefer not to answer	-.741	.506	.765	-2.11	.63	
		Less than \$30,000	-.033	.570	1.000	-1.58	1.51	
		\$30,000-\$49,999	.244	.514	.999	-1.15	1.64	
		\$50,000-\$69,999	.500	.504	.955	-.86	1.86	
		\$70,000-\$89,999	.390	.496	.986	-.95	1.73	
		\$90,000-\$109,999	.618	.500	.880	-.74	1.97	
		\$110,000+	.741	.506	.765	-.63	2.11	
	Less than \$30,000	\$30,000-\$49,999	.097	.284	1.000	-.67	.87	
		\$50,000-\$69,999	.378	.270	.803	-.35	1.11	
		\$70,000-\$89,999	.322	.261	.880	-.38	1.03	
		\$90,000-\$109,999	.313	.267	.904	-.41	1.03	
		\$110,000+	.287	.274	.942	-.45	1.03	
		Prefer not to answer	-.271	.464	.997	-1.53	.98	
		\$30,000-\$49,999	Less than \$30,000	-.097	.284	1.000	-.87	.67
			\$50,000-\$69,999	.281	.191	.761	-.23	.80
			\$70,000-\$89,999	.225	.177	.864	-.25	.70
	\$90,000-\$109,999		.215	.185	.907	-.29	.72	
	\$110,000+		.189	.195	.960	-.34	.72	
	Prefer not to answer		-.368	.422	.977	-1.51	.77	
	\$50,000-\$69,999		Less than \$30,000	-.378	.270	.803	-1.11	.35
			\$30,000-\$49,999	-.281	.191	.761	-.80	.23
			\$70,000-\$89,999	-.055	.154	1.000	-.47	.36
		\$90,000-\$109,999	-.065	.164	1.000	-.51	.38	
		\$110,000+	-.091	.175	.999	-.56	.38	
		Prefer not to answer	-.649	.414	.702	-1.77	.47	
		\$70,000-\$89,999	Less than \$30,000	-.322	.261	.880	-1.03	.38
			\$30,000-\$49,999	-.225	.177	.864	-.70	.25

The doctor offers discount for payment up front.		\$50,000-\$69,999	.055	.154	1.000	-.36	.47
		\$90,000-\$109,999	-.010	.147	1.000	-.41	.39
		\$110,000+	-.036	.160	1.000	-.47	.40
		Prefer not to answer	-.593	.407	.770	-1.70	.51
	\$90,000-\$109,999	Less than \$30,000	-.313	.267	.904	-1.03	.41
		\$30,000-\$49,999	-.215	.185	.907	-.72	.29
		\$50,000-\$69,999	.065	.164	1.000	-.38	.51
		\$70,000-\$89,999	.010	.147	1.000	-.39	.41
	\$110,000+	\$110,000+	-.026	.169	1.000	-.48	.43
		Prefer not to answer	-.583	.411	.791	-1.69	.53
		Less than \$30,000	-.287	.274	.942	-1.03	.45
		\$30,000-\$49,999	-.189	.195	.960	-.72	.34
		\$50,000-\$69,999	.091	.175	.999	-.38	.56
		\$70,000-\$89,999	.036	.160	1.000	-.40	.47
		\$90,000-\$109,999	.026	.169	1.000	-.43	.48
		Prefer not to answer	-.557	.416	.832	-1.68	.57
	Prefer not to answer	Less than \$30,000	.271	.464	.997	-.98	1.53
		\$30,000-\$49,999	.368	.422	.977	-.77	1.51
		\$50,000-\$69,999	.649	.414	.702	-.47	1.77
		\$70,000-\$89,999	.593	.407	.770	-.51	1.70
		\$90,000-\$109,999	.583	.411	.791	-.53	1.69
		\$110,000+	.557	.416	.832	-.57	1.68
	Less than \$30,000	\$30,000-\$49,999	.569	.363	.704	-.41	1.55
		\$50,000-\$69,999	.344	.347	.956	-.60	1.28
		\$70,000-\$89,999	.337	.335	.953	-.57	1.24
		\$90,000-\$109,999	.346	.342	.952	-.58	1.27
		\$110,000+	.301	.351	.978	-.65	1.25
		Prefer not to answer	.267	.585	.999	-1.32	1.85
	\$30,000-\$49,999	Less than \$30,000	-.569	.363	.704	-1.55	.41

	\$50,000-\$69,999	-.225	.238	.965	-.87	.42
	\$70,000-\$89,999	-.232	.221	.941	-.83	.37
	\$90,000-\$109,999	-.223	.231	.961	-.85	.40
	\$110,000+	-.268	.244	.928	-.93	.39
	Prefer not to answer	-.302	.528	.998	-1.73	1.13
\$50,000-\$69,999	Less than \$30,000	-.344	.347	.956	-1.28	.60
	\$30,000-\$49,999	.225	.238	.965	-.42	.87
	\$70,000-\$89,999	-.007	.193	1.000	-.53	.52
	\$90,000-\$109,999	.002	.205	1.000	-.55	.56
	\$110,000+	-.042	.219	1.000	-.63	.55
	Prefer not to answer	-.077	.517	1.000	-1.48	1.32
\$70,000-\$89,999	Less than \$30,000	-.337	.335	.953	-1.24	.57
	\$30,000-\$49,999	.232	.221	.941	-.37	.83
	\$50,000-\$69,999	.007	.193	1.000	-.52	.53
	\$90,000-\$109,999	.009	.184	1.000	-.49	.51
	\$110,000+	-.036	.200	1.000	-.58	.51
	Prefer not to answer	-.070	.509	1.000	-1.45	1.31
\$90,000-\$109,999	Less than \$30,000	-.346	.342	.952	-1.27	.58
	\$30,000-\$49,999	.223	.231	.961	-.40	.85
	\$50,000-\$69,999	-.002	.205	1.000	-.56	.55
	\$70,000-\$89,999	-.009	.184	1.000	-.51	.49
	\$110,000+	-.044	.211	1.000	-.62	.53
	Prefer not to answer	-.079	.514	1.000	-1.47	1.31
\$110,000+	Less than \$30,000	-.301	.351	.978	-1.25	.65
	\$30,000-\$49,999	.268	.244	.928	-.39	.93
	\$50,000-\$69,999	.042	.219	1.000	-.55	.63
	\$70,000-\$89,999	.036	.200	1.000	-.51	.58
	\$90,000-\$109,999	.044	.211	1.000	-.53	.62
	Prefer not to answer	-.034	.520	1.000	-1.44	1.37

How much influence: Family member	Prefer not to answer	Less than \$30,000	-.267	.585	.999	-1.85	1.32
		\$30,000-\$49,999	.302	.528	.998	-1.13	1.73
		\$50,000-\$69,999	.077	.517	1.000	-1.32	1.48
		\$70,000-\$89,999	.070	.509	1.000	-1.31	1.45
		\$90,000-\$109,999	.079	.514	1.000	-1.31	1.47
		\$110,000+	.034	.520	1.000	-1.37	1.44
	Less than \$30,000	\$30,000-\$49,999	-.197	.355	.998	-1.16	.76
		\$50,000-\$69,999	-.243	.336	.991	-1.15	.67
		\$70,000-\$89,999	-.311	.324	.962	-1.19	.57
		\$90,000-\$109,999	-.398	.331	.893	-1.29	.50
		\$110,000+	-.274	.340	.984	-1.19	.65
		Prefer not to answer	-.578	.586	.956	-2.16	1.01
	\$30,000-\$49,999	Less than \$30,000	.197	.355	.998	-.76	1.16
		\$50,000-\$69,999	-.045	.244	1.000	-.71	.62
		\$70,000-\$89,999	-.113	.227	.999	-.73	.50
		\$90,000-\$109,999	-.201	.238	.980	-.84	.44
		\$110,000+	-.076	.250	1.000	-.75	.60
		Prefer not to answer	-.381	.538	.992	-1.84	1.08
	\$50,000-\$69,999	Less than \$30,000	.243	.336	.991	-.67	1.15
		\$30,000-\$49,999	.045	.244	1.000	-.62	.71
		\$70,000-\$89,999	-.068	.197	1.000	-.60	.46
		\$90,000-\$109,999	-.156	.209	.990	-.72	.41
		\$110,000+	-.031	.223	1.000	-.63	.57
		Prefer not to answer	-.336	.526	.995	-1.76	1.09
	\$70,000-\$89,999	Less than \$30,000	.311	.324	.962	-.57	1.19
		\$30,000-\$49,999	.113	.227	.999	-.50	.73
		\$50,000-\$69,999	.068	.197	1.000	-.46	.60
		\$90,000-\$109,999	-.088	.189	.999	-.60	.42
		\$110,000+	.037	.204	1.000	-.51	.59

How much influence: Close friend	\$90,000-\$109,999	Prefer not to answer	-.268	.519	.999	-1.67	1.13
		Less than \$30,000	.398	.331	.893	-.50	1.29
		\$30,000-\$49,999	.201	.238	.980	-.44	.84
		\$50,000-\$69,999	.156	.209	.990	-.41	.72
		\$70,000-\$89,999	.088	.189	.999	-.42	.60
		\$110,000+	.125	.216	.997	-.46	.71
	\$110,000+	Prefer not to answer	-.180	.523	1.000	-1.60	1.24
		Less than \$30,000	.274	.340	.984	-.65	1.19
		\$30,000-\$49,999	.076	.250	1.000	-.60	.75
		\$50,000-\$69,999	.031	.223	1.000	-.57	.63
		\$70,000-\$89,999	-.037	.204	1.000	-.59	.51
		\$90,000-\$109,999	-.125	.216	.997	-.71	.46
	Prefer not to answer	Prefer not to answer	-.305	.529	.997	-1.74	1.13
		Less than \$30,000	.578	.586	.956	-1.01	2.16
		\$30,000-\$49,999	.381	.538	.992	-1.08	1.84
		\$50,000-\$69,999	.336	.526	.995	-1.09	1.76
		\$70,000-\$89,999	.268	.519	.999	-1.13	1.67
		\$90,000-\$109,999	.180	.523	1.000	-1.24	1.60
	Less than \$30,000	\$110,000+	.305	.529	.997	-1.13	1.74
		\$30,000-\$49,999	-.364	.352	.946	-1.32	.59
		\$50,000-\$69,999	-.021	.334	1.000	-.92	.88
		\$70,000-\$89,999	-.362	.321	.920	-1.23	.51
		\$90,000-\$109,999	-.398	.329	.890	-1.29	.49
		\$110,000+	-.119	.338	1.000	-1.03	.79
	\$30,000-\$49,999	Prefer not to answer	-.078	.581	1.000	-1.65	1.49
		Less than \$30,000	.364	.352	.946	-.59	1.32
		\$50,000-\$69,999	.343	.243	.796	-.31	1.00
		\$70,000-\$89,999	.002	.225	1.000	-.61	.61
		\$90,000-\$109,999	-.034	.236	1.000	-.67	.60

	\$110,000+	.245	.248	.956	-.43	.92
	Prefer not to answer	.286	.534	.998	-1.16	1.73
\$50,000-\$69,999	Less than \$30,000	.021	.334	1.000	-.88	.92
	\$30,000-\$49,999	-.343	.243	.796	-1.00	.31
	\$70,000-\$89,999	-.341	.196	.591	-.87	.19
	\$90,000-\$109,999	-.377	.208	.542	-.94	.19
	\$110,000+	-.098	.222	.999	-.70	.50
	Prefer not to answer	-.057	.523	1.000	-1.47	1.36
\$70,000-\$89,999	Less than \$30,000	.362	.321	.920	-.51	1.23
	\$30,000-\$49,999	-.002	.225	1.000	-.61	.61
	\$50,000-\$69,999	.341	.196	.591	-.19	.87
	\$90,000-\$109,999	-.037	.187	1.000	-.54	.47
	\$110,000+	.243	.202	.893	-.30	.79
	Prefer not to answer	.283	.515	.998	-1.11	1.68
\$90,000-\$109,999	Less than \$30,000	.398	.329	.890	-.49	1.29
	\$30,000-\$49,999	.034	.236	1.000	-.60	.67
	\$50,000-\$69,999	.377	.208	.542	-.19	.94
	\$70,000-\$89,999	.037	.187	1.000	-.47	.54
	\$110,000+	.280	.214	.849	-.30	.86
	Prefer not to answer	.320	.520	.996	-1.09	1.73
\$110,000+	Less than \$30,000	.119	.338	1.000	-.79	1.03
	\$30,000-\$49,999	-.245	.248	.956	-.92	.43
	\$50,000-\$69,999	.098	.222	.999	-.50	.70
	\$70,000-\$89,999	-.243	.202	.893	-.79	.30
	\$90,000-\$109,999	-.280	.214	.849	-.86	.30
	Prefer not to answer	.040	.525	1.000	-1.38	1.46
Prefer not to answer	Less than \$30,000	.078	.581	1.000	-1.49	1.65
	\$30,000-\$49,999	-.286	.534	.998	-1.73	1.16
	\$50,000-\$69,999	.057	.523	1.000	-1.36	1.47

How much influence: Referral from your child's dentist	Less than \$30,000	\$70,000-\$89,999	-.283	.515	.998	-1.68	1.11
		\$90,000-\$109,999	-.320	.520	.996	-1.73	1.09
		\$110,000+	-.040	.525	1.000	-1.46	1.38
		\$30,000-\$49,999	-.074	.302	1.000	-.89	.74
		\$50,000-\$69,999	.205	.286	.992	-.57	.98
		\$70,000-\$89,999	.205	.276	.990	-.54	.95
		\$90,000-\$109,999	.091	.282	1.000	-.67	.85
	\$30,000-\$49,999	\$110,000+	-.023	.290	1.000	-.81	.76
		Prefer not to answer	.235	.499	.999	-1.11	1.59
		Less than \$30,000	.074	.302	1.000	-.74	.89
		\$50,000-\$69,999	.279	.208	.833	-.28	.84
		\$70,000-\$89,999	.279	.194	.778	-.24	.80
		\$90,000-\$109,999	.165	.202	.983	-.38	.71
		\$110,000+	.051	.213	1.000	-.53	.63
	\$50,000-\$69,999	Prefer not to answer	.310	.459	.994	-.93	1.55
		Less than \$30,000	-.205	.286	.992	-.98	.57
		\$30,000-\$49,999	-.279	.208	.833	-.84	.28
		\$70,000-\$89,999	.000	.168	1.000	-.45	.45
		\$90,000-\$109,999	-.114	.178	.995	-.59	.37
		\$110,000+	-.228	.190	.894	-.74	.29
		Prefer not to answer	.031	.449	1.000	-1.18	1.24
	\$70,000-\$89,999	Less than \$30,000	-.205	.276	.990	-.95	.54
		\$30,000-\$49,999	-.279	.194	.778	-.80	.24
		\$50,000-\$69,999	.000	.168	1.000	-.45	.45
		\$90,000-\$109,999	-.114	.160	.992	-.55	.32
		\$110,000+	-.228	.174	.845	-.70	.24
		Prefer not to answer	.030	.442	1.000	-1.17	1.23
	\$90,000-\$109,999	Less than \$30,000	-.091	.282	1.000	-.85	.67
		\$30,000-\$49,999	-.165	.202	.983	-.71	.38

		\$50,000-\$69,999	.114	.178	.995	-.37	.59
		\$70,000-\$89,999	.114	.160	.992	-.32	.55
		\$110,000+	-.114	.183	.996	-.61	.38
		Prefer not to answer	.145	.446	1.000	-1.06	1.35
	\$110,000+	Less than \$30,000	.023	.290	1.000	-.76	.81
		\$30,000-\$49,999	-.051	.213	1.000	-.63	.53
		\$50,000-\$69,999	.228	.190	.894	-.29	.74
		\$70,000-\$89,999	.228	.174	.845	-.24	.70
		\$90,000-\$109,999	.114	.183	.996	-.38	.61
		Prefer not to answer	.259	.451	.997	-.96	1.48
	Prefer not to answer	Less than \$30,000	-.235	.499	.999	-1.59	1.11
		\$30,000-\$49,999	-.310	.459	.994	-1.55	.93
		\$50,000-\$69,999	-.031	.449	1.000	-1.24	1.18
		\$70,000-\$89,999	-.030	.442	1.000	-1.23	1.17
		\$90,000-\$109,999	-.145	.446	1.000	-1.35	1.06
		\$110,000+	-.259	.451	.997	-1.48	.96
How much influence:	Less than \$30,000	\$30,000-\$49,999	-.176	.340	.999	-1.10	.74
Referral from other		\$50,000-\$69,999	.070	.323	1.000	-.80	.94
parents who have		\$70,000-\$89,999	-.054	.312	1.000	-.90	.79
children with braces		\$90,000-\$109,999	-.005	.318	1.000	-.87	.86
		\$110,000+	.030	.327	1.000	-.85	.92
		Prefer not to answer	.157	.563	1.000	-1.37	1.68
	\$30,000-\$49,999	Less than \$30,000	.176	.340	.999	-.74	1.10
		\$50,000-\$69,999	.246	.233	.940	-.38	.88
		\$70,000-\$89,999	.122	.217	.998	-.46	.71
		\$90,000-\$109,999	.171	.226	.989	-.44	.78
		\$110,000+	.207	.239	.977	-.44	.85
		Prefer not to answer	.333	.517	.995	-1.06	1.73
	\$50,000-\$69,999	Less than \$30,000	-.070	.323	1.000	-.94	.80

	\$30,000-\$49,999	-.246	.233	.940	-.88	.38
	\$70,000-\$89,999	-.124	.190	.995	-.64	.39
	\$90,000-\$109,999	-.075	.200	1.000	-.62	.47
	\$110,000+	-.039	.214	1.000	-.62	.54
	Prefer not to answer	.087	.506	1.000	-1.28	1.46
\$70,000-\$89,999	Less than \$30,000	.054	.312	1.000	-.79	.90
	\$30,000-\$49,999	-.122	.217	.998	-.71	.46
	\$50,000-\$69,999	.124	.190	.995	-.39	.64
	\$90,000-\$109,999	.049	.181	1.000	-.44	.54
	\$110,000+	.084	.196	1.000	-.45	.62
	Prefer not to answer	.211	.499	1.000	-1.14	1.56
\$90,000-\$109,999	Less than \$30,000	.005	.318	1.000	-.86	.87
	\$30,000-\$49,999	-.171	.226	.989	-.78	.44
	\$50,000-\$69,999	.075	.200	1.000	-.47	.62
	\$70,000-\$89,999	-.049	.181	1.000	-.54	.44
	\$110,000+	.036	.207	1.000	-.52	.60
	Prefer not to answer	.162	.503	1.000	-1.20	1.52
\$110,000+	Less than \$30,000	-.030	.327	1.000	-.92	.85
	\$30,000-\$49,999	-.207	.239	.977	-.85	.44
	\$50,000-\$69,999	.039	.214	1.000	-.54	.62
	\$70,000-\$89,999	-.084	.196	1.000	-.62	.45
	\$90,000-\$109,999	-.036	.207	1.000	-.60	.52
	Prefer not to answer	.126	.509	1.000	-1.25	1.50
Prefer not to answer	Less than \$30,000	-.157	.563	1.000	-1.68	1.37
	\$30,000-\$49,999	-.333	.517	.995	-1.73	1.06
	\$50,000-\$69,999	-.087	.506	1.000	-1.46	1.28
	\$70,000-\$89,999	-.211	.499	1.000	-1.56	1.14
	\$90,000-\$109,999	-.162	.503	1.000	-1.52	1.20
	\$110,000+	-.126	.509	1.000	-1.50	1.25

How much influence: Yelp ratings	Less than \$30,000	\$30,000-\$49,999	-.071	.543	1.000	-1.54	1.40
		\$50,000-\$69,999	-.581	.518	.921	-1.98	.82
		\$70,000-\$89,999	-1.003	.502	.417	-2.36	.35
		\$90,000-\$109,999	-.880	.511	.603	-2.26	.50
		\$110,000+	-.453	.524	.977	-1.87	.96
		Prefer not to answer	-.310	.858	1.000	-2.63	2.01
	\$30,000-\$49,999	Less than \$30,000	.071	.543	1.000	-1.40	1.54
		\$50,000-\$69,999	-.510	.348	.765	-1.45	.43
		\$70,000-\$89,999	-.931*	.323	.063	-1.81	-.06
		\$90,000-\$109,999	-.808	.338	.205	-1.72	.11
		\$110,000+	-.382	.356	.936	-1.35	.58
		Prefer not to answer	-.238	.767	1.000	-2.31	1.84
	\$50,000-\$69,999	Less than \$30,000	.581	.518	.921	-.82	1.98
		\$30,000-\$49,999	.510	.348	.765	-.43	1.45
		\$70,000-\$89,999	-.422	.280	.742	-1.18	.34
		\$90,000-\$109,999	-.298	.297	.953	-1.10	.51
		\$110,000+	.128	.318	1.000	-.73	.99
		Prefer not to answer	.272	.750	1.000	-1.76	2.30
	\$70,000-\$89,999	Less than \$30,000	1.003	.502	.417	-.35	2.36
		\$30,000-\$49,999	.931*	.323	.063	.06	1.81
		\$50,000-\$69,999	.422	.280	.742	-.34	1.18
		\$90,000-\$109,999	.123	.268	.999	-.60	.85
		\$110,000+	.550	.290	.486	-.24	1.33
		Prefer not to answer	.693	.739	.966	-1.31	2.69
	\$90,000-\$109,999	Less than \$30,000	.880	.511	.603	-.50	2.26
		\$30,000-\$49,999	.808	.338	.205	-.11	1.72
		\$50,000-\$69,999	.298	.297	.953	-.51	1.10
		\$70,000-\$89,999	-.123	.268	.999	-.85	.60
		\$110,000+	.426	.307	.806	-.40	1.26

How much influence: Facebook reviews	\$110,000+	Prefer not to answer	.570	.746	.988	-1.45	2.59
		Less than \$30,000	.453	.524	.977	-.96	1.87
		\$30,000-\$49,999	.382	.356	.936	-.58	1.35
		\$50,000-\$69,999	-.128	.318	1.000	-.99	.73
		\$70,000-\$89,999	-.550	.290	.486	-1.33	.24
		\$90,000-\$109,999	-.426	.307	.806	-1.26	.40
	Prefer not to answer	Prefer not to answer	.144	.754	1.000	-1.90	2.18
		Less than \$30,000	.310	.858	1.000	-2.01	2.63
		\$30,000-\$49,999	.238	.767	1.000	-1.84	2.31
		\$50,000-\$69,999	-.272	.750	1.000	-2.30	1.76
		\$70,000-\$89,999	-.693	.739	.966	-2.69	1.31
		\$90,000-\$109,999	-.570	.746	.988	-2.59	1.45
	Less than \$30,000	\$110,000+	-.144	.754	1.000	-2.18	1.90
		\$30,000-\$49,999	-.167	.508	1.000	-1.54	1.21
		\$50,000-\$69,999	-.605	.484	.874	-1.91	.70
		\$70,000-\$89,999	-1.007	.468	.325	-2.27	.26
		\$90,000-\$109,999	-.640	.477	.832	-1.93	.65
		\$110,000+	-.356	.489	.991	-1.68	.97
	\$30,000-\$49,999	Prefer not to answer	.167	.816	1.000	-2.04	2.37
		Less than \$30,000	.167	.508	1.000	-1.21	1.54
		\$50,000-\$69,999	-.438	.334	.847	-1.34	.47
		\$70,000-\$89,999	-.840	.311	.100	-1.68	.00
		\$90,000-\$109,999	-.474	.325	.769	-1.35	.40
		\$110,000+	-.190	.342	.998	-1.12	.74
	\$50,000-\$69,999	Prefer not to answer	.333	.737	.999	-1.66	2.33
		Less than \$30,000	.605	.484	.874	-.70	1.91
		\$30,000-\$49,999	.438	.334	.847	-.47	1.34
		\$70,000-\$89,999	-.402	.269	.750	-1.13	.33
		\$90,000-\$109,999	-.035	.285	1.000	-.81	.74

		\$110,000+	.249	.305	.983	-.58	1.07
		Prefer not to answer	.772	.721	.936	-1.18	2.72
	\$70,000-\$89,999	Less than \$30,000	1.007	.468	.325	-.26	2.27
		\$30,000-\$49,999	.840	.311	.100	.00	1.68
		\$50,000-\$69,999	.402	.269	.750	-.33	1.13
		\$90,000-\$109,999	.366	.257	.788	-.33	1.06
		\$110,000+	.650	.279	.232	-.10	1.40
		Prefer not to answer	1.173	.710	.648	-.75	3.09
	\$90,000-\$109,999	Less than \$30,000	.640	.477	.832	-.65	1.93
		\$30,000-\$49,999	.474	.325	.769	-.40	1.35
		\$50,000-\$69,999	.035	.285	1.000	-.74	.81
		\$70,000-\$89,999	-.366	.257	.788	-1.06	.33
		\$110,000+	.284	.295	.961	-.51	1.08
		Prefer not to answer	.807	.716	.920	-1.13	2.74
	\$110,000+	Less than \$30,000	.356	.489	.991	-.97	1.68
		\$30,000-\$49,999	.190	.342	.998	-.74	1.12
		\$50,000-\$69,999	-.249	.305	.983	-1.07	.58
		\$70,000-\$89,999	-.650	.279	.232	-1.40	.10
		\$90,000-\$109,999	-.284	.295	.961	-1.08	.51
		Prefer not to answer	.523	.725	.991	-1.44	2.48
	Prefer not to answer	Less than \$30,000	-.167	.816	1.000	-2.37	2.04
		\$30,000-\$49,999	-.333	.737	.999	-2.33	1.66
		\$50,000-\$69,999	-.772	.721	.936	-2.72	1.18
		\$70,000-\$89,999	-1.173	.710	.648	-3.09	.75
		\$90,000-\$109,999	-.807	.716	.920	-2.74	1.13
		\$110,000+	-.523	.725	.991	-2.48	1.44
How much influence:	Less than \$30,000	\$30,000-\$49,999	-.199	.556	1.000	-1.70	1.31
Angie's List		\$50,000-\$69,999	-.592	.530	.923	-2.03	.84
		\$70,000-\$89,999	-1.009	.513	.438	-2.40	.38

	\$90,000-\$109,999	-.722	.524	.813	-2.14	.69
	\$110,000+	-.219	.535	1.000	-1.67	1.23
	Prefer not to answer	.143	.877	1.000	-2.23	2.51
\$30,000-\$49,999	Less than \$30,000	.199	.556	1.000	-1.31	1.70
	\$50,000-\$69,999	-.393	.359	.930	-1.36	.58
	\$70,000-\$89,999	-.810	.334	.190	-1.71	.09
	\$90,000-\$109,999	-.523	.350	.747	-1.47	.42
	\$110,000+	-.021	.367	1.000	-1.01	.97
	Prefer not to answer	.341	.785	.999	-1.78	2.47
\$50,000-\$69,999	Less than \$30,000	.592	.530	.923	-.84	2.03
	\$30,000-\$49,999	.393	.359	.930	-.58	1.36
	\$70,000-\$89,999	-.417	.288	.775	-1.20	.36
	\$90,000-\$109,999	-.130	.307	1.000	-.96	.70
	\$110,000+	.372	.326	.914	-.51	1.25
	Prefer not to answer	.734	.767	.963	-1.34	2.81
\$70,000-\$89,999	Less than \$30,000	1.009	.513	.438	-.38	2.40
	\$30,000-\$49,999	.810	.334	.190	-.09	1.71
	\$50,000-\$69,999	.417	.288	.775	-.36	1.20
	\$90,000-\$109,999	.287	.276	.945	-.46	1.03
	\$110,000+	.789	.297	.112	-.01	1.59
	Prefer not to answer	1.152	.755	.730	-.89	3.19
\$90,000-\$109,999	Less than \$30,000	.722	.524	.813	-.69	2.14
	\$30,000-\$49,999	.523	.350	.747	-.42	1.47
	\$50,000-\$69,999	.130	.307	1.000	-.70	.96
	\$70,000-\$89,999	-.287	.276	.945	-1.03	.46
	\$110,000+	.503	.315	.685	-.35	1.35
	Prefer not to answer	.865	.763	.917	-1.20	2.93
\$110,000+	Less than \$30,000	.219	.535	1.000	-1.23	1.67
	\$30,000-\$49,999	.021	.367	1.000	-.97	1.01

How much influence: Google Reviews	Prefer not to answer	\$50,000-\$69,999	-.372	.326	.914	-1.25	.51
		\$70,000-\$89,999	-.789	.297	.112	-1.59	.01
		\$90,000-\$109,999	-.503	.315	.685	-1.35	.35
		Prefer not to answer	.362	.770	.999	-1.72	2.45
		Less than \$30,000	-.143	.877	1.000	-2.51	2.23
		\$30,000-\$49,999	-.341	.785	.999	-2.47	1.78
		\$50,000-\$69,999	-.734	.767	.963	-2.81	1.34
		\$70,000-\$89,999	-1.152	.755	.730	-3.19	.89
		\$90,000-\$109,999	-.865	.763	.917	-2.93	1.20
		\$110,000+	-.362	.770	.999	-2.45	1.72
	Less than \$30,000	\$30,000-\$49,999	-.100	.474	1.000	-1.38	1.18
		\$50,000-\$69,999	-.407	.452	.972	-1.63	.82
		\$70,000-\$89,999	-.747	.436	.609	-1.93	.43
		\$90,000-\$109,999	-.530	.445	.898	-1.73	.67
		\$110,000+	-.111	.456	1.000	-1.35	1.12
		Prefer not to answer	-.433	.761	.998	-2.49	1.63
		Less than \$30,000	.100	.474	1.000	-1.18	1.38
		\$50,000-\$69,999	-.307	.313	.958	-1.15	.54
		\$70,000-\$89,999	-.647	.290	.281	-1.43	.14
		\$90,000-\$109,999	-.430	.303	.791	-1.25	.39
	\$30,000-\$49,999	\$110,000+	-.011	.319	1.000	-.87	.85
		Prefer not to answer	-.333	.688	.999	-2.19	1.53
		Less than \$30,000	.407	.452	.972	-.82	1.63
		\$30,000-\$49,999	.307	.313	.958	-.54	1.15
		\$70,000-\$89,999	-.339	.252	.830	-1.02	.34
		\$90,000-\$109,999	-.123	.267	.999	-.85	.60
		\$110,000+	.296	.286	.945	-.48	1.07
		Prefer not to answer	-.026	.673	1.000	-1.85	1.79
		Less than \$30,000	.747	.436	.609	-.43	1.93
		\$50,000-\$69,999					

		\$30,000-\$49,999	.647	.290	.281	-.14	1.43
		\$50,000-\$69,999	.339	.252	.830	-.34	1.02
		\$90,000-\$109,999	.217	.240	.972	-.43	.87
		\$110,000+	.635	.260	.184	-.07	1.34
		Prefer not to answer	.313	.662	.999	-1.48	2.10
	\$90,000-\$109,999	Less than \$30,000	.530	.445	.898	-.67	1.73
		\$30,000-\$49,999	.430	.303	.791	-.39	1.25
		\$50,000-\$69,999	.123	.267	.999	-.60	.85
		\$70,000-\$89,999	-.217	.240	.972	-.87	.43
		\$110,000+	.418	.275	.731	-.32	1.16
		Prefer not to answer	.096	.668	1.000	-1.71	1.90
	\$110,000+	Less than \$30,000	.111	.456	1.000	-1.12	1.35
		\$30,000-\$49,999	.011	.319	1.000	-.85	.87
		\$50,000-\$69,999	-.296	.286	.945	-1.07	.48
		\$70,000-\$89,999	-.635	.260	.184	-1.34	.07
		\$90,000-\$109,999	-.418	.275	.731	-1.16	.32
		Prefer not to answer	-.322	.676	.999	-2.15	1.51
	Prefer not to answer	Less than \$30,000	.433	.761	.998	-1.63	2.49
		\$30,000-\$49,999	.333	.688	.999	-1.53	2.19
		\$50,000-\$69,999	.026	.673	1.000	-1.79	1.85
		\$70,000-\$89,999	-.313	.662	.999	-2.10	1.48
		\$90,000-\$109,999	-.096	.668	1.000	-1.90	1.71
		\$110,000+	.322	.676	.999	-1.51	2.15
How much influence:	Less than \$30,000	\$30,000-\$49,999	-.053	.396	1.000	-1.12	1.02
Dental office's website		\$50,000-\$69,999	-.019	.376	1.000	-1.04	1.00
		\$70,000-\$89,999	-.308	.362	.979	-1.29	.67
		\$90,000-\$109,999	-.036	.370	1.000	-1.04	.97
		\$110,000+	.308	.381	.984	-.72	1.34
		Prefer not to answer	.745	.656	.916	-1.03	2.52

\$30,000-\$49,999	Less than \$30,000	.053	.396	1.000	-1.02	1.12
	\$50,000-\$69,999	.034	.271	1.000	-.70	.77
	\$70,000-\$89,999	-.255	.252	.951	-.94	.43
	\$90,000-\$109,999	.018	.263	1.000	-.69	.73
	\$110,000+	.362	.278	.851	-.39	1.11
	Prefer not to answer	.798	.602	.839	-.83	2.43
\$50,000-\$69,999	Less than \$30,000	.019	.376	1.000	-1.00	1.04
	\$30,000-\$49,999	-.034	.271	1.000	-.77	.70
	\$70,000-\$89,999	-.289	.220	.845	-.88	.31
	\$90,000-\$109,999	-.017	.233	1.000	-.65	.61
	\$110,000+	.327	.249	.846	-.35	1.00
	Prefer not to answer	.764	.589	.853	-.83	2.36
\$70,000-\$89,999	Less than \$30,000	.308	.362	.979	-.67	1.29
	\$30,000-\$49,999	.255	.252	.951	-.43	.94
	\$50,000-\$69,999	.289	.220	.845	-.31	.88
	\$90,000-\$109,999	.273	.210	.853	-.30	.84
	\$110,000+	.617*	.228	.100	.00	1.23
	Prefer not to answer	1.053	.580	.539	-.52	2.62
\$90,000-\$109,999	Less than \$30,000	.036	.370	1.000	-.97	1.04
	\$30,000-\$49,999	-.018	.263	1.000	-.73	.69
	\$50,000-\$69,999	.017	.233	1.000	-.61	.65
	\$70,000-\$89,999	-.273	.210	.853	-.84	.30
	\$110,000+	.344	.241	.786	-.31	1.00
	Prefer not to answer	.781	.585	.836	-.80	2.36
\$110,000+	Less than \$30,000	-.308	.381	.984	-1.34	.72
	\$30,000-\$49,999	-.362	.278	.851	-1.11	.39
	\$50,000-\$69,999	-.327	.249	.846	-1.00	.35
	\$70,000-\$89,999	-.617*	.228	.100	-1.23	.00
	\$90,000-\$109,999	-.344	.241	.786	-1.00	.31

How much influence: Instagram	Prefer not to answer	Prefer not to answer	.437	.592	.990	-1.16	2.04
		Less than \$30,000	-.745	.656	.916	-2.52	1.03
		\$30,000-\$49,999	-.798	.602	.839	-2.43	.83
		\$50,000-\$69,999	-.764	.589	.853	-2.36	.83
		\$70,000-\$89,999	-1.053	.580	.539	-2.62	.52
		\$90,000-\$109,999	-.781	.585	.836	-2.36	.80
		\$110,000+	-.437	.592	.990	-2.04	1.16
	Less than \$30,000	\$30,000-\$49,999	.223	.591	1.000	-1.38	1.82
		\$50,000-\$69,999	-.277	.564	.999	-1.80	1.25
		\$70,000-\$89,999	-1.014	.548	.514	-2.50	.47
		\$90,000-\$109,999	-.656	.558	.903	-2.17	.85
		\$110,000+	-.320	.570	.998	-1.86	1.22
		Prefer not to answer	.244	.916	1.000	-2.24	2.72
	\$30,000-\$49,999	Less than \$30,000	-.223	.591	1.000	-1.82	1.38
		\$50,000-\$69,999	-.500	.370	.827	-1.50	.50
		\$70,000-\$89,999	-1.237*	.345	.007	-2.17	-.30
		\$90,000-\$109,999	-.880	.361	.185	-1.86	.10
		\$110,000+	-.543	.379	.784	-1.57	.48
		Prefer not to answer	.020	.812	1.000	-2.17	2.22
	\$50,000-\$69,999	Less than \$30,000	.277	.564	.999	-1.25	1.80
		\$30,000-\$49,999	.500	.370	.827	-.50	1.50
		\$70,000-\$89,999	-.737	.296	.167	-1.54	.06
		\$90,000-\$109,999	-.379	.315	.892	-1.23	.47
		\$110,000+	-.043	.335	1.000	-.95	.86
		Prefer not to answer	.521	.792	.995	-1.62	2.66
	\$70,000-\$89,999	Less than \$30,000	1.014	.548	.514	-.47	2.50
		\$30,000-\$49,999	1.237*	.345	.007	.30	2.17
		\$50,000-\$69,999	.737	.296	.167	-.06	1.54
		\$90,000-\$109,999	.358	.284	.870	-.41	1.13

How much influence: Twitter	\$90,000-\$109,999	\$110,000+	.694	.307	.266	-.14	1.52
		Prefer not to answer	1.258	.781	.675	-.85	3.37
		Less than \$30,000	.656	.558	.903	-.85	2.17
		\$30,000-\$49,999	.880	.361	.185	-.10	1.86
		\$50,000-\$69,999	.379	.315	.892	-.47	1.23
		\$70,000-\$89,999	-.358	.284	.870	-1.13	.41
	\$110,000+	\$110,000+	.337	.325	.945	-.54	1.21
		Prefer not to answer	.900	.788	.914	-1.23	3.03
		Less than \$30,000	.320	.570	.998	-1.22	1.86
		\$30,000-\$49,999	.543	.379	.784	-.48	1.57
		\$50,000-\$69,999	.043	.335	1.000	-.86	.95
		\$70,000-\$89,999	-.694	.307	.266	-1.52	.14
	Prefer not to answer	\$90,000-\$109,999	-.337	.325	.945	-1.21	.54
		Prefer not to answer	.563	.796	.992	-1.59	2.72
		Less than \$30,000	-.244	.916	1.000	-2.72	2.24
		\$30,000-\$49,999	-.020	.812	1.000	-2.22	2.17
		\$50,000-\$69,999	-.521	.792	.995	-2.66	1.62
		\$70,000-\$89,999	-1.258	.781	.675	-3.37	.85
	Less than \$30,000	\$90,000-\$109,999	-.900	.788	.914	-3.03	1.23
		\$110,000+	-.563	.796	.992	-2.72	1.59
		\$30,000-\$49,999	.091	.604	1.000	-1.54	1.72
		\$50,000-\$69,999	-.215	.580	1.000	-1.78	1.35
		\$70,000-\$89,999	-.779	.563	.810	-2.30	.74
		\$90,000-\$109,999	-.529	.573	.969	-2.08	1.02
	\$30,000-\$49,999	\$110,000+	.024	.586	1.000	-1.56	1.61
		Prefer not to answer	.231	.942	1.000	-2.32	2.78
		Less than \$30,000	-.091	.604	1.000	-1.72	1.54
		\$50,000-\$69,999	-.307	.375	.983	-1.32	.71
		\$70,000-\$89,999	-.871	.349	.163	-1.81	.07

	\$90,000-\$109,999	-.620	.365	.617	-1.61	.37
	\$110,000+	-.067	.384	1.000	-1.11	.97
	Prefer not to answer	.140	.832	1.000	-2.11	2.39
\$50,000-\$69,999	Less than \$30,000	.215	.580	1.000	-1.35	1.78
	\$30,000-\$49,999	.307	.375	.983	-.71	1.32
	\$70,000-\$89,999	-.564	.305	.514	-1.39	.26
	\$90,000-\$109,999	-.314	.323	.960	-1.19	.56
	\$110,000+	.239	.345	.993	-.69	1.17
	Prefer not to answer	.446	.814	.998	-1.76	2.65
\$70,000-\$89,999	Less than \$30,000	.779	.563	.810	-.74	2.30
	\$30,000-\$49,999	.871	.349	.163	-.07	1.81
	\$50,000-\$69,999	.564	.305	.514	-.26	1.39
	\$90,000-\$109,999	.250	.292	.979	-.54	1.04
	\$110,000+	.803	.316	.147	-.05	1.66
	Prefer not to answer	1.010	.802	.870	-1.16	3.18
\$90,000-\$109,999	Less than \$30,000	.529	.573	.969	-1.02	2.08
	\$30,000-\$49,999	.620	.365	.617	-.37	1.61
	\$50,000-\$69,999	.314	.323	.960	-.56	1.19
	\$70,000-\$89,999	-.250	.292	.979	-1.04	.54
	\$110,000+	.553	.334	.645	-.35	1.46
	Prefer not to answer	.760	.810	.966	-1.43	2.95
\$110,000+	Less than \$30,000	-.024	.586	1.000	-1.61	1.56
	\$30,000-\$49,999	.067	.384	1.000	-.97	1.11
	\$50,000-\$69,999	-.239	.345	.993	-1.17	.69
	\$70,000-\$89,999	-.803	.316	.147	-1.66	.05
	\$90,000-\$109,999	-.553	.334	.645	-1.46	.35
	Prefer not to answer	.207	.818	1.000	-2.01	2.42
Prefer not to answer	Less than \$30,000	-.231	.942	1.000	-2.78	2.32
	\$30,000-\$49,999	-.140	.832	1.000	-2.39	2.11

How much influence: Healthgrades.com	Less than \$30,000	\$50,000-\$69,999	-.446	.814	.998	-2.65	1.76
		\$70,000-\$89,999	-1.010	.802	.870	-3.18	1.16
		\$90,000-\$109,999	-.760	.810	.966	-2.95	1.43
		\$110,000+	-.207	.818	1.000	-2.42	2.01
		\$30,000-\$49,999	-.486	.521	.967	-1.89	.92
		\$50,000-\$69,999	-.147	.494	1.000	-1.48	1.19
		\$70,000-\$89,999	-.558	.479	.906	-1.85	.74
		\$90,000-\$109,999	-.366	.488	.989	-1.69	.95
	\$30,000-\$49,999	\$110,000+	-.044	.499	1.000	-1.39	1.31
		Prefer not to answer	.548	.818	.994	-1.67	2.76
		Less than \$30,000	.486	.521	.967	-.92	1.89
		\$50,000-\$69,999	.338	.337	.953	-.57	1.25
		\$70,000-\$89,999	-.073	.314	1.000	-.92	.78
		\$90,000-\$109,999	.120	.328	1.000	-.77	1.01
		\$110,000+	.441	.345	.860	-.49	1.37
		Prefer not to answer	1.033	.734	.797	-.95	3.02
	\$50,000-\$69,999	Less than \$30,000	.147	.494	1.000	-1.19	1.48
		\$30,000-\$49,999	-.338	.337	.953	-1.25	.57
		\$70,000-\$89,999	-.411	.268	.723	-1.14	.31
		\$90,000-\$109,999	-.218	.284	.988	-.99	.55
		\$110,000+	.103	.303	1.000	-.72	.92
		Prefer not to answer	.695	.715	.960	-1.24	2.63
		Less than \$30,000	.558	.479	.906	-.74	1.85
		\$30,000-\$49,999	.073	.314	1.000	-.78	.92
	\$70,000-\$89,999	\$50,000-\$69,999	.411	.268	.723	-.31	1.14
		\$90,000-\$109,999	.193	.257	.989	-.50	.89
		\$110,000+	.514	.277	.512	-.24	1.26
		Prefer not to answer	1.106	.705	.702	-.80	3.01
	\$90,000-\$109,999	Less than \$30,000	.366	.488	.989	-.95	1.69

The office is on the way to or from your child's school	\$110,000+	\$30,000-\$49,999	-.120	.328	1.000	-1.01	.77
		\$50,000-\$69,999	.218	.284	.988	-.55	.99
		\$70,000-\$89,999	-.193	.257	.989	-.89	.50
		\$110,000+	.321	.293	.929	-.47	1.11
		Prefer not to answer	.913	.711	.859	-1.01	2.84
		Less than \$30,000	.044	.499	1.000	-1.31	1.39
		\$30,000-\$49,999	-.441	.345	.860	-1.37	.49
		\$50,000-\$69,999	-.103	.303	1.000	-.92	.72
		\$70,000-\$89,999	-.514	.277	.512	-1.26	.24
		\$90,000-\$109,999	-.321	.293	.929	-1.11	.47
		Prefer not to answer	.592	.719	.982	-1.35	2.54
	Prefer not to answer	Less than \$30,000	-.548	.818	.994	-2.76	1.67
		\$30,000-\$49,999	-1.033	.734	.797	-3.02	.95
		\$50,000-\$69,999	-.695	.715	.960	-2.63	1.24
		\$70,000-\$89,999	-1.106	.705	.702	-3.01	.80
		\$90,000-\$109,999	-.913	.711	.859	-2.84	1.01
		\$110,000+	-.592	.719	.982	-2.54	1.35
		Less than \$30,000	.565	.479	.902	-.73	1.86
		\$50,000-\$69,999	-.301	.458	.995	-1.54	.94
		\$70,000-\$89,999	-.325	.441	.990	-1.52	.87
		\$90,000-\$109,999	-.303	.451	.994	-1.52	.92
		\$110,000+	.093	.462	1.000	-1.16	1.34
		Prefer not to answer	-.396	.784	.999	-2.52	1.72
	\$30,000-\$49,999	Less than \$30,000	-.565	.479	.902	-1.86	.73
		\$50,000-\$69,999	-.866	.324	.108	-1.74	.01
		\$70,000-\$89,999	-.891*	.299	.048	-1.70	-.08
		\$90,000-\$109,999	-.868*	.313	.084	-1.72	-.02
		\$110,000+	-.473	.329	.783	-1.36	.42
		Prefer not to answer	-.961	.713	.829	-2.89	.97

\$50,000-\$69,999	Less than \$30,000	.301	.458	.995	-.94	1.54
	\$30,000-\$49,999	.866	.324	.108	-.01	1.74
	\$70,000-\$89,999	-.025	.264	1.000	-.74	.69
	\$90,000-\$109,999	-.002	.280	1.000	-.76	.75
	\$110,000+	.393	.298	.842	-.41	1.20
	Prefer not to answer	-.095	.699	1.000	-1.99	1.80
\$70,000-\$89,999	Less than \$30,000	.325	.441	.990	-.87	1.52
	\$30,000-\$49,999	.891*	.299	.048	.08	1.70
	\$50,000-\$69,999	.025	.264	1.000	-.69	.74
	\$90,000-\$109,999	.023	.251	1.000	-.66	.70
	\$110,000+	.418	.271	.718	-.31	1.15
	Prefer not to answer	-.071	.688	1.000	-1.93	1.79
\$90,000-\$109,999	Less than \$30,000	.303	.451	.994	-.92	1.52
	\$30,000-\$49,999	.868*	.313	.084	.02	1.72
	\$50,000-\$69,999	.002	.280	1.000	-.75	.76
	\$70,000-\$89,999	-.023	.251	1.000	-.70	.66
	\$110,000+	.395	.286	.812	-.38	1.17
	Prefer not to answer	-.093	.695	1.000	-1.97	1.79
\$110,000+	Less than \$30,000	-.093	.462	1.000	-1.34	1.16
	\$30,000-\$49,999	.473	.329	.783	-.42	1.36
	\$50,000-\$69,999	-.393	.298	.842	-1.20	.41
	\$70,000-\$89,999	-.418	.271	.718	-1.15	.31
	\$90,000-\$109,999	-.395	.286	.812	-1.17	.38
	Prefer not to answer	-.489	.702	.993	-2.39	1.41
Prefer not to answer	Less than \$30,000	.396	.784	.999	-1.72	2.52
	\$30,000-\$49,999	.961	.713	.829	-.97	2.89
	\$50,000-\$69,999	.095	.699	1.000	-1.80	1.99
	\$70,000-\$89,999	.071	.688	1.000	-1.79	1.93
	\$90,000-\$109,999	.093	.695	1.000	-1.79	1.97

The office is in a safe area of town	Less than \$30,000	\$110,000+	.489	.702	.993	-1.41	2.39
		\$30,000-\$49,999	.049	.291	1.000	-.74	.84
		\$50,000-\$69,999	.205	.276	.990	-.54	.95
		\$70,000-\$89,999	.072	.267	1.000	-.65	.79
		\$90,000-\$109,999	-.002	.272	1.000	-.74	.73
		\$110,000+	.046	.280	1.000	-.71	.80
	\$30,000-\$49,999	Prefer not to answer	.069	.482	1.000	-1.23	1.37
		Less than \$30,000	-.049	.291	1.000	-.84	.74
		\$50,000-\$69,999	.155	.199	.987	-.38	.69
		\$70,000-\$89,999	.023	.186	1.000	-.48	.52
		\$90,000-\$109,999	-.051	.194	1.000	-.57	.47
		\$110,000+	-.004	.204	1.000	-.56	.55
	\$50,000-\$69,999	Prefer not to answer	.019	.442	1.000	-1.18	1.22
		Less than \$30,000	-.205	.276	.990	-.95	.54
		\$30,000-\$49,999	-.155	.199	.987	-.69	.38
		\$70,000-\$89,999	-.132	.162	.983	-.57	.31
		\$90,000-\$109,999	-.206	.171	.893	-.67	.26
		\$110,000+	-.159	.183	.977	-.65	.34
	\$70,000-\$89,999	Prefer not to answer	-.136	.433	1.000	-1.31	1.03
		Less than \$30,000	-.072	.267	1.000	-.79	.65
		\$30,000-\$49,999	-.023	.186	1.000	-.52	.48
		\$50,000-\$69,999	.132	.162	.983	-.31	.57
		\$90,000-\$109,999	-.074	.155	.999	-.49	.35
		\$110,000+	-.026	.168	1.000	-.48	.43
	\$90,000-\$109,999	Prefer not to answer	-.003	.427	1.000	-1.16	1.15
		Less than \$30,000	.002	.272	1.000	-.73	.74
		\$30,000-\$49,999	.051	.194	1.000	-.47	.57
		\$50,000-\$69,999	.206	.171	.893	-.26	.67
		\$70,000-\$89,999	.074	.155	.999	-.35	.49

The orthodontic provider is in the same office where your child gets cleanings and fillings	\$110,000+	\$110,000+	.047	.177	1.000	-.43	.53
		Prefer not to answer	.070	.430	1.000	-1.09	1.23
		Less than \$30,000	-.046	.280	1.000	-.80	.71
		\$30,000-\$49,999	.004	.204	1.000	-.55	.56
		\$50,000-\$69,999	.159	.183	.977	-.34	.65
		\$70,000-\$89,999	.026	.168	1.000	-.43	.48
		\$90,000-\$109,999	-.047	.177	1.000	-.53	.43
		Prefer not to answer	.023	.435	1.000	-1.15	1.20
	Prefer not to answer	Less than \$30,000	-.069	.482	1.000	-1.37	1.23
		\$30,000-\$49,999	-.019	.442	1.000	-1.22	1.18
		\$50,000-\$69,999	.136	.433	1.000	-1.03	1.31
		\$70,000-\$89,999	.003	.427	1.000	-1.15	1.16
		\$90,000-\$109,999	-.070	.430	1.000	-1.23	1.09
		\$110,000+	-.023	.435	1.000	-1.20	1.15
		Less than \$30,000	.389	.486	.985	-.93	1.70
		\$50,000-\$69,999	.063	.461	1.000	-1.18	1.31
	\$30,000-\$49,999	\$70,000-\$89,999	-.106	.444	1.000	-1.31	1.09
		\$90,000-\$109,999	-.311	.454	.993	-1.54	.92
		\$110,000+	.208	.466	.999	-1.05	1.47
		Prefer not to answer	.961	.803	.895	-1.21	3.13
		Less than \$30,000	-.389	.486	.985	-1.70	.93
		\$50,000-\$69,999	-.326	.335	.959	-1.23	.58
		\$70,000-\$89,999	-.495	.311	.687	-1.34	.35
		\$90,000-\$109,999	-.701	.325	.323	-1.58	.18
	\$50,000-\$69,999	\$110,000+	-.181	.343	.998	-1.11	.75
		Prefer not to answer	.571	.738	.987	-1.42	2.57
		Less than \$30,000	-.063	.461	1.000	-1.31	1.18
		\$30,000-\$49,999	.326	.335	.959	-.58	1.23
		\$70,000-\$89,999	-.169	.269	.996	-.90	.56

The waiting room is comfortable and	\$70,000-\$89,999	\$90,000-\$109,999	-.374	.286	.847	-1.15	.40
		\$110,000+	.145	.305	.999	-.68	.97
		Prefer not to answer	.897	.721	.876	-1.05	2.85
		Less than \$30,000	.106	.444	1.000	-1.09	1.31
		\$30,000-\$49,999	.495	.311	.687	-.35	1.34
		\$50,000-\$69,999	.169	.269	.996	-.56	.90
		\$90,000-\$109,999	-.205	.257	.985	-.90	.49
	\$90,000-\$109,999	\$110,000+	.314	.279	.920	-.44	1.07
		Prefer not to answer	1.067	.711	.744	-.86	2.99
		Less than \$30,000	.311	.454	.993	-.92	1.54
		\$30,000-\$49,999	.701	.325	.323	-.18	1.58
		\$50,000-\$69,999	.374	.286	.847	-.40	1.15
		\$70,000-\$89,999	.205	.257	.985	-.49	.90
		\$110,000+	.519	.295	.576	-.28	1.32
	\$110,000+	Prefer not to answer	1.272	.717	.567	-.67	3.21
		Less than \$30,000	-.208	.466	.999	-1.47	1.05
		\$30,000-\$49,999	.181	.343	.998	-.75	1.11
		\$50,000-\$69,999	-.145	.305	.999	-.97	.68
		\$70,000-\$89,999	-.314	.279	.920	-1.07	.44
		\$90,000-\$109,999	-.519	.295	.576	-1.32	.28
		Prefer not to answer	.753	.725	.945	-1.21	2.71
	Prefer not to answer	Less than \$30,000	-.961	.803	.895	-3.13	1.21
		\$30,000-\$49,999	-.571	.738	.987	-2.57	1.42
		\$50,000-\$69,999	-.897	.721	.876	-2.85	1.05
		\$70,000-\$89,999	-1.067	.711	.744	-2.99	.86
		\$90,000-\$109,999	-1.272	.717	.567	-3.21	.67
		\$110,000+	-.753	.725	.945	-2.71	1.21
		Less than \$30,000	.048	.304	1.000	-.78	.87
		\$50,000-\$69,999	.271	.289	.966	-.51	1.05

inviting.

	\$70,000-\$89,999	.048	.279	1.000	-.71	.80
	\$90,000-\$109,999	.157	.285	.998	-.61	.93
	\$110,000+	.238	.293	.984	-.55	1.03
	Prefer not to answer	.784	.504	.711	-.58	2.15
\$30,000-\$49,999	Less than \$30,000	-.048	.304	1.000	-.87	.78
	\$50,000-\$69,999	.224	.209	.936	-.34	.79
	\$70,000-\$89,999	.000	.194	1.000	-.52	.52
	\$90,000-\$109,999	.109	.203	.998	-.44	.66
	\$110,000+	.190	.214	.974	-.39	.77
	Prefer not to answer	.736	.463	.688	-.52	1.99
\$50,000-\$69,999	Less than \$30,000	-.271	.289	.966	-1.05	.51
	\$30,000-\$49,999	-.224	.209	.936	-.79	.34
	\$70,000-\$89,999	-.224	.169	.841	-.68	.23
	\$90,000-\$109,999	-.114	.179	.996	-.60	.37
	\$110,000+	-.033	.192	1.000	-.55	.49
	Prefer not to answer	.513	.453	.918	-.71	1.74
\$70,000-\$89,999	Less than \$30,000	-.048	.279	1.000	-.80	.71
	\$30,000-\$49,999	.000	.194	1.000	-.52	.52
	\$50,000-\$69,999	.224	.169	.841	-.23	.68
	\$90,000-\$109,999	.109	.162	.994	-.33	.55
	\$110,000+	.191	.175	.931	-.28	.66
	Prefer not to answer	.737	.446	.650	-.47	1.94
\$90,000-\$109,999	Less than \$30,000	-.157	.285	.998	-.93	.61
	\$30,000-\$49,999	-.109	.203	.998	-.66	.44
	\$50,000-\$69,999	.114	.179	.996	-.37	.60
	\$70,000-\$89,999	-.109	.162	.994	-.55	.33
	\$110,000+	.081	.185	.999	-.42	.58
	Prefer not to answer	.627	.450	.806	-.59	1.85
\$110,000+	Less than \$30,000	-.238	.293	.984	-1.03	.55

		\$30,000-\$49,999	-.190	.214	.974	-.77	.39
		\$50,000-\$69,999	.033	.192	1.000	-.49	.55
		\$70,000-\$89,999	-.191	.175	.931	-.66	.28
		\$90,000-\$109,999	-.081	.185	.999	-.58	.42
		Prefer not to answer	.546	.456	.894	-.69	1.78
	Prefer not to answer	Less than \$30,000	-.784	.504	.711	-2.15	.58
		\$30,000-\$49,999	-.736	.463	.688	-1.99	.52
		\$50,000-\$69,999	-.513	.453	.918	-1.74	.71
		\$70,000-\$89,999	-.737	.446	.650	-1.94	.47
		\$90,000-\$109,999	-.627	.450	.806	-1.85	.59
		\$110,000+	-.546	.456	.894	-1.78	.69
The waiting room has entertainment for children (i.e. TVs, iPads, games, books etc).	Less than \$30,000	\$30,000-\$49,999	.391	.402	.960	-.70	1.48
		\$50,000-\$69,999	.109	.383	1.000	-.93	1.14
		\$70,000-\$89,999	-.063	.368	1.000	-1.06	.93
		\$90,000-\$109,999	-.169	.377	.999	-1.19	.85
		\$110,000+	.457	.387	.901	-.59	1.50
		Prefer not to answer	.480	.667	.991	-1.32	2.28
	\$30,000-\$49,999	Less than \$30,000	-.391	.402	.960	-1.48	.70
		\$50,000-\$69,999	-.283	.276	.948	-1.03	.46
		\$70,000-\$89,999	-.454	.256	.567	-1.15	.24
		\$90,000-\$109,999	-.560	.268	.361	-1.28	.16
		\$110,000+	.066	.283	1.000	-.70	.83
		Prefer not to answer	.089	.612	1.000	-1.57	1.74
	\$50,000-\$69,999	Less than \$30,000	-.109	.383	1.000	-1.14	.93
		\$30,000-\$49,999	.283	.276	.948	-.46	1.03
		\$70,000-\$89,999	-.172	.224	.988	-.78	.43
		\$90,000-\$109,999	-.277	.237	.905	-.92	.36
		\$110,000+	.349	.254	.815	-.34	1.03
		Prefer not to answer	.372	.599	.996	-1.25	1.99

Complimentary snacks are provided in the waiting room.	\$70,000-\$89,999	Less than \$30,000	.063	.368	1.000	-.93	1.06
		\$30,000-\$49,999	.454	.256	.567	-.24	1.15
		\$50,000-\$69,999	.172	.224	.988	-.43	.78
		\$90,000-\$109,999	-.106	.214	.999	-.68	.47
		\$110,000+	.520	.232	.274	-.11	1.15
		Prefer not to answer	.543	.590	.969	-1.05	2.14
	\$90,000-\$109,999	Less than \$30,000	.169	.377	.999	-.85	1.19
		\$30,000-\$49,999	.560	.268	.361	-.16	1.28
		\$50,000-\$69,999	.277	.237	.905	-.36	.92
		\$70,000-\$89,999	.106	.214	.999	-.47	.68
		\$110,000+	.626	.245	.143	-.04	1.29
		Prefer not to answer	.649	.595	.931	-.96	2.26
	\$110,000+	Less than \$30,000	-.457	.387	.901	-1.50	.59
		\$30,000-\$49,999	-.066	.283	1.000	-.83	.70
		\$50,000-\$69,999	-.349	.254	.815	-1.03	.34
		\$70,000-\$89,999	-.520	.232	.274	-1.15	.11
		\$90,000-\$109,999	-.626	.245	.143	-1.29	.04
		Prefer not to answer	.023	.602	1.000	-1.61	1.65
	Prefer not to answer	Less than \$30,000	-.480	.667	.991	-2.28	1.32
		\$30,000-\$49,999	-.089	.612	1.000	-1.74	1.57
		\$50,000-\$69,999	-.372	.599	.996	-1.99	1.25
		\$70,000-\$89,999	-.543	.590	.969	-2.14	1.05
		\$90,000-\$109,999	-.649	.595	.931	-2.26	.96
		\$110,000+	-.023	.602	1.000	-1.65	1.61
	Less than \$30,000	\$30,000-\$49,999	.275	.530	.999	-1.16	1.71
		\$50,000-\$69,999	-.469	.506	.968	-1.84	.90
		\$70,000-\$89,999	-.753	.488	.719	-2.07	.57
		\$90,000-\$109,999	-.576	.498	.910	-1.92	.77
		\$110,000+	-.063	.512	1.000	-1.45	1.32

	Prefer not to answer	-.563	.867	.995	-2.91	1.78
\$30,000-\$49,999	Less than \$30,000	-.275	.530	.999	-1.71	1.16
	\$50,000-\$69,999	-.743	.357	.366	-1.71	.22
	\$70,000-\$89,999	-1.027*	.330	.033	-1.92	-.13
	\$90,000-\$109,999	-.850	.346	.177	-1.79	.08
	\$110,000+	-.337	.365	.968	-1.32	.65
	Prefer not to answer	-.837	.789	.939	-2.97	1.30
\$50,000-\$69,999	Less than \$30,000	.469	.506	.968	-.90	1.84
	\$30,000-\$49,999	.743	.357	.366	-.22	1.71
	\$70,000-\$89,999	-.284	.290	.958	-1.07	.50
	\$90,000-\$109,999	-.107	.307	1.000	-.94	.72
	\$110,000+	.406	.328	.879	-.48	1.29
	Prefer not to answer	-.094	.773	1.000	-2.19	2.00
\$70,000-\$89,999	Less than \$30,000	.753	.488	.719	-.57	2.07
	\$30,000-\$49,999	1.027*	.330	.033	.13	1.92
	\$50,000-\$69,999	.284	.290	.958	-.50	1.07
	\$90,000-\$109,999	.177	.276	.995	-.57	.92
	\$110,000+	.690	.299	.243	-.12	1.50
	Prefer not to answer	.190	.761	1.000	-1.87	2.25
\$90,000-\$109,999	Less than \$30,000	.576	.498	.910	-.77	1.92
	\$30,000-\$49,999	.850	.346	.177	-.08	1.79
	\$50,000-\$69,999	.107	.307	1.000	-.72	.94
	\$70,000-\$89,999	-.177	.276	.995	-.92	.57
	\$110,000+	.513	.316	.666	-.34	1.37
	Prefer not to answer	.013	.768	1.000	-2.06	2.09
\$110,000+	Less than \$30,000	.063	.512	1.000	-1.32	1.45
	\$30,000-\$49,999	.337	.365	.968	-.65	1.32
	\$50,000-\$69,999	-.406	.328	.879	-1.29	.48
	\$70,000-\$89,999	-.690	.299	.243	-1.50	.12

Parking options are convenient.	Prefer not to answer	\$90,000-\$109,999	-.513	.316	.666	-1.37	.34
		Prefer not to answer	-.500	.777	.995	-2.60	1.60
		Less than \$30,000	.563	.867	.995	-1.78	2.91
		\$30,000-\$49,999	.837	.789	.939	-1.30	2.97
		\$50,000-\$69,999	.094	.773	1.000	-2.00	2.19
		\$70,000-\$89,999	-.190	.761	1.000	-2.25	1.87
		\$90,000-\$109,999	-.013	.768	1.000	-2.09	2.06
	Less than \$30,000	\$110,000+	.500	.777	.995	-1.60	2.60
		\$30,000-\$49,999	-.332	.348	.963	-1.27	.61
		\$50,000-\$69,999	-.527	.331	.688	-1.42	.37
		\$70,000-\$89,999	-.438	.319	.815	-1.30	.42
		\$90,000-\$109,999	-.404	.326	.878	-1.29	.48
		\$110,000+	-.554	.335	.648	-1.46	.35
		Prefer not to answer	-.588	.577	.949	-2.15	.97
	\$30,000-\$49,999	Less than \$30,000	.332	.348	.963	-.61	1.27
		\$50,000-\$69,999	-.194	.239	.983	-.84	.45
		\$70,000-\$89,999	-.106	.222	.999	-.70	.49
		\$90,000-\$109,999	-.072	.232	1.000	-.70	.56
		\$110,000+	-.221	.244	.972	-.88	.44
		Prefer not to answer	-.256	.529	.999	-1.69	1.18
		Less than \$30,000	.527	.331	.688	-.37	1.42
	\$50,000-\$69,999	\$30,000-\$49,999	.194	.239	.983	-.45	.84
		\$70,000-\$89,999	.088	.194	.999	-.43	.61
		\$90,000-\$109,999	.123	.205	.997	-.43	.68
		\$110,000+	-.027	.219	1.000	-.62	.57
		Prefer not to answer	-.062	.518	1.000	-1.46	1.34
		Less than \$30,000	.438	.319	.815	-.42	1.30
		\$30,000-\$49,999	.106	.222	.999	-.49	.70
	\$70,000-\$89,999	\$50,000-\$69,999	-.088	.194	.999	-.61	.43

		\$90,000-\$109,999	.034	.185	1.000	-.47	.53
		\$110,000+	-.116	.200	.997	-.66	.43
		Prefer not to answer	-.150	.511	1.000	-1.53	1.23
	\$90,000-\$109,999	Less than \$30,000	.404	.326	.878	-.48	1.29
		\$30,000-\$49,999	.072	.232	1.000	-.56	.70
		\$50,000-\$69,999	-.123	.205	.997	-.68	.43
		\$70,000-\$89,999	-.034	.185	1.000	-.53	.47
		\$110,000+	-.150	.212	.992	-.72	.42
		Prefer not to answer	-.184	.515	1.000	-1.58	1.21
	\$110,000+	Less than \$30,000	.554	.335	.648	-.35	1.46
		\$30,000-\$49,999	.221	.244	.972	-.44	.88
		\$50,000-\$69,999	.027	.219	1.000	-.57	.62
		\$70,000-\$89,999	.116	.200	.997	-.43	.66
		\$90,000-\$109,999	.150	.212	.992	-.42	.72
		Prefer not to answer	-.034	.521	1.000	-1.44	1.37
	Prefer not to answer	Less than \$30,000	.588	.577	.949	-.97	2.15
		\$30,000-\$49,999	.256	.529	.999	-1.18	1.69
		\$50,000-\$69,999	.062	.518	1.000	-1.34	1.46
		\$70,000-\$89,999	.150	.511	1.000	-1.23	1.53
		\$90,000-\$109,999	.184	.515	1.000	-1.21	1.58
		\$110,000+	.034	.521	1.000	-1.37	1.44
How long would you be willing to travel to take your child to an orthodontic provider?	Less than \$30,000	\$30,000-\$49,999	-.209	.401	.999	-1.29	.88
		\$50,000-\$69,999	-.046	.381	1.000	-1.08	.98
		\$70,000-\$89,999	-.630	.367	.606	-1.62	.36
		\$90,000-\$109,999	-.513	.375	.819	-1.53	.50
		\$110,000+	-.034	.386	1.000	-1.08	1.01
		Prefer not to answer	-.167	.664	1.000	-1.96	1.63
	\$30,000-\$49,999	Less than \$30,000	.209	.401	.999	-.88	1.29
		\$50,000-\$69,999	.163	.275	.997	-.58	.91

	\$70,000-\$89,999	-.421	.255	.651	-1.11	.27
	\$90,000-\$109,999	-.304	.267	.916	-1.03	.42
	\$110,000+	.175	.282	.996	-.59	.94
	Prefer not to answer	.043	.610	1.000	-1.61	1.69
\$50,000-\$69,999	Less than \$30,000	.046	.381	1.000	-.98	1.08
	\$30,000-\$49,999	-.163	.275	.997	-.91	.58
	\$70,000-\$89,999	-.584	.223	.123	-1.19	.02
	\$90,000-\$109,999	-.467	.236	.432	-1.11	.17
	\$110,000+	.012	.253	1.000	-.67	.70
	Prefer not to answer	-.121	.597	1.000	-1.74	1.49
\$70,000-\$89,999	Less than \$30,000	.630	.367	.606	-.36	1.62
	\$30,000-\$49,999	.421	.255	.651	-.27	1.11
	\$50,000-\$69,999	.584	.223	.123	-.02	1.19
	\$90,000-\$109,999	.117	.213	.998	-.46	.69
	\$110,000+	.596	.231	.136	-.03	1.22
	Prefer not to answer	.463	.588	.986	-1.13	2.05
\$90,000-\$109,999	Less than \$30,000	.513	.375	.819	-.50	1.53
	\$30,000-\$49,999	.304	.267	.916	-.42	1.03
	\$50,000-\$69,999	.467	.236	.432	-.17	1.11
	\$70,000-\$89,999	-.117	.213	.998	-.69	.46
	\$110,000+	.479	.244	.441	-.18	1.14
	Prefer not to answer	.346	.593	.997	-1.26	1.95
\$110,000+	Less than \$30,000	.034	.386	1.000	-1.01	1.08
	\$30,000-\$49,999	-.175	.282	.996	-.94	.59
	\$50,000-\$69,999	-.012	.253	1.000	-.70	.67
	\$70,000-\$89,999	-.596	.231	.136	-1.22	.03
	\$90,000-\$109,999	-.479	.244	.441	-1.14	.18
	Prefer not to answer	-.132	.600	1.000	-1.76	1.49
Prefer not to	Less than \$30,000	.167	.664	1.000	-1.63	1.96

How many miles would you be willing to travel to take your child to an orthodontic provider?	answer	\$30,000-\$49,999	-.043	.610	1.000	-1.69	1.61
		\$50,000-\$69,999	.121	.597	1.000	-1.49	1.74
		\$70,000-\$89,999	-.463	.588	.986	-2.05	1.13
		\$90,000-\$109,999	-.346	.593	.997	-1.95	1.26
		\$110,000+	.132	.600	1.000	-1.49	1.76
	Less than \$30,000	\$30,000-\$49,999	.051	.358	1.000	-.92	1.02
		\$50,000-\$69,999	.276	.340	.984	-.64	1.20
		\$70,000-\$89,999	-.317	.328	.960	-1.20	.57
		\$90,000-\$109,999	-.002	.335	1.000	-.91	.90
		\$110,000+	.353	.344	.948	-.58	1.28
	\$30,000-\$49,999	Prefer not to answer	.186	.593	1.000	-1.42	1.79
		Less than \$30,000	-.051	.358	1.000	-1.02	.92
		\$50,000-\$69,999	.225	.245	.969	-.44	.89
		\$70,000-\$89,999	-.368	.228	.673	-.98	.25
		\$90,000-\$109,999	-.053	.238	1.000	-.70	.59
	\$50,000-\$69,999	\$110,000+	.302	.251	.893	-.38	.98
		Prefer not to answer	.136	.544	1.000	-1.34	1.61
		Less than \$30,000	-.276	.340	.984	-1.20	.64
		\$30,000-\$49,999	-.225	.245	.969	-.89	.44
		\$70,000-\$89,999	-.593*	.199	.048	-1.13	-.06
	\$70,000-\$89,999	\$90,000-\$109,999	-.278	.211	.842	-.85	.29
		\$110,000+	.077	.225	1.000	-.53	.69
		Prefer not to answer	-.090	.533	1.000	-1.53	1.35
		Less than \$30,000	.317	.328	.960	-.57	1.20
		\$30,000-\$49,999	.368	.228	.673	-.25	.98
		\$50,000-\$69,999	.593*	.199	.048	.06	1.13
		\$90,000-\$109,999	.315	.190	.645	-.20	.83
		\$110,000+	.670*	.206	.021	.11	1.23
		Prefer not to answer	.503	.525	.962	-.92	1.92

The doctor is up to date on the latest techniques and technology	\$90,000-\$109,999	Less than \$30,000	.002	.335	1.000	-.90	.91
		\$30,000-\$49,999	.053	.238	1.000	-.59	.70
		\$50,000-\$69,999	.278	.211	.842	-.29	.85
		\$70,000-\$89,999	-.315	.190	.645	-.83	.20
		\$110,000+	.355	.218	.662	-.23	.94
		Prefer not to answer	.189	.529	1.000	-1.24	1.62
	\$110,000+	Less than \$30,000	-.353	.344	.948	-1.28	.58
		\$30,000-\$49,999	-.302	.251	.893	-.98	.38
		\$50,000-\$69,999	-.077	.225	1.000	-.69	.53
		\$70,000-\$89,999	-.670*	.206	.021	-1.23	-.11
		\$90,000-\$109,999	-.355	.218	.662	-.94	.23
		Prefer not to answer	-.167	.535	1.000	-1.61	1.28
	Prefer not to answer	Less than \$30,000	-.186	.593	1.000	-1.79	1.42
		\$30,000-\$49,999	-.136	.544	1.000	-1.61	1.34
		\$50,000-\$69,999	.090	.533	1.000	-1.35	1.53
		\$70,000-\$89,999	-.503	.525	.962	-1.92	.92
		\$90,000-\$109,999	-.189	.529	1.000	-1.62	1.24
		\$110,000+	.167	.535	1.000	-1.28	1.61
	Less than \$30,000	\$30,000-\$49,999	-.311	.254	.885	-1.00	.38
		\$50,000-\$69,999	-.081	.242	1.000	-.74	.57
		\$70,000-\$89,999	.133	.233	.998	-.50	.76
		\$90,000-\$109,999	-.009	.238	1.000	-.65	.64
		\$110,000+	-.171	.245	.993	-.83	.49
		Prefer not to answer	-.206	.421	.999	-1.35	.93
	\$30,000-\$49,999	Less than \$30,000	.311	.254	.885	-.38	1.00
		\$50,000-\$69,999	.230	.175	.846	-.24	.70
		\$70,000-\$89,999	.443*	.162	.093	.00	.88
		\$90,000-\$109,999	.302	.169	.560	-.16	.76
		\$110,000+	.139	.179	.987	-.34	.62

	Prefer not to answer	.105	.387	1.000	-.94	1.15
\$50,000-\$69,999	Less than \$30,000	.081	.242	1.000	-.57	.74
	\$30,000-\$49,999	-.230	.175	.846	-.70	.24
	\$70,000-\$89,999	.213	.142	.745	-.17	.60
	\$90,000-\$109,999	.072	.151	.999	-.33	.48
	\$110,000+	-.091	.161	.998	-.53	.34
	Prefer not to answer	-.125	.379	1.000	-1.15	.90
\$70,000-\$89,999	Less than \$30,000	-.133	.233	.998	-.76	.50
	\$30,000-\$49,999	-.443*	.162	.093	-.88	.00
	\$50,000-\$69,999	-.213	.142	.745	-.60	.17
	\$90,000-\$109,999	-.141	.135	.944	-.51	.22
	\$110,000+	-.304	.147	.372	-.70	.09
	Prefer not to answer	-.338	.373	.971	-1.35	.67
\$90,000-\$109,999	Less than \$30,000	.009	.238	1.000	-.64	.65
	\$30,000-\$49,999	-.302	.169	.560	-.76	.16
	\$50,000-\$69,999	-.072	.151	.999	-.48	.33
	\$70,000-\$89,999	.141	.135	.944	-.22	.51
	\$110,000+	-.163	.155	.941	-.58	.26
	Prefer not to answer	-.197	.376	.998	-1.21	.82
\$110,000+	Less than \$30,000	.171	.245	.993	-.49	.83
	\$30,000-\$49,999	-.139	.179	.987	-.62	.34
	\$50,000-\$69,999	.091	.161	.998	-.34	.53
	\$70,000-\$89,999	.304	.147	.372	-.09	.70
	\$90,000-\$109,999	.163	.155	.941	-.26	.58
	Prefer not to answer	-.034	.380	1.000	-1.06	.99
Prefer not to answer	Less than \$30,000	.206	.421	.999	-.93	1.35
	\$30,000-\$49,999	-.105	.387	1.000	-1.15	.94
	\$50,000-\$69,999	.125	.379	1.000	-.90	1.15
	\$70,000-\$89,999	.338	.373	.971	-.67	1.35

The estimated treatment time is faster than other estimates		\$90,000-\$109,999	.197	.376	.998	-.82	1.21
		\$110,000+	.034	.380	1.000	-.99	1.06
	Less than \$30,000	\$30,000-\$49,999	.602	.342	.574	-.32	1.53
		\$50,000-\$69,999	.134	.325	1.000	-.74	1.01
		\$70,000-\$89,999	-.094	.313	1.000	-.94	.75
		\$90,000-\$109,999	-.038	.320	1.000	-.90	.83
		\$110,000+	.144	.329	.999	-.75	1.03
	\$30,000-\$49,999	Prefer not to answer	.265	.566	.999	-1.27	1.80
		Less than \$30,000	-.602	.342	.574	-1.53	.32
		\$50,000-\$69,999	-.468	.234	.418	-1.10	.17
		\$70,000-\$89,999	-.696*	.218	.025	-1.28	-.11
		\$90,000-\$109,999	-.640*	.227	.076	-1.26	-.02
		\$110,000+	-.458	.240	.476	-1.11	.19
	\$50,000-\$69,999	Prefer not to answer	-.337	.519	.995	-1.74	1.07
		Less than \$30,000	-.134	.325	1.000	-1.01	.74
		\$30,000-\$49,999	.468	.234	.418	-.17	1.10
		\$70,000-\$89,999	-.228	.190	.895	-.74	.29
		\$90,000-\$109,999	-.172	.201	.979	-.72	.37
		\$110,000+	.010	.215	1.000	-.57	.59
	\$70,000-\$89,999	Prefer not to answer	.131	.509	1.000	-1.24	1.51
		Less than \$30,000	.094	.313	1.000	-.75	.94
		\$30,000-\$49,999	.696*	.218	.025	.11	1.28
		\$50,000-\$69,999	.228	.190	.895	-.29	.74
		\$90,000-\$109,999	.056	.182	1.000	-.44	.55
		\$110,000+	.238	.197	.891	-.30	.77
	\$90,000-\$109,999	Prefer not to answer	.359	.501	.992	-1.00	1.71
		Less than \$30,000	.038	.320	1.000	-.83	.90
		\$30,000-\$49,999	.640*	.227	.076	.02	1.26
		\$50,000-\$69,999	.172	.201	.979	-.37	.72

The doctor has examples of before and after treatment pictures of patients with similar teeth as my child	\$110,000+	\$70,000-\$89,999	-.056	.182	1.000	-.55	.44
		\$110,000+	.182	.208	.976	-.38	.74
		Prefer not to answer	.303	.505	.997	-1.06	1.67
		Less than \$30,000	-.144	.329	.999	-1.03	.75
		\$30,000-\$49,999	.458	.240	.476	-.19	1.11
		\$50,000-\$69,999	-.010	.215	1.000	-.59	.57
		\$70,000-\$89,999	-.238	.197	.891	-.77	.30
		\$90,000-\$109,999	-.182	.208	.976	-.74	.38
		Prefer not to answer	.121	.511	1.000	-1.26	1.50
	Prefer not to answer	Less than \$30,000	-.265	.566	.999	-1.80	1.27
		\$30,000-\$49,999	.337	.519	.995	-1.07	1.74
		\$50,000-\$69,999	-.131	.509	1.000	-1.51	1.24
		\$70,000-\$89,999	-.359	.501	.992	-1.71	1.00
		\$90,000-\$109,999	-.303	.505	.997	-1.67	1.06
		\$110,000+	-.121	.511	1.000	-1.50	1.26
		Less than \$30,000	.420	.320	.846	-.45	1.29
	\$30,000-\$49,999	\$50,000-\$69,999	.287	.304	.965	-.54	1.11
		\$70,000-\$89,999	.028	.293	1.000	-.77	.82
		\$90,000-\$109,999	.249	.300	.982	-.56	1.06
		\$110,000+	.031	.308	1.000	-.80	.86
		Prefer not to answer	.618	.531	.907	-.82	2.05
		Less than \$30,000	-.420	.320	.846	-1.29	.45
		\$50,000-\$69,999	-.133	.220	.997	-.73	.46
		\$70,000-\$89,999	-.392	.204	.465	-.94	.16
		\$90,000-\$109,999	-.171	.213	.985	-.75	.41
		\$110,000+	-.389	.225	.598	-1.00	.22
		Prefer not to answer	.198	.487	1.000	-1.12	1.51
\$50,000-\$69,999		Less than \$30,000	-.287	.304	.965	-1.11	.54
		\$30,000-\$49,999	.133	.220	.997	-.46	.73

		\$70,000-\$89,999	-.259	.178	.770	-.74	.22
		\$90,000-\$109,999	-.038	.189	1.000	-.55	.47
		\$110,000+	-.255	.202	.867	-.80	.29
		Prefer not to answer	.331	.477	.993	-.96	1.62
	\$70,000-\$89,999	Less than \$30,000	-.028	.293	1.000	-.82	.77
		\$30,000-\$49,999	.392	.204	.465	-.16	.94
		\$50,000-\$69,999	.259	.178	.770	-.22	.74
		\$90,000-\$109,999	.222	.170	.850	-.24	.68
		\$110,000+	.004	.184	1.000	-.50	.50
		Prefer not to answer	.590	.470	.871	-.68	1.86
	\$90,000-\$109,999	Less than \$30,000	-.249	.300	.982	-1.06	.56
		\$30,000-\$49,999	.171	.213	.985	-.41	.75
		\$50,000-\$69,999	.038	.189	1.000	-.47	.55
		\$70,000-\$89,999	-.222	.170	.850	-.68	.24
		\$110,000+	-.218	.195	.922	-.74	.31
		Prefer not to answer	.368	.474	.987	-.91	1.65
	\$110,000+	Less than \$30,000	-.031	.308	1.000	-.86	.80
		\$30,000-\$49,999	.389	.225	.598	-.22	1.00
		\$50,000-\$69,999	.255	.202	.867	-.29	.80
		\$70,000-\$89,999	-.004	.184	1.000	-.50	.50
		\$90,000-\$109,999	.218	.195	.922	-.31	.74
		Prefer not to answer	.586	.479	.885	-.71	1.88
	Prefer not to answer	Less than \$30,000	-.618	.531	.907	-2.05	.82
		\$30,000-\$49,999	-.198	.487	1.000	-1.51	1.12
		\$50,000-\$69,999	-.331	.477	.993	-1.62	.96
		\$70,000-\$89,999	-.590	.470	.871	-1.86	.68
		\$90,000-\$109,999	-.368	.474	.987	-1.65	.91
		\$110,000+	-.586	.479	.885	-1.88	.71
How important is Board	Less than \$30,000	\$30,000-\$49,999	-.222	.287	.987	-1.00	.56

certification		\$50,000-\$69,999	.064	.273	1.000	-.67	.80
		\$70,000-\$89,999	-.069	.263	1.000	-.78	.64
		\$90,000-\$109,999	.007	.269	1.000	-.72	.73
		\$110,000+	-.386	.276	.803	-1.13	.36
		Prefer not to answer	.275	.476	.997	-1.01	1.56
	\$30,000-\$49,999	Less than \$30,000	.222	.287	.987	-.56	1.00
		\$50,000-\$69,999	.286	.197	.773	-.25	.82
		\$70,000-\$89,999	.153	.183	.981	-.34	.65
		\$90,000-\$109,999	.229	.191	.896	-.29	.75
		\$110,000+	-.165	.202	.983	-.71	.38
		Prefer not to answer	.496	.437	.917	-.69	1.68
	\$50,000-\$69,999	Less than \$30,000	-.064	.273	1.000	-.80	.67
		\$30,000-\$49,999	-.286	.197	.773	-.82	.25
		\$70,000-\$89,999	-.133	.160	.981	-.56	.30
		\$90,000-\$109,999	-.057	.169	1.000	-.52	.40
		\$110,000+	-.451	.181	.166	-.94	.04
		Prefer not to answer	.210	.428	.999	-.95	1.37
	\$70,000-\$89,999	Less than \$30,000	.069	.263	1.000	-.64	.78
		\$30,000-\$49,999	-.153	.183	.981	-.65	.34
		\$50,000-\$69,999	.133	.160	.981	-.30	.56
		\$90,000-\$109,999	.076	.153	.999	-.34	.49
		\$110,000+	-.318	.165	.468	-.77	.13
		Prefer not to answer	.343	.421	.983	-.80	1.48
	\$90,000-\$109,999	Less than \$30,000	-.007	.269	1.000	-.73	.72
		\$30,000-\$49,999	-.229	.191	.896	-.75	.29
		\$50,000-\$69,999	.057	.169	1.000	-.40	.52
		\$70,000-\$89,999	-.076	.153	.999	-.49	.34
		\$110,000+	-.393	.175	.271	-.87	.08
		Prefer not to answer	.268	.425	.996	-.88	1.42

How important is it to you that your child sees an orthodontist rather than a general dentist	\$110,000+	Less than \$30,000	.386	.276	.803	-.36	1.13
		\$30,000-\$49,999	.165	.202	.983	-.38	.71
		\$50,000-\$69,999	.451	.181	.166	-.04	.94
		\$70,000-\$89,999	.318	.165	.468	-.13	.77
		\$90,000-\$109,999	.393	.175	.271	-.08	.87
		Prefer not to answer	.661	.430	.722	-.50	1.82
	Prefer not to answer	Less than \$30,000	-.275	.476	.997	-1.56	1.01
		\$30,000-\$49,999	-.496	.437	.917	-1.68	.69
		\$50,000-\$69,999	-.210	.428	.999	-1.37	.95
		\$70,000-\$89,999	-.343	.421	.983	-1.48	.80
		\$90,000-\$109,999	-.268	.425	.996	-1.42	.88
		\$110,000+	-.661	.430	.722	-1.82	.50
	Less than \$30,000	\$30,000-\$49,999	.471	.269	.583	-.26	1.20
		\$50,000-\$69,999	.548	.256	.331	-.14	1.24
		\$70,000-\$89,999	.379	.247	.723	-.29	1.05
		\$90,000-\$109,999	.313	.252	.877	-.37	.99
		\$110,000+	.195	.259	.989	-.51	.89
		Prefer not to answer	.304	.446	.994	-.90	1.51
	\$30,000-\$49,999	Less than \$30,000	-.471	.269	.583	-1.20	.26
		\$50,000-\$69,999	.077	.184	1.000	-.42	.58
		\$70,000-\$89,999	-.092	.172	.998	-.56	.37
		\$90,000-\$109,999	-.158	.179	.975	-.64	.33
		\$110,000+	-.276	.189	.768	-.79	.23
		Prefer not to answer	-.167	.409	1.000	-1.27	.94
	\$50,000-\$69,999	Less than \$30,000	-.548	.256	.331	-1.24	.14
		\$30,000-\$49,999	-.077	.184	1.000	-.58	.42
		\$70,000-\$89,999	-.169	.150	.920	-.57	.24
		\$90,000-\$109,999	-.235	.159	.756	-.66	.19
		\$110,000+	-.353	.170	.366	-.81	.11

		Prefer not to answer	-.244	.400	.997	-1.33	.84
	\$70,000-\$89,999	Less than \$30,000	-.379	.247	.723	-1.05	.29
		\$30,000-\$49,999	.092	.172	.998	-.37	.56
		\$50,000-\$69,999	.169	.150	.920	-.24	.57
		\$90,000-\$109,999	-.066	.143	.999	-.45	.32
		\$110,000+	-.184	.155	.900	-.60	.24
		Prefer not to answer	-.075	.395	1.000	-1.14	.99
	\$90,000-\$109,999	Less than \$30,000	-.313	.252	.877	-.99	.37
		\$30,000-\$49,999	.158	.179	.975	-.33	.64
		\$50,000-\$69,999	.235	.159	.756	-.19	.66
		\$70,000-\$89,999	.066	.143	.999	-.32	.45
		\$110,000+	-.118	.164	.991	-.56	.32
		Prefer not to answer	-.009	.398	1.000	-1.09	1.07
	\$110,000+	Less than \$30,000	-.195	.259	.989	-.89	.51
		\$30,000-\$49,999	.276	.189	.768	-.23	.79
		\$50,000-\$69,999	.353	.170	.366	-.11	.81
		\$70,000-\$89,999	.184	.155	.900	-.24	.60
		\$90,000-\$109,999	.118	.164	.991	-.32	.56
		Prefer not to answer	.109	.402	1.000	-.98	1.20
	Prefer not to answer	Less than \$30,000	-.304	.446	.994	-1.51	.90
		\$30,000-\$49,999	.167	.409	1.000	-.94	1.27
		\$50,000-\$69,999	.244	.400	.997	-.84	1.33
		\$70,000-\$89,999	.075	.395	1.000	-.99	1.14
		\$90,000-\$109,999	.009	.398	1.000	-1.07	1.09
		\$110,000+	-.109	.402	1.000	-1.20	.98
How much more would you be willing to pay to have your child see an orthodontist rather than	Less than \$30,000	\$30,000-\$49,999	-.531	.416	.863	-1.66	.59
		\$50,000-\$69,999	-.739	.396	.503	-1.81	.33
		\$70,000-\$89,999	-1.297*	.381	.013	-2.33	-.27
		\$90,000-\$109,999	-1.410*	.390	.006	-2.46	-.36

a general dentist		\$110,000+	-1.578*	.401	.002	-2.66	-.49
		Prefer not to answer	-1.980*	.690	.065	-3.85	-.11
	\$30,000-\$49,999	Less than \$30,000	.531	.416	.863	-.59	1.66
		\$50,000-\$69,999	-.209	.286	.991	-.98	.56
		\$70,000-\$89,999	-.766*	.265	.061	-1.48	-.05
		\$90,000-\$109,999	-.879*	.277	.027	-1.63	-.13
		\$110,000+	-1.047*	.292	.007	-1.84	-.26
	\$50,000-\$69,999	Prefer not to answer	-1.450	.633	.252	-3.16	.26
		Less than \$30,000	.739	.396	.503	-.33	1.81
		\$30,000-\$49,999	.209	.286	.991	-.56	.98
		\$70,000-\$89,999	-.558	.231	.197	-1.18	.07
		\$90,000-\$109,999	-.671*	.245	.093	-1.33	-.01
	\$70,000-\$89,999	\$110,000+	-.839*	.262	.025	-1.55	-.13
		Prefer not to answer	-1.241	.620	.415	-2.92	.44
		Less than \$30,000	1.297*	.381	.013	.27	2.33
		\$30,000-\$49,999	.766*	.265	.061	.05	1.48
		\$50,000-\$69,999	.558	.231	.197	-.07	1.18
	\$90,000-\$109,999	\$90,000-\$109,999	-.113	.221	.999	-.71	.48
		\$110,000+	-.281	.240	.904	-.93	.37
		Prefer not to answer	-.683	.611	.922	-2.33	.97
		Less than \$30,000	1.410*	.390	.006	.36	2.46
		\$30,000-\$49,999	.879*	.277	.027	.13	1.63
	\$110,000+	\$50,000-\$69,999	.671*	.245	.093	.01	1.33
		\$70,000-\$89,999	.113	.221	.999	-.48	.71
		\$110,000+	-.168	.253	.994	-.85	.52
		Prefer not to answer	-.570	.616	.968	-2.24	1.10
		Less than \$30,000	1.578*	.401	.002	.49	2.66
		\$30,000-\$49,999	1.047*	.292	.007	.26	1.84
		\$50,000-\$69,999	.839*	.262	.025	.13	1.55

How much more would you be willing to pay a doctor that you like best over an “average” orthodontic provider	Prefer not to answer	\$70,000-\$89,999	.281	.240	.904	-.37	.93
		\$90,000-\$109,999	.168	.253	.994	-.52	.85
		Prefer not to answer	-.402	.623	.995	-2.09	1.28
		Less than \$30,000	1.980*	.690	.065	.11	3.85
		\$30,000-\$49,999	1.450	.633	.252	-.26	3.16
		\$50,000-\$69,999	1.241	.620	.415	-.44	2.92
		\$70,000-\$89,999	.683	.611	.922	-.97	2.33
		\$90,000-\$109,999	.570	.616	.968	-1.10	2.24
		\$110,000+	.402	.623	.995	-1.28	2.09
	Less than \$30,000	\$30,000-\$49,999	-.218	.402	.998	-1.31	.87
		\$50,000-\$69,999	-.675	.383	.573	-1.71	.36
		\$70,000-\$89,999	-1.196*	.368	.022	-2.19	-.20
		\$90,000-\$109,999	-1.061*	.377	.075	-2.08	-.04
		\$110,000+	-1.413*	.387	.006	-2.46	-.37
		Prefer not to answer	-2.039*	.667	.038	-3.84	-.24
		Less than \$30,000	.218	.402	.998	-.87	1.31
		\$50,000-\$69,999	-.458	.276	.645	-1.20	.29
		\$70,000-\$89,999	-.978*	.256	.003	-1.67	-.29
		\$90,000-\$109,999	-.844*	.268	.029	-1.57	-.12
		\$110,000+	-1.195*	.283	.001	-1.96	-.43
		Prefer not to answer	-1.822*	.612	.048	-3.48	-.17
	\$50,000-\$69,999	Less than \$30,000	.675	.383	.573	-.36	1.71
		\$30,000-\$49,999	.458	.276	.645	-.29	1.20
		\$70,000-\$89,999	-.521	.224	.234	-1.13	.08
		\$90,000-\$109,999	-.386	.237	.665	-1.03	.26
		\$110,000+	-.738*	.254	.059	-1.42	-.05
		Prefer not to answer	-1.364	.599	.258	-2.98	.26
		Less than \$30,000	1.196*	.368	.022	.20	2.19
		\$30,000-\$49,999	.978*	.256	.003	.29	1.67

	\$50,000-\$69,999	.521	.224	.234	-.08	1.13
	\$90,000-\$109,999	.135	.214	.996	-.44	.71
	\$110,000+	-.217	.232	.967	-.84	.41
	Prefer not to answer	-.843	.590	.786	-2.44	.75
\$90,000-\$109,999	Less than \$30,000	1.061*	.377	.075	.04	2.08
	\$30,000-\$49,999	.844*	.268	.029	.12	1.57
	\$50,000-\$69,999	.386	.237	.665	-.26	1.03
	\$70,000-\$89,999	-.135	.214	.996	-.71	.44
\$110,000+	\$110,000+	-.352	.245	.782	-1.01	.31
	Prefer not to answer	-.978	.595	.655	-2.59	.63
	Less than \$30,000	1.413*	.387	.006	.37	2.46
	\$30,000-\$49,999	1.195*	.283	.001	.43	1.96
	\$50,000-\$69,999	.738*	.254	.059	.05	1.42
	\$70,000-\$89,999	.217	.232	.967	-.41	.84
	\$90,000-\$109,999	.352	.245	.782	-.31	1.01
	Prefer not to answer	-.626	.602	.944	-2.26	1.00
Prefer not to answer	Less than \$30,000	2.039*	.667	.038	.24	3.84
	\$30,000-\$49,999	1.822*	.612	.048	.17	3.48
	\$50,000-\$69,999	1.364	.599	.258	-.26	2.98
	\$70,000-\$89,999	.843	.590	.786	-.75	2.44
	\$90,000-\$109,999	.978	.595	.655	-.63	2.59
	\$110,000+	.626	.602	.944	-1.00	2.26

*. The mean difference is significant at the 0.10 level.

Table A 10

Descriptives for Performance Male vs. Female

			95% Confidence Interval for Mean						
			N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum Maximum
The doctor smiles and says hello- Performance	Male	144	5.08	.932	.078	4.92	5.23	2	6
	Female	144	5.21	1.077	.090	5.03	5.39	2	6
	Total	288	5.14	1.007	.059	5.03	5.26	2	6
The doctor develops a personal connection with you and your child- Performance	Male	146	4.94	1.058	.088	4.77	5.11	2	6
	Female	144	5.12	1.000	.083	4.95	5.28	1	6
	Total	290	5.03	1.032	.061	4.91	5.15	1	6
The doctor avoids using complex dental terminology- Performance	Male	146	4.90	1.066	.088	4.73	5.08	1	6
	Female	144	5.03	1.057	.088	4.85	5.20	1	6
	Total	290	4.97	1.062	.062	4.84	5.09	1	6
The doctor thoroughly explains the diagnosis and treatment plan- Performance	Male	145	5.09	.920	.076	4.94	5.24	3	6
	Female	144	5.31	.948	.079	5.15	5.46	1	6
	Total	289	5.20	.939	.055	5.09	5.31	1	6
The doctor explains things in a way that are easy to understand- Performance	Male	146	5.06	1.065	.088	4.89	5.24	2	6
	Female	143	5.13	1.125	.094	4.94	5.31	1	6
	Total	289	5.09	1.094	.064	4.97	5.22	1	6
The doctor presents multiple treatment options- Performance	Male	146	4.96	1.056	.087	4.79	5.13	1	6
	Female	144	5.01	1.054	.088	4.83	5.18	1	6
	Total	290	4.98	1.054	.062	4.86	5.10	1	6
The doctor listens intently to your concerns- Performance	Male	145	5.05	1.043	.087	4.88	5.22	2	6
	Female	143	5.17	1.070	.089	5.00	5.35	1	6
	Total	288	5.11	1.057	.062	4.99	5.23	1	6

The doctor avoids “over-selling” orthodontic treatment- Performance	Male	144	4.88	1.150	.096	4.69	5.07	1	6
	Female	144	5.10	1.002	.083	4.94	5.27	1	6
	Total	288	4.99	1.082	.064	4.87	5.12	1	6
The doctor is straightforward with the risks and benefits of treatment- Performance	Male	145	4.99	.993	.082	4.82	5.15	1	6
	Female	144	5.29	.974	.081	5.13	5.45	1	6
	Total	289	5.14	.994	.058	5.02	5.25	1	6
The doctor remembers conversations about treatment progress from previous appointments- Performance	Male	145	4.91	1.118	.093	4.73	5.09	1	6
	Female	144	4.97	1.203	.100	4.77	5.16	1	6
	Total	289	4.94	1.159	.068	4.80	5.07	1	6
The doctor spends adequate time with my child at each appointment- Performance	Male	146	4.93	1.087	.090	4.75	5.11	1	6
	Female	144	5.17	1.024	.085	5.00	5.34	1	6
	Total	290	5.05	1.061	.062	4.93	5.17	1	6
The doctor is kind to his staff- Performance	Male	146	5.01	1.044	.086	4.84	5.18	1	6
	Female	144	5.29	.981	.082	5.13	5.45	2	6
	Total	290	5.15	1.021	.060	5.03	5.27	1	6
The doctor takes a personal interest in your child and remembers personal things about them such as hobbies, activities they are involved in etc. - Performance	Male	146	4.85	1.200	.099	4.65	5.05	1	6
	Female	144	4.92	1.141	.095	4.74	5.11	1	6
	Total	290	4.89	1.169	.069	4.75	5.02	1	6
There are multiple available appointment openings to choose from- Performance	Male	146	4.90	1.137	.094	4.71	5.08	1	6
	Female	144	4.88	1.215	.101	4.68	5.08	1	6
	Total	290	4.89	1.174	.069	4.75	5.03	1	6
The office is available for appointments before or after typical work week hours (i.e. before 9am, after 5pm, weekends)- Performance	Male	145	4.81	1.099	.091	4.63	4.99	1	6
	Female	144	4.67	1.369	.114	4.44	4.89	1	6
	Total	289	4.74	1.241	.073	4.60	4.88	1	6
There are prizes/incentives for good patient compliance.- i.e.: no missed appointments, good brushing habits, no broken brackets etc. - Performance	Male	145	4.70	1.179	.098	4.51	4.90	1	6
	Female	139	4.74	1.456	.124	4.50	4.99	1	6
	Total	284	4.72	1.320	.078	4.57	4.88	1	6

The office has excellent customer service.- Performance	Male	146	5.05	1.016	.084	4.89	5.22	2	6
	Female	144	5.16	1.022	.085	4.99	5.33	2	6
	Total	290	5.11	1.018	.060	4.99	5.22	2	6
The office staff is friendly.- Performance	Male	146	5.09	.954	.079	4.93	5.25	2	6
	Female	144	5.22	.925	.077	5.06	5.37	2	6
	Total	290	5.15	.940	.055	5.04	5.26	2	6
The office has an overall nice feel.- Performance	Male	146	5.10	1.029	.085	4.93	5.27	2	6
	Female	144	5.15	.963	.080	4.99	5.31	1	6
	Total	290	5.13	.995	.058	5.01	5.24	1	6
Minimal wait time for scheduled adjustment visits- Performance	Male	145	4.81	1.082	.090	4.63	4.98	2	6
	Female	144	4.99	1.180	.098	4.80	5.19	1	6
	Total	289	4.90	1.134	.067	4.77	5.03	1	6
Adjustment visits are short.- Performance	Male	145	4.97	1.080	.090	4.80	5.15	1	6
	Female	142	4.99	1.091	.092	4.80	5.17	1	6
	Total	287	4.98	1.084	.064	4.85	5.11	1	6
My child is seen by the same assistant at each visit.- Performance	Male	146	4.89	1.115	.092	4.71	5.07	1	6
	Female	143	4.81	1.239	.104	4.61	5.02	1	6
	Total	289	4.85	1.176	.069	4.72	4.99	1	6
The doctor accepts my insurance- Performance	Male	144	5.06	1.098	.092	4.88	5.24	1	6
	Female	140	5.14	1.074	.091	4.96	5.32	1	6
	Total	284	5.10	1.085	.064	4.97	5.23	1	6
The doctor offers flexible payment plan options- Performance	Male	146	4.82	1.190	.098	4.63	5.02	1	6
	Female	139	5.13	1.096	.093	4.95	5.31	1	6
	Total	285	4.97	1.153	.068	4.84	5.11	1	6
The doctor offers interest free financing on cost of treatment- Performance	Male	140	4.79	1.096	.093	4.61	4.98	1	6
	Female	135	5.04	1.230	.106	4.83	5.25	1	6
	Total	275	4.91	1.168	.070	4.77	5.05	1	6
The total cost of orthodontic treatment- Performance	Male	146	4.90	1.046	.087	4.73	5.08	1	6
	Female	142	4.75	1.131	.095	4.57	4.94	2	6

	Total	288	4.83	1.089	.064	4.70	4.96	1	6
The doctor offers a discount for payment up front- Performance	Male	142	4.85	1.214	.102	4.65	5.05	1	6
	Female	135	4.75	1.397	.120	4.51	4.99	1	6
	Total	277	4.80	1.305	.078	4.65	4.96	1	6
How much influence: Family member - Performance	Male	144	4.75	1.330	.111	4.53	4.97	1	6
	Female	140	4.30	1.733	.146	4.01	4.59	1	6
	Total	284	4.53	1.556	.092	4.35	4.71	1	6
How much influence: Close friend -Performance	Male	145	4.58	1.403	.116	4.35	4.81	1	6
	Female	140	4.58	1.564	.132	4.32	4.84	1	6
	Total	285	4.58	1.482	.088	4.41	4.75	1	6
How much influence: Your child's dentist - Performance	Male	145	4.82	1.177	.098	4.63	5.01	1	6
	Female	141	4.84	1.411	.119	4.61	5.08	1	6
	Total	286	4.83	1.295	.077	4.68	4.98	1	6
How much influence: Other parents who have children with braces -Performance	Male	145	4.56	1.384	.115	4.33	4.79	1	6
	Female	139	4.70	1.387	.118	4.47	4.93	1	6
	Total	284	4.63	1.384	.082	4.47	4.79	1	6
How much influence: Yelp ratings -Performance.	Male	144	4.03	1.649	.137	3.76	4.31	1	6
	Female	137	3.71	1.986	.170	3.37	4.04	1	6
	Total	281	3.88	1.825	.109	3.66	4.09	1	6
How much influence: Facebook reviews	Male	145	4.16	1.627	.135	3.89	4.43	1	6
	Female	135	3.65	1.862	.160	3.33	3.97	1	6
	Total	280	3.91	1.760	.105	3.71	4.12	1	6
How much influence: Angie's List -Performance	Male	143	4.01	1.746	.146	3.72	4.30	1	6
	Female	135	3.70	1.947	.168	3.37	4.04	1	6
	Total	278	3.86	1.850	.111	3.64	4.08	1	6
How much influence: Google Reviews - Performance	Male	145	4.19	1.654	.137	3.91	4.46	1	6
	Female	137	3.74	1.883	.161	3.43	4.06	1	6
	Total	282	3.97	1.779	.106	3.76	4.18	1	6
How much influence: Dental office's website -	Male	146	4.45	1.375	.114	4.22	4.67	1	6

Performance	Female	135	4.22	1.678	.144	3.94	4.51	1	6
	Total	281	4.34	1.529	.091	4.16	4.52	1	6
How much influence: Instagram -Performance	Male	144	4.01	1.748	.146	3.72	4.29	1	6
	Female	135	3.54	1.876	.161	3.22	3.86	1	6
How much influence: Twitter -Performance	Total	279	3.78	1.823	.109	3.57	4.00	1	6
	Male	144	4.03	1.730	.144	3.74	4.31	1	6
How much influence: Healthgrades.com - Performance	Female	136	3.46	1.936	.166	3.13	3.79	1	6
	Total	280	3.75	1.851	.111	3.54	3.97	1	6
The office is on the way to or from your child's school -Performance	Male	145	3.98	1.726	.143	3.70	4.26	1	6
	Female	137	3.64	1.897	.162	3.32	3.96	1	6
The office is in a safe area of town -Performance	Total	282	3.82	1.816	.108	3.60	4.03	1	6
	Male	144	4.47	1.458	.121	4.23	4.71	1	6
The orthodontic provider is in the same office where your child gets cleanings and fillings - Performance	Female	140	4.39	1.608	.136	4.12	4.66	1	6
	Total	284	4.43	1.531	.091	4.25	4.61	1	6
The waiting room is comfortable and inviting - Performance	Male	146	4.92	1.151	.095	4.74	5.11	1	6
	Female	144	5.11	1.072	.089	4.93	5.29	1	6
The waiting room has entertainment for children (i.e. TVs, iPads, games, books etc) -Performance	Total	290	5.02	1.114	.065	4.89	5.15	1	6
	Male	145	4.48	1.533	.127	4.23	4.73	1	6
Complimentary snacks are provided in the waiting room -Performance	Female	141	4.10	1.891	.159	3.78	4.41	1	6
	Total	286	4.29	1.726	.102	4.09	4.49	1	6
	Male	146	4.85	1.122	.093	4.67	5.03	1	6
	Female	142	4.89	1.053	.088	4.71	5.06	2	6
	Total	288	4.87	1.087	.064	4.74	4.99	1	6
	Male	144	4.70	1.189	.099	4.51	4.90	1	6
	Female	141	4.57	1.425	.120	4.34	4.81	1	6
	Total	285	4.64	1.311	.078	4.49	4.79	1	6
	Male	143	4.44	1.480	.124	4.20	4.69	1	6
	Female	137	4.12	1.702	.145	3.83	4.40	1	6
	Total	280	4.28	1.598	.096	4.09	4.47	1	6

Parking options are convenient -Performance	Male	146	4.76	1.261	.104	4.55	4.97	1	6
	Female	144	4.87	1.242	.103	4.66	5.07	1	6
	Total	290	4.81	1.251	.073	4.67	4.96	1	6
How long do you to travel to take your child to their orthodontic provider? -Performance	Male	146	3.30	1.386	.115	3.07	3.53	1	6
	Female	144	2.88	1.503	.125	2.63	3.13	1	6
	Total	290	3.09	1.458	.086	2.92	3.26	1	6
How many miles do you travel to take your child to their orthodontic provider? -Performance	Male	146	3.25	1.312	.109	3.04	3.47	1	6
	Female	144	2.85	1.364	.114	2.63	3.08	1	6
	Total	290	3.06	1.351	.079	2.90	3.21	1	6
How well does your orthodontic provider perform in the following areas? The doctor is up to date...	Male	146	5.01	.965	.080	4.85	5.16	2	6
	Female	144	5.22	.957	.080	5.06	5.38	3	6
	Total	290	5.11	.965	.057	5.00	5.23	2	6
How well does your orthodontic provider perform in the following areas? The estimated treatme...	Male	144	4.74	1.134	.095	4.55	4.92	1	6
	Female	138	4.82	1.251	.107	4.61	5.03	1	6
	Total	282	4.78	1.191	.071	4.64	4.92	1	6
How well does your orthodontic provider perform in the following areas? The doctor has exampl...	Male	146	4.87	1.052	.087	4.70	5.04	2	6
	Female	142	4.93	1.213	.102	4.73	5.13	1	6
	Total	288	4.90	1.132	.067	4.77	5.03	1	6
Is your child's orthodontic provider an Orthodontist or a General Dentist?	Male	146	1.34	.531	.044	1.26	1.43	1	3
	Female	144	1.27	.518	.043	1.19	1.36	1	3
	Total	290	1.31	.525	.031	1.25	1.37	1	3
Board certification is not a legal requirement to practice, however some orthodontists choose to...	Male	145	4.93	1.084	.090	4.75	5.11	1	6
	Female	141	5.00	1.183	.100	4.80	5.20	2	6
	Total	286	4.97	1.133	.067	4.83	5.10	1	6
Is your child's orthodontic provider board certified?	Male	146	1.21	.574	.048	1.11	1.30	1	3
	Female	144	1.42	.744	.062	1.30	1.55	1	3
	Total	290	1.31	.672	.039	1.24	1.39	1	3
How much does your orthodontic provider charge compared to other providers in your area?	Male	146	2.12	.713	.059	2.01	2.24	1	4
	Female	144	2.31	.732	.061	2.19	2.43	1	4

How satisfied are you with your child's orthodontic treatment so far?	Total	290	2.21	.727	.043	2.13	2.30	1	4
	Male	146	5.12	.924	.076	4.97	5.27	1	6
	Female	144	5.13	1.059	.088	4.96	5.31	1	6
How likely are you to recommend your child's orthodontist to your friends or family?	Total	290	5.13	.992	.058	5.01	5.24	1	6
	Male	146	5.21	.911	.075	5.06	5.36	1	6
	Female	144	5.31	.948	.079	5.15	5.46	1	6
	Total	290	5.26	.929	.055	5.15	5.37	1	6

Table A 11

ANOVA Performance Level Male vs. Female

		Sum of Squares	df	Mean Square	F	Sig.
The doctor smiles and says hello- Performance	Between Groups	1.253	1	1.253	1.237	.267
	Within Groups	289.910	286	1.014		
	Total	291.163	287			
The doctor develops a personal connection with you and your child- Performance	Between Groups	2.341	1	2.341	2.207	.138
	Within Groups	305.438	288	1.061		
	Total	307.779	289			
The doctor avoids using complex dental terminology- Performance	Between Groups	1.109	1	1.109	.984	.322
	Within Groups	324.546	288	1.127		
	Total	325.655	289			
The doctor thoroughly explains the diagnosis and treatment plan- Performance	Between Groups	3.368	1	3.368	3.860	.050
	Within Groups	250.390	287	.872		
	Total	253.758	288			
The doctor explains things in a way that are easy to understand- Performance	Between Groups	.298	1	.298	.249	.618
	Within Groups	344.179	287	1.199		
	Total	344.478	288			
The doctor presents multiple treatment options- Performance	Between Groups	.167	1	.167	.150	.699
	Within Groups	320.746	288	1.114		
	Total	320.914	289			
The doctor listens intently to your concerns- Performance	Between Groups	1.153	1	1.153	1.033	.310
	Within Groups	319.291	286	1.116		
	Total	320.444	287			
The doctor avoids “over-selling” orthodontic treatment- Performance	Between Groups	3.556	1	3.556	3.059	.081
	Within Groups	332.431	286	1.162		

	Total	335.986	287			
The doctor is straightforward with the risks and benefits of treatment- Performance	Between Groups	6.741	1	6.741	6.966	.009
	Within Groups	277.722	287	.968		
	Total	284.464	288			
The doctor remembers conversations about treatment progress from previous appointments- Performance	Between Groups	.218	1	.218	.162	.688
	Within Groups	386.661	287	1.347		
	Total	386.879	288			
The doctor spends adequate time with my child at each appointment- Performance	Between Groups	4.009	1	4.009	3.593	.059
	Within Groups	321.315	288	1.116		
	Total	325.324	289			
The doctor is kind to his staff- Performance	Between Groups	5.602	1	5.602	5.455	.020
	Within Groups	295.723	288	1.027		
	Total	301.324	289			
The doctor takes a personal interest in your child and remembers personal things about them such as hobbies, activities they are involved in etc. - Performance	Between Groups	.400	1	.400	.292	.589
	Within Groups	394.845	288	1.371		
	Total	395.245	289			
There are multiple available appointment openings to choose from- Performance	Between Groups	.017	1	.017	.012	.912
	Within Groups	398.452	288	1.384		
	Total	398.469	289			
The office is available for appointments before or after typical work week hours (i.e. before 9am, after 5pm, weekends)- Performance	Between Groups	1.564	1	1.564	1.016	.314
	Within Groups	441.972	287	1.540		
	Total	443.536	288			
There are prizes/incentives for good patient compliance.- i.e.: no missed appointments, good brushing habits, no broken brackets etc. - Performance	Between Groups	.100	1	.100	.057	.811
	Within Groups	492.925	282	1.748		
	Total	493.025	283			
The office has excellent customer service.- Performance	Between Groups	.798	1	.798	.769	.381
	Within Groups	298.888	288	1.038		
	Total	299.686	289			
The office staff is friendly.- Performance	Between Groups	1.155	1	1.155	1.309	.254

	Within Groups	254.169	288	.883		
	Total	255.324	289			
	Between Groups	.182	1	.182	.183	.669
The office has an overall nice feel.- Performance	Within Groups	286.098	288	.993		
	Total	286.279	289			
	Between Groups	2.504	1	2.504	1.955	.163
Minimal wait time for scheduled adjustment visits- Performance	Within Groups	367.586	287	1.281		
	Total	370.090	288			
	Between Groups	.013	1	.013	.011	.916
Adjustment visits are short.- Performance	Within Groups	335.861	285	1.178		
	Total	335.875	286			
	Between Groups	.453	1	.453	.327	.568
My child is seen by the same assistant at each visit.- Performance	Within Groups	398.149	287	1.387		
	Total	398.602	288			
	Between Groups	.381	1	.381	.322	.571
The doctor accepts my insurance- Performance	Within Groups	332.859	282	1.180		
	Total	333.239	283			
	Between Groups	6.737	1	6.737	5.138	.024
The doctor offers flexible payment plan options- Performance	Within Groups	371.039	283	1.311		
	Total	377.775	284			
	Between Groups	4.098	1	4.098	3.025	.083
The doctor offers interest free financing on cost of treatment- Performance	Within Groups	369.808	273	1.355		
	Total	373.905	274			
	Between Groups	1.632	1	1.632	1.377	.242
The total cost of orthodontic treatment- Performance	Within Groups	339.031	286	1.185		
	Total	340.663	287			
	Between Groups	.748	1	.748	.438	.509
The doctor offers a discount for payment up front- Performance	Within Groups	469.331	275	1.707		
	Total	470.079	276			

How much influence: Family member -Performance	Between Groups	14.375	1	14.375	6.047	.015
	Within Groups	670.400	282	2.377		
	Total	684.775	283			
How much influence: Close friend -Performance	Between Groups	.000	1	.000	.000	.997
	Within Groups	623.474	283	2.203		
	Total	623.474	284			
How much influence: Your child's dentist -Performance	Between Groups	.039	1	.039	.023	.879
	Within Groups	477.905	284	1.683		
	Total	477.944	285			
How much influence: Other parents who have children with braces -Performance	Between Groups	1.376	1	1.376	.717	.398
	Within Groups	541.061	282	1.919		
	Total	542.437	283			
How much influence: Yelp ratings -Performance.	Between Groups	7.493	1	7.493	2.260	.134
	Within Groups	925.148	279	3.316		
	Total	932.641	280			
How much influence: Facebook reviews	Between Groups	17.954	1	17.954	5.900	.016
	Within Groups	845.989	278	3.043		
	Total	863.943	279			
How much influence: Angie's List -Performance	Between Groups	6.388	1	6.388	1.873	.172
	Within Groups	941.141	276	3.410		
	Total	947.529	277			
How much influence: Google Reviews -Performance	Between Groups	13.742	1	13.742	4.392	.037
	Within Groups	876.031	280	3.129		
	Total	889.773	281			
How much influence: Dental office's website -Performance	Between Groups	3.488	1	3.488	1.494	.223
	Within Groups	651.395	279	2.335		
	Total	654.883	280			
How much influence: Instagram -Performance	Between Groups	15.144	1	15.144	4.617	.033
	Within Groups	908.519	277	3.280		

	Total	923.663	278			
How much influence: Twitter -Performance	Between Groups	22.291	1	22.291	6.637	.011
	Within Groups	933.705	278	3.359		
	Total	955.996	279			
How much influence: Healthgrades.com -Performance	Between Groups	7.999	1	7.999	2.439	.120
	Within Groups	918.412	280	3.280		
	Total	926.411	281			
The office is on the way to or from your child's school -Performance	Between Groups	.372	1	.372	.158	.691
	Within Groups	663.219	282	2.352		
	Total	663.592	283			
The office is in a safe area of town -Performance	Between Groups	2.520	1	2.520	2.037	.155
	Within Groups	356.393	288	1.237		
	Total	358.914	289			
The orthodontic provider is in the same office where your child gets cleanings and fillings -Performance	Between Groups	10.512	1	10.512	3.559	.060
	Within Groups	838.817	284	2.954		
	Total	849.329	285			
The waiting room is comfortable and inviting -Performance	Between Groups	.104	1	.104	.088	.767
	Within Groups	338.882	286	1.185		
	Total	338.986	287			
The waiting room has entertainment for children (i.e. TVs, iPads, games, books etc) -Performance	Between Groups	1.148	1	1.148	.667	.415
	Within Groups	486.628	283	1.720		
	Total	487.775	284			
Complimentary snacks are provided in the waiting room -Performance	Between Groups	7.335	1	7.335	2.891	.090
	Within Groups	705.376	278	2.537		
	Total	712.711	279			
Parking options are convenient -Performance	Between Groups	.842	1	.842	.538	.464
	Within Groups	451.103	288	1.566		
	Total	451.945	289			
How long do you to travel to take your child to their	Between Groups	12.753	1	12.753	6.104	.014

orthodontic provider? -Performance	Within Groups	601.733	288	2.089		
	Total	614.486	289			
How many miles do you travel to take your child to their orthodontic provider? -Performance	Between Groups	11.556	1	11.556	6.456	.012
	Within Groups	515.561	288	1.790		
	Total	527.117	289			
How well does your orthodontic provider perform in the following areas? The doctor is up to date...	Between Groups	3.363	1	3.363	3.643	.057
	Within Groups	265.882	288	.923		
	Total	269.245	289			
How well does your orthodontic provider perform in the following areas? The estimated treatme...	Between Groups	.482	1	.482	.339	.561
	Within Groups	398.443	280	1.423		
	Total	398.926	281			
How well does your orthodontic provider perform in the following areas? The doctor has exampl...	Between Groups	.257	1	.257	.200	.655
	Within Groups	367.823	286	1.286		
	Total	368.080	287			
Is your child's orthodontic provider an Orthodontist or a General Dentist?	Between Groups	.372	1	.372	1.351	.246
	Within Groups	79.314	288	.275		
	Total	79.686	289			
Board certification is not a legal requirement to practice, however some orthodontists choose to...	Between Groups	.340	1	.340	.264	.608
	Within Groups	365.310	284	1.286		
	Total	365.650	285			
Is your child's orthodontic provider board certified?	Between Groups	3.449	1	3.449	7.823	.006
	Within Groups	126.995	288	.441		
	Total	130.445	289			
How much does your orthodontic provider charge compared to other providers in your area?	Between Groups	2.408	1	2.408	4.614	.033
	Within Groups	150.336	288	.522		
	Total	152.745	289			
How satisfied are you with your child's orthodontic treatment so far?	Between Groups	.005	1	.005	.006	.941
	Within Groups	284.274	288	.987		
	Total	284.279	289			

How likely are you to recommend your child's orthodontist to your friends or family?	Between Groups	.630	1	.630	.729	.394
	Within Groups	248.973	288	.864		
	Total	249.603	289			

Table A 12

Descriptives for Performance With and Without Orthodontic Insurance

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
The doctor smiles and says hello- Performance	Yes	234	5.16	1.002	.065	5.03	5.29	2	6
	No	54	5.06	1.036	.141	4.77	5.34	2	6
	Total	288	5.14	1.007	.059	5.03	5.26	2	6
The doctor develops a personal connection with you and your child- Performance	Yes	236	5.08	1.033	.067	4.94	5.21	1	6
	No	54	4.81	1.011	.138	4.54	5.09	2	6
	Total	290	5.03	1.032	.061	4.91	5.15	1	6
The doctor avoids using complex dental terminology- Performance	Yes	236	4.98	1.062	.069	4.84	5.11	1	6
	No	54	4.91	1.069	.145	4.62	5.20	3	6
	Total	290	4.97	1.062	.062	4.84	5.09	1	6
The doctor thoroughly explains the diagnosis and treatment plan- Performance	Yes	235	5.21	.967	.063	5.08	5.33	1	6
	No	54	5.15	.810	.110	4.93	5.37	3	6
	Total	289	5.20	.939	.055	5.09	5.31	1	6
The doctor explains things in a way that are easy to understand- Performance	Yes	235	5.13	1.098	.072	4.99	5.27	1	6
	No	54	4.94	1.071	.146	4.65	5.24	1	6
	Total	289	5.09	1.094	.064	4.97	5.22	1	6
The doctor presents multiple treatment options- Performance	Yes	236	5.01	1.092	.071	4.87	5.15	1	6
	No	54	4.87	.870	.118	4.63	5.11	3	6
	Total	290	4.98	1.054	.062	4.86	5.10	1	6
The doctor listens intently to your concerns- Performance	Yes	234	5.14	1.099	.072	5.00	5.28	1	6
	No	54	5.00	.847	.115	4.77	5.23	3	6
	Total	288	5.11	1.057	.062	4.99	5.23	1	6

The doctor avoids “over-selling”	Yes	234	4.99	1.104	.072	4.85	5.13	1	6
orthodontic treatment- Performance	No	54	5.00	.991	.135	4.73	5.27	1	6
	Total	288	4.99	1.082	.064	4.87	5.12	1	6
The doctor is straightforward with the risks	Yes	235	5.14	1.015	.066	5.01	5.28	1	6
and benefits of treatment- Performance	No	54	5.11	.904	.123	4.86	5.36	2	6
	Total	289	5.14	.994	.058	5.02	5.25	1	6
The doctor remembers conversations about	Yes	235	4.99	1.153	.075	4.84	5.14	1	6
treatment progress from previous	No	54	4.72	1.172	.160	4.40	5.04	2	6
appointments- Performance	Total	289	4.94	1.159	.068	4.80	5.07	1	6
The doctor spends adequate time with my	Yes	236	5.11	1.061	.069	4.97	5.24	1	6
child at each appointment- Performance	No	54	4.80	1.035	.141	4.51	5.08	1	6
	Total	290	5.05	1.061	.062	4.93	5.17	1	6
The doctor is kind to his staff-	Yes	236	5.18	.999	.065	5.05	5.31	1	6
Performance	No	54	5.04	1.115	.152	4.73	5.34	2	6
	Total	290	5.15	1.021	.060	5.03	5.27	1	6
The doctor takes a personal interest in your	Yes	236	4.95	1.171	.076	4.80	5.10	1	6
child and remembers personal things about	No	54	4.59	1.125	.153	4.29	4.90	1	6
them such as hobbies, activities they are	Total	290	4.89	1.169	.069	4.75	5.02	1	6
involved in etc. - Performance									
There are multiple available appointment	Yes	236	4.96	1.142	.074	4.82	5.11	1	6
openings to choose from- Performance	No	54	4.57	1.268	.173	4.23	4.92	1	6
	Total	290	4.89	1.174	.069	4.75	5.03	1	6
The office is available for appointments	Yes	235	4.78	1.219	.080	4.63	4.94	1	6
before or after typical work week hours	No	54	4.56	1.327	.181	4.19	4.92	1	6
(i.e. before 9am, after 5pm, weekends)-	Total	289	4.74	1.241	.073	4.60	4.88	1	6
Performance									
There are prizes/incentives for good patient	Yes	231	4.76	1.341	.088	4.59	4.94	1	6
compliance.- i.e.: no missed appointments,	No	53	4.55	1.218	.167	4.21	4.88	1	6

good brushing habits, no broken brackets etc. - Performance	Total	284	4.72	1.320	.078	4.57	4.88	1	6
The office has excellent customer service.- Performance	Yes	236	5.15	1.006	.065	5.02	5.28	2	6
	No	54	4.93	1.061	.144	4.64	5.22	2	6
	Total	290	5.11	1.018	.060	4.99	5.22	2	6
The office staff is friendly.- Performance	Yes	236	5.15	.940	.061	5.03	5.27	2	6
	No	54	5.17	.947	.129	4.91	5.43	2	6
	Total	290	5.15	.940	.055	5.04	5.26	2	6
The office has an overall nice feel.- Performance	Yes	236	5.12	1.012	.066	4.99	5.25	1	6
	No	54	5.17	.927	.126	4.91	5.42	2	6
	Total	290	5.13	.995	.058	5.01	5.24	1	6
Minimal wait time for scheduled adjustment visits- Performance	Yes	235	4.94	1.121	.073	4.80	5.09	1	6
	No	54	4.70	1.176	.160	4.38	5.02	1	6
	Total	289	4.90	1.134	.067	4.77	5.03	1	6
Adjustment visits are short.- Performance	Yes	234	4.99	1.080	.071	4.85	5.13	1	6
	No	53	4.92	1.107	.152	4.62	5.23	2	6
	Total	287	4.98	1.084	.064	4.85	5.11	1	6
My child is seen by the same assistant at each visit.- Performance	Yes	236	4.95	1.155	.075	4.80	5.10	1	6
	No	53	4.42	1.184	.163	4.09	4.74	2	6
	Total	289	4.85	1.176	.069	4.72	4.99	1	6
The doctor accepts my insurance.- Performance	Yes	234	5.15	1.060	.069	5.01	5.29	1	6
	No	50	4.86	1.178	.167	4.53	5.19	1	6
	Total	284	5.10	1.085	.064	4.97	5.23	1	6
The doctor offers flexible payment plan options- Performance	Yes	232	5.00	1.157	.076	4.85	5.15	1	6
	No	53	4.87	1.144	.157	4.55	5.18	1	6
	Total	285	4.97	1.153	.068	4.84	5.11	1	6
The doctor offers interest free financing on cost of treatment- Performance	Yes	225	4.92	1.187	.079	4.76	5.07	1	6
	No	50	4.90	1.093	.155	4.59	5.21	2	6
	Total	275	4.91	1.168	.070	4.77	5.05	1	6

The total cost of orthodontic treatment- Performance	Yes	234	4.91	1.083	.071	4.77	5.05	2	6
	No	54	4.48	1.059	.144	4.19	4.77	1	6
	Total	288	4.83	1.089	.064	4.70	4.96	1	6
The doctor offers a discount for payment up front- Performance	Yes	224	4.86	1.279	.085	4.69	5.03	1	6
	No	53	4.55	1.395	.192	4.16	4.93	1	6
	Total	277	4.80	1.305	.078	4.65	4.96	1	6
How much influence: Family member - Performance	Yes	232	4.53	1.598	.105	4.32	4.74	1	6
	No	52	4.52	1.365	.189	4.14	4.90	1	6
	Total	284	4.53	1.556	.092	4.35	4.71	1	6
How much influence: Close friend - Performance	Yes	231	4.61	1.487	.098	4.42	4.81	1	6
	No	54	4.43	1.461	.199	4.03	4.82	1	6
	Total	285	4.58	1.482	.088	4.41	4.75	1	6
How much influence: Your child's dentist - Performance	Yes	233	4.87	1.277	.084	4.71	5.04	1	6
	No	53	4.66	1.372	.188	4.28	5.04	1	6
	Total	286	4.83	1.295	.077	4.68	4.98	1	6
How much influence: Other parents who have children with braces -Performance	Yes	231	4.65	1.397	.092	4.47	4.83	1	6
	No	53	4.53	1.339	.184	4.16	4.90	1	6
	Total	284	4.63	1.384	.082	4.47	4.79	1	6
How much influence: Yelp ratings - Performance.	Yes	228	4.03	1.777	.118	3.80	4.26	1	6
	No	53	3.21	1.895	.260	2.69	3.73	1	6
	Total	281	3.88	1.825	.109	3.66	4.09	1	6
How much influence: Facebook reviews	Yes	227	4.00	1.740	.115	3.77	4.23	1	6
	No	53	3.55	1.814	.249	3.05	4.05	1	6
	Total	280	3.91	1.760	.105	3.71	4.12	1	6
How much influence: Angie's List - Performance	Yes	225	4.00	1.819	.121	3.76	4.23	1	6
	No	53	3.28	1.885	.259	2.76	3.80	1	6
	Total	278	3.86	1.850	.111	3.64	4.08	1	6
How much influence: Google Reviews - Performance	Yes	229	4.06	1.786	.118	3.83	4.29	1	6
	No	53	3.58	1.715	.236	3.11	4.06	1	6

	Total	282	3.97	1.779	.106	3.76	4.18	1	6
How much influence: Dental office's website -Performance	Yes	228	4.43	1.525	.101	4.24	4.63	1	6
	No	53	3.92	1.492	.205	3.51	4.34	1	6
	Total	281	4.34	1.529	.091	4.16	4.52	1	6
How much influence: Instagram - Performance	Yes	226	3.90	1.780	.118	3.66	4.13	1	6
	No	53	3.28	1.935	.266	2.75	3.82	1	6
	Total	279	3.78	1.823	.109	3.57	4.00	1	6
How much influence: Twitter - Performance	Yes	227	3.86	1.810	.120	3.63	4.10	1	6
	No	53	3.28	1.965	.270	2.74	3.82	1	6
	Total	280	3.75	1.851	.111	3.54	3.97	1	6
How much influence: Healthgrades.com - Performance	Yes	229	3.95	1.780	.118	3.72	4.18	1	6
	No	53	3.23	1.867	.256	2.71	3.74	1	6
	Total	282	3.82	1.816	.108	3.60	4.03	1	6
The office is on the way to or from your child's school -Performance	Yes	231	4.49	1.509	.099	4.30	4.69	1	6
	No	53	4.15	1.610	.221	3.71	4.59	1	6
	Total	284	4.43	1.531	.091	4.25	4.61	1	6
The office is in a safe area of town - Performance	Yes	236	5.01	1.135	.074	4.87	5.16	1	6
	No	54	5.04	1.027	.140	4.76	5.32	3	6
	Total	290	5.02	1.114	.065	4.89	5.15	1	6
The orthodontic provider is in the same office where your child gets cleanings and fillings -Performance	Yes	233	4.37	1.705	.112	4.15	4.59	1	6
	No	53	3.96	1.797	.247	3.47	4.46	1	6
	Total	286	4.29	1.726	.102	4.09	4.49	1	6
The waiting room is comfortable and inviting -Performance	Yes	234	4.86	1.080	.071	4.72	5.00	1	6
	No	54	4.89	1.127	.153	4.58	5.20	1	6
	Total	288	4.87	1.087	.064	4.74	4.99	1	6
The waiting room has entertainment for children (i.e. TVs, iPads, games, books etc) -Performance	Yes	231	4.70	1.290	.085	4.53	4.86	1	6
	No	54	4.39	1.379	.188	4.01	4.77	1	6
	Total	285	4.64	1.311	.078	4.49	4.79	1	6
Complimentary snacks are provided in the	Yes	228	4.36	1.532	.101	4.16	4.56	1	6

waiting room -Performance	No	52	3.92	1.835	.254	3.41	4.43	1	6
	Total	280	4.28	1.598	.096	4.09	4.47	1	6
Parking options are convenient -	Yes	236	4.84	1.219	.079	4.69	5.00	1	6
Performance	No	54	4.69	1.385	.188	4.31	5.06	1	6
	Total	290	4.81	1.251	.073	4.67	4.96	1	6
How long do you to travel to take your	Yes	236	3.17	1.469	.096	2.98	3.36	1	6
child to their orthodontic provider? -	No	54	2.76	1.373	.187	2.38	3.13	1	6
Performance	Total	290	3.09	1.458	.086	2.92	3.26	1	6
How many miles do you travel to take your	Yes	236	3.15	1.390	.090	2.97	3.33	1	6
child to their orthodontic provider? -	No	54	2.65	1.084	.148	2.35	2.94	1	6
Performance	Total	290	3.06	1.351	.079	2.90	3.21	1	6
How well does your orthodontic provider	Yes	236	5.12	.975	.063	5.00	5.25	2	6
perform in the following areas? The doctor	No	54	5.07	.929	.126	4.82	5.33	3	6
is up to date...	Total	290	5.11	.965	.057	5.00	5.23	2	6
How well does your orthodontic provider	Yes	231	4.80	1.214	.080	4.64	4.96	1	6
perform in the following areas? The	No	51	4.67	1.089	.153	4.36	4.97	2	6
estimated treatme...	Total	282	4.78	1.191	.071	4.64	4.92	1	6
How well does your orthodontic provider	Yes	234	4.93	1.102	.072	4.79	5.07	1	6
perform in the following areas? The	No	54	4.76	1.258	.171	4.42	5.10	2	6
doctor has exampl...	Total	288	4.90	1.132	.067	4.77	5.03	1	6
Is your child's orthodontic provider an	Yes	236	1.30	.504	.033	1.24	1.37	1	3
Orthodontist or a General Dentist?	No	54	1.33	.614	.084	1.17	1.50	1	3
	Total	290	1.31	.525	.031	1.25	1.37	1	3
Board certification is not a legal	Yes	234	5.02	1.119	.073	4.87	5.16	1	6
requirement to practice, however some	No	52	4.73	1.173	.163	4.40	5.06	2	6
orthodontists choose to...	Total	286	4.97	1.133	.067	4.83	5.10	1	6
Is your child's orthodontic provider board	Yes	236	1.26	.625	.041	1.18	1.34	1	3
certified?	No	54	1.54	.818	.111	1.31	1.76	1	3
	Total	290	1.31	.672	.039	1.24	1.39	1	3

How much does your orthodontic provider charge compared to other providers in your area?	Yes	236	2.18	.692	.045	2.09	2.27	1	4
	No	54	2.37	.853	.116	2.14	2.60	1	4
	Total	290	2.21	.727	.043	2.13	2.30	1	4
How satisfied are you with your child's orthodontic treatment so far?	Yes	236	5.14	1.003	.065	5.01	5.27	1	6
	No	54	5.07	.949	.129	4.82	5.33	2	6
	Total	290	5.13	.992	.058	5.01	5.24	1	6
How likely are you to recommend your child's orthodontist to your friends or family?	Yes	236	5.27	.928	.060	5.15	5.39	1	6
	No	54	5.22	.945	.129	4.96	5.48	1	6
	Total	290	5.26	.929	.055	5.15	5.37	1	6

Table A 13

ANOVA Performance Level With and Without Orthodontic Insurance

		Sum of Squares	df	Mean Square	F	Sig.
The doctor smiles and says hello- Performance	Between Groups	.501	1	.501	.493	.483
	Within Groups	290.662	286	1.016		
	Total	291.163	287			
The doctor develops a personal connection with you and your child- Performance	Between Groups	3.004	1	3.004	2.839	.093
	Within Groups	304.775	288	1.058		
	Total	307.779	289			
The doctor avoids using complex dental terminology- Performance	Between Groups	.224	1	.224	.198	.656
	Within Groups	325.431	288	1.130		
	Total	325.655	289			
The doctor thoroughly explains the diagnosis and treatment plan- Performance	Between Groups	.160	1	.160	.181	.671
	Within Groups	253.598	287	.884		
	Total	253.758	288			
The doctor explains things in a way that are easy to understand- Performance	Between Groups	1.474	1	1.474	1.233	.268

	Within Groups	343.004	287	1.195		
	Total	344.478	288			
	Between Groups	.838	1	.838	.754	.386
The doctor presents multiple treatment options- Performance	Within Groups	320.076	288	1.111		
	Total	320.914	289			
	Between Groups	.821	1	.821	.734	.392
The doctor listens intently to your concerns- Performance	Within Groups	319.624	286	1.118		
	Total	320.444	287			
	Between Groups	.003	1	.003	.003	.958
The doctor avoids “over-selling” orthodontic treatment- Performance	Within Groups	335.983	286	1.175		
	Total	335.986	287			
	Between Groups	.049	1	.049	.050	.823
The doctor is straightforward with the risks and benefits of treatment- Performance	Within Groups	284.414	287	.991		
	Total	284.464	288			
	Between Groups	3.084	1	3.084	2.306	.130
The doctor remembers conversations about treatment progress from previous appointments- Performance	Within Groups	383.795	287	1.337		
	Total	386.879	288			

The doctor spends adequate time with my child at each appointment- Performance	Between Groups	4.213	1	4.213	3.779	.053
	Within Groups	321.111	288	1.115		
	Total	325.324	289			
The doctor is kind to his staff- Performance	Between Groups	.873	1	.873	.837	.361
	Within Groups	300.451	288	1.043		
	Total	301.324	289			
The doctor takes a personal interest in your child and remembers personal things about them such as hobbies, activities they are involved in etc. - Performance	Between Groups	5.721	1	5.721	4.230	.041
	Within Groups	389.524	288	1.353		
	Total	395.245	289			
There are multiple available appointment openings to choose from- Performance	Between Groups	6.608	1	6.608	4.857	.028
	Within Groups	391.860	288	1.361		
	Total	398.469	289			
The office is available for appointments before or after typical work week hours (i.e. before 9am, after 5pm, weekends)- Performance	Between Groups	2.271	1	2.271	1.477	.225
	Within Groups	441.265	287	1.538		
	Total	443.536	288			
There are prizes/incentives for good patient compliance.- i.e.: no missed appointments, good brushing habits, no broken brackets etc. - Performance	Between Groups	1.988	1	1.988	1.142	.286
	Within Groups	491.037	282	1.741		

The office has excellent customer service.- Performance	Total	493.025	283			
	Between Groups	2.173	1	2.173	2.104	.148
	Within Groups	297.513	288	1.033		
The office staff is friendly.- Performance	Total	299.686	289			
	Between Groups	.015	1	.015	.017	.897
	Within Groups	255.309	288	.886		
The office has an overall nice feel.- Performance	Total	255.324	289			
	Between Groups	.101	1	.101	.102	.750
	Within Groups	286.178	288	.994		
Minimal wait time for scheduled adjustment visits- Performance	Total	286.279	289			
	Between Groups	2.550	1	2.550	1.991	.159
	Within Groups	367.540	287	1.281		
Adjustment visits are short.- Performance	Total	370.090	288			
	Between Groups	.194	1	.194	.164	.686
	Within Groups	335.681	285	1.178		
My child is seen by the same assistant at each visit.- Performance	Total	335.875	286			
	Between Groups	12.344	1	12.344	9.172	.003

	Within Groups	386.258	287	1.346		
	Total	398.602	288			
	Between Groups	3.454	1	3.454	2.954	.087
The doctor accepts my insurance- Performance	Within Groups	329.785	282	1.169		
	Total	333.239	283			
	Between Groups	.704	1	.704	.529	.468
The doctor offers flexible payment plan options- Performance	Within Groups	377.071	283	1.332		
	Total	377.775	284			
	Between Groups	.010	1	.010	.007	.932
The doctor offers interest free financing on cost of treatment- Performance	Within Groups	373.896	273	1.370		
	Total	373.905	274			
	Between Groups	8.066	1	8.066	6.936	.009
The total cost of orthodontic treatment- Performance	Within Groups	332.597	286	1.163		
	Total	340.663	287			
	Between Groups	4.238	1	4.238	2.502	.115
The doctor offers a discount for payment up front- Performance	Within Groups	465.842	275	1.694		
	Total	470.079	276			

How much influence: Family member - Performance	Between Groups	.005	1	.005	.002	.964
	Within Groups	684.770	282	2.428		
	Total	684.775	283			
How much influence: Close friend - Performance	Between Groups	1.560	1	1.560	.710	.400
	Within Groups	621.914	283	2.198		
	Total	623.474	284			
How much influence: Your child's dentist -Performance	Between Groups	1.920	1	1.920	1.145	.285
	Within Groups	476.024	284	1.676		
	Total	477.944	285			
How much influence: Other parents who have children with braces -Performance	Between Groups	.632	1	.632	.329	.567
	Within Groups	541.805	282	1.921		
	Total	542.437	283			
How much influence: Yelp ratings - Performance.	Between Groups	29.139	1	29.139	8.998	.003
	Within Groups	903.502	279	3.238		
	Total	932.641	280			
How much influence: Facebook reviews	Between Groups	8.811	1	8.811	2.864	.092
	Within Groups	855.132	278	3.076		

How much influence: Angie's List - Performance	Total	863.943	279			
	Between Groups	21.779	1	21.779	6.493	.011
	Within Groups	925.750	276	3.354		
How much influence: Google Reviews - Performance	Total	947.529	277			
	Between Groups	9.761	1	9.761	3.106	.079
	Within Groups	880.012	280	3.143		
How much influence: Dental office's website -Performance	Total	889.773	281			
	Between Groups	11.171	1	11.171	4.842	.029
	Within Groups	643.711	279	2.307		
How much influence: Instagram - Performance	Total	654.883	280			
	Between Groups	16.249	1	16.249	4.960	.027
	Within Groups	907.414	277	3.276		
How much influence: Twitter - Performance	Total	923.663	278			
	Between Groups	14.475	1	14.475	4.274	.040
	Within Groups	941.521	278	3.387		
How much influence: Healthgrades.com - Performance	Total	955.996	279			
	Between Groups	22.657	1	22.657	7.019	.009

	Within Groups	903.755	280	3.228		
	Total	926.411	281			
The office is on the way to or from your child's school -Performance	Between Groups	5.059	1	5.059	2.166	.142
	Within Groups	658.533	282	2.335		
	Total	663.592	283			
The office is in a safe area of town - Performance	Between Groups	.026	1	.026	.021	.885
	Within Groups	358.888	288	1.246		
	Total	358.914	289			
The orthodontic provider is in the same office where your child gets cleanings and fillings -Performance	Between Groups	7.147	1	7.147	2.410	.122
	Within Groups	842.182	284	2.965		
	Total	849.329	285			
The waiting room is comfortable and inviting -Performance	Between Groups	.029	1	.029	.024	.876
	Within Groups	338.957	286	1.185		
	Total	338.986	287			
The waiting room has entertainment for children (i.e. TVs, iPads, games, books etc) -Performance	Between Groups	4.154	1	4.154	2.431	.120
	Within Groups	483.621	283	1.709		
	Total	487.775	284			

Complimentary snacks are provided in the waiting room -Performance	Between Groups	8.233	1	8.233	3.249	.073
	Within Groups	704.477	278	2.534		
	Total	712.711	279			
Parking options are convenient - Performance	Between Groups	1.098	1	1.098	.701	.403
	Within Groups	450.847	288	1.565		
	Total	451.945	289			
How long do you to travel to take your child to their orthodontic provider? - Performance	Between Groups	7.395	1	7.395	3.508	.062
	Within Groups	607.091	288	2.108		
	Total	614.486	289			
How many miles do you travel to take your child to their orthodontic provider? - Performance	Between Groups	10.993	1	10.993	6.134	.014
	Within Groups	516.124	288	1.792		
	Total	527.117	289			
How well does your orthodontic provider perform in the following areas? The doctor is up to date...	Between Groups	.105	1	.105	.112	.738
	Within Groups	269.140	288	.935		
	Total	269.245	289			
How well does your orthodontic provider perform in the following areas? The estimated treatme...	Between Groups	.752	1	.752	.529	.468
	Within Groups	398.173	280	1.422		

	Total	398.926	281			
How well does your orthodontic provider perform in the following areas? The doctor has exampl...	Between Groups	1.304	1	1.304	1.016	.314
	Within Groups	366.776	286	1.282		
	Total	368.080	287			
Is your child's orthodontic provider an Orthodontist or a General Dentist?	Between Groups	.046	1	.046	.168	.682
	Within Groups	79.640	288	.277		
	Total	79.686	289			
Board certification is not a legal requirement to practice, however some orthodontists choose to...	Between Groups	3.488	1	3.488	2.735	.099
	Within Groups	362.162	284	1.275		
	Total	365.650	285			
Is your child's orthodontic provider board certified?	Between Groups	3.307	1	3.307	7.491	.007
	Within Groups	127.138	288	.441		
	Total	130.445	289			
How much does your orthodontic provider charge compared to other providers in your area?	Between Groups	1.627	1	1.627	3.100	.079
	Within Groups	151.118	288	.525		
	Total	152.745	289			
How satisfied are you with your child's orthodontic treatment so far?	Between Groups	.190	1	.190	.193	.661

How likely are you to recommend your child's orthodontist to your friends or family?	Within Groups	284.089	288	.986		
	Total	284.279	289			
	Between Groups	.088	1	.088	.101	.750
	Within Groups	249.516	288	.866		
	Total	249.603	289			

Table A 14

Descriptives for Performance GP vs. Orthodontist

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
The doctor smiles and says hello- Performance	Orthodontist	210	5.18	1.015	.070	5.04	5.32	2	6
	General Dentist	69	5.00	1.000	.120	4.76	5.24	2	6
	Unsure	9	5.33	.866	.289	4.67	6.00	4	6
	Total	288	5.14	1.007	.059	5.03	5.26	2	6
The doctor develops a personal connection with you and your child- Performance	Orthodontist	210	5.06	1.034	.071	4.92	5.20	1	6
	General Dentist	71	4.93	1.060	.126	4.68	5.18	2	6
	Unsure	9	5.11	.782	.261	4.51	5.71	4	6
	Total	290	5.03	1.032	.061	4.91	5.15	1	6
The doctor avoids using complex dental terminology- Performance	Orthodontist	210	4.99	1.072	.074	4.84	5.14	1	6
	General Dentist	71	4.94	1.013	.120	4.70	5.18	2	6
	Unsure	9	4.56	1.236	.412	3.61	5.51	3	6
	Total	290	4.97	1.062	.062	4.84	5.09	1	6
The doctor thoroughly explains the diagnosis and treatment plan- Performance	Orthodontist	210	5.23	.932	.064	5.11	5.36	1	6
	General Dentist	70	5.07	.953	.114	4.84	5.30	3	6
	Unsure	9	5.33	1.000	.333	4.56	6.10	3	6
	Total	289	5.20	.939	.055	5.09	5.31	1	6
The doctor explains things in a way that are easy to understand- Performance	Orthodontist	210	5.17	1.070	.074	5.02	5.31	1	6
	General Dentist	71	4.86	1.175	.139	4.58	5.14	1	6
	Unsure	8	5.25	.707	.250	4.66	5.84	4	6
	Total	289	5.09	1.094	.064	4.97	5.22	1	6

The doctor presents multiple treatment options- Performance	Orthodontist	210	4.99	1.060	.073	4.84	5.13	1	6
	General Dentist	71	5.01	.978	.116	4.78	5.25	2	6
	Unsure	9	4.67	1.500	.500	3.51	5.82	1	6
	Total	290	4.98	1.054	.062	4.86	5.10	1	6
The doctor listens intently to your concerns- Performance	Orthodontist	210	5.14	1.066	.074	5.00	5.29	1	6
	General Dentist	70	5.03	1.035	.124	4.78	5.28	2	6
	Unsure	8	5.00	1.069	.378	4.11	5.89	3	6
	Total	288	5.11	1.057	.062	4.99	5.23	1	6
The doctor avoids “over-selling” orthodontic treatment- Performance	Orthodontist	210	5.01	1.065	.073	4.87	5.16	1	6
	General Dentist	70	4.93	1.108	.132	4.66	5.19	2	6
	Unsure	8	5.00	1.414	.500	3.82	6.18	2	6
	Total	288	4.99	1.082	.064	4.87	5.12	1	6
The doctor is straightforward with the risks and benefits of treatment- Performance	Orthodontist	210	5.20	1.025	.071	5.06	5.34	1	6
	General Dentist	70	4.96	.908	.109	4.74	5.17	2	6
	Unsure	9	5.11	.782	.261	4.51	5.71	4	6
	Total	289	5.14	.994	.058	5.02	5.25	1	6
The doctor remembers conversations about treatment progress from previous appointments- Performance	Orthodontist	210	4.92	1.209	.083	4.75	5.08	1	6
	General Dentist	70	4.96	1.028	.123	4.71	5.20	2	6
	Unsure	9	5.22	.972	.324	4.48	5.97	3	6
	Total	289	4.94	1.159	.068	4.80	5.07	1	6
The doctor spends adequate time with my child at each appointment- Performance	Orthodontist	210	5.01	1.098	.076	4.86	5.16	1	6
	General Dentist	71	5.14	.975	.116	4.91	5.37	1	6
	Unsure	9	5.22	.833	.278	4.58	5.86	4	6
	Total	290	5.05	1.061	.062	4.93	5.17	1	6
The doctor is kind to his staff- Performance	Orthodontist	210	5.20	1.020	.070	5.06	5.34	1	6
	General Dentist	71	4.99	1.049	.124	4.74	5.23	2	6
	Unsure	9	5.33	.707	.236	4.79	5.88	4	6
	Total	290	5.15	1.021	.060	5.03	5.27	1	6
The doctor takes a personal interest in	Orthodontist	210	4.84	1.238	.085	4.67	5.01	1	6

your child and remembers personal things about them such as hobbies, activities they are involved in etc. - Performance	General Dentist	71	5.01	.993	.118	4.78	5.25	2	6
	Unsure	9	5.00	.707	.236	4.46	5.54	4	6
	Total	290	4.89	1.169	.069	4.75	5.02	1	6
There are multiple available appointment openings to choose from- Performance	Orthodontist	210	4.90	1.130	.078	4.75	5.05	1	6
	General Dentist	71	4.86	1.323	.157	4.55	5.17	1	6
	Unsure	9	4.89	1.054	.351	4.08	5.70	3	6
	Total	290	4.89	1.174	.069	4.75	5.03	1	6
The office is available for appointments before or after typical work week hours (i.e. before 9am, after 5pm, weekends)- Performance	Orthodontist	210	4.74	1.288	.089	4.56	4.91	1	6
	General Dentist	70	4.74	1.151	.138	4.47	5.02	2	6
	Unsure	9	4.78	.833	.278	4.14	5.42	4	6
	Total	289	4.74	1.241	.073	4.60	4.88	1	6
There are prizes/incentives for good patient compliance.- i.e.: no missed appointments, good brushing habits, no broken brackets etc. - Performance	Orthodontist	204	4.65	1.404	.098	4.46	4.85	1	6
	General Dentist	71	5.01	.886	.105	4.80	5.22	3	6
	Unsure	9	4.00	1.803	.601	2.61	5.39	2	6
	Total	284	4.72	1.320	.078	4.57	4.88	1	6
The office has excellent customer service.- Performance	Orthodontist	210	5.21	.957	.066	5.08	5.34	2	6
	General Dentist	71	4.80	1.142	.135	4.53	5.07	2	6
	Unsure	9	5.00	1.000	.333	4.23	5.77	3	6
	Total	290	5.11	1.018	.060	4.99	5.22	2	6
The office staff is friendly.- Performance	Orthodontist	210	5.19	.901	.062	5.06	5.31	2	6
	General Dentist	71	5.04	1.075	.128	4.79	5.30	2	6
	Unsure	9	5.22	.667	.222	4.71	5.73	4	6
	Total	290	5.15	.940	.055	5.04	5.26	2	6
The office has an overall nice feel.- Performance	Orthodontist	210	5.20	.990	.068	5.06	5.33	1	6
	General Dentist	71	4.94	.998	.118	4.71	5.18	2	6
	Unsure	9	5.00	1.000	.333	4.23	5.77	3	6
	Total	290	5.13	.995	.058	5.01	5.24	1	6
Minimal wait time for scheduled	Orthodontist	210	4.95	1.129	.078	4.79	5.10	1	6

adjustment visits- Performance	General Dentist	70	4.77	1.144	.137	4.50	5.04	2	6
	Unsure	9	4.78	1.202	.401	3.85	5.70	3	6
	Total	289	4.90	1.134	.067	4.77	5.03	1	6
Adjustment visits are short.- Performance	Orthodontist	209	5.00	1.067	.074	4.86	5.15	1	6
	General Dentist	70	4.93	1.094	.131	4.67	5.19	1	6
	Unsure	8	4.75	1.488	.526	3.51	5.99	2	6
	Total	287	4.98	1.084	.064	4.85	5.11	1	6
My child is seen by the same assistant at each visit.- Performance	Orthodontist	209	4.85	1.129	.078	4.69	5.00	1	6
	General Dentist	71	4.86	1.291	.153	4.55	5.16	1	6
	Unsure	9	4.89	1.453	.484	3.77	6.01	2	6
	Total	289	4.85	1.176	.069	4.72	4.99	1	6
The doctor accepts my insurance- Performance	Orthodontist	206	5.19	1.035	.072	5.05	5.33	1	6
	General Dentist	69	4.88	1.182	.142	4.60	5.17	2	6
	Unsure	9	4.67	1.225	.408	3.73	5.61	2	6
	Total	284	5.10	1.085	.064	4.97	5.23	1	6
The doctor offers flexible payment plan options- Performance	Orthodontist	207	5.06	1.041	.072	4.92	5.20	2	6
	General Dentist	69	4.81	1.309	.158	4.50	5.13	1	6
	Unsure	9	4.22	1.922	.641	2.74	5.70	1	6
	Total	285	4.97	1.153	.068	4.84	5.11	1	6
The doctor offers interest free financing on cost of treatment- Performance	Orthodontist	197	4.96	1.127	.080	4.81	5.12	2	6
	General Dentist	69	4.78	1.282	.154	4.47	5.09	1	6
	Unsure	9	4.78	1.202	.401	3.85	5.70	3	6
	Total	275	4.91	1.168	.070	4.77	5.05	1	6
The total cost of orthodontic treatment- Performance	Orthodontist	208	4.82	1.050	.073	4.68	4.97	1	6
	General Dentist	71	4.93	1.125	.134	4.66	5.20	2	6
	Unsure	9	4.22	1.563	.521	3.02	5.42	2	6
	Total	288	4.83	1.089	.064	4.70	4.96	1	6
The doctor offers a discount for payment up front- Performance	Orthodontist	200	4.86	1.303	.092	4.68	5.04	1	6
	General Dentist	68	4.68	1.309	.159	4.36	4.99	1	6

	Unsure	9	4.44	1.333	.444	3.42	5.47	2	6
	Total	277	4.80	1.305	.078	4.65	4.96	1	6
How much influence: Family member -	Orthodontist	207	4.41	1.646	.114	4.18	4.63	1	6
Performance	General Dentist	68	4.90	1.199	.145	4.61	5.19	1	6
	Unsure	9	4.56	1.509	.503	3.40	5.72	2	6
	Total	284	4.53	1.556	.092	4.35	4.71	1	6
How much influence: Close friend -	Orthodontist	205	4.50	1.561	.109	4.29	4.72	1	6
Performance	General Dentist	71	4.75	1.273	.151	4.45	5.05	1	6
	Unsure	9	5.00	1.000	.333	4.23	5.77	3	6
	Total	285	4.58	1.482	.088	4.41	4.75	1	6
How much influence: Your child's	Orthodontist	207	4.85	1.342	.093	4.66	5.03	1	6
dentist -Performance	General Dentist	70	4.84	1.112	.133	4.58	5.11	2	6
	Unsure	9	4.44	1.590	.530	3.22	5.67	1	6
	Total	286	4.83	1.295	.077	4.68	4.98	1	6
How much influence: Other parents	Orthodontist	207	4.63	1.408	.098	4.44	4.82	1	6
who have children with braces -	General Dentist	70	4.60	1.334	.159	4.28	4.92	1	6
Performance	Unsure	7	4.86	1.345	.508	3.61	6.10	3	6
	Total	284	4.63	1.384	.082	4.47	4.79	1	6
How much influence: Yelp ratings -	Orthodontist	203	3.67	1.881	.132	3.41	3.93	1	6
Performance.	General Dentist	69	4.51	1.461	.176	4.16	4.86	1	6
	Unsure	9	3.67	2.121	.707	2.04	5.30	1	6
	Total	281	3.88	1.825	.109	3.66	4.09	1	6
How much influence: Facebook	Orthodontist	202	3.70	1.840	.129	3.44	3.95	1	6
reviews	General Dentist	70	4.57	1.292	.154	4.26	4.88	1	6
	Unsure	8	3.63	1.996	.706	1.96	5.29	1	6
	Total	280	3.91	1.760	.105	3.71	4.12	1	6
How much influence: Angie's List -	Orthodontist	200	3.59	1.890	.134	3.32	3.85	1	6
Performance	General Dentist	69	4.57	1.510	.182	4.20	4.93	1	6
	Unsure	9	4.56	1.878	.626	3.11	6.00	1	6

How much influence: Google Reviews -Performance	Total	278	3.86	1.850	.111	3.64	4.08	1	6
	Orthodontist	203	3.79	1.845	.130	3.53	4.04	1	6
	General Dentist	70	4.47	1.491	.178	4.12	4.83	1	6
	Unsure	9	4.22	1.716	.572	2.90	5.54	1	6
How much influence: Dental office's website -Performance	Total	282	3.97	1.779	.106	3.76	4.18	1	6
	Orthodontist	204	4.19	1.618	.113	3.97	4.41	1	6
	General Dentist	69	4.70	1.180	.142	4.41	4.98	1	6
	Unsure	8	5.00	1.309	.463	3.91	6.09	3	6
How much influence: Instagram - Performance	Total	281	4.34	1.529	.091	4.16	4.52	1	6
	Orthodontist	202	3.53	1.850	.130	3.28	3.79	1	6
	General Dentist	69	4.52	1.540	.185	4.15	4.89	1	6
	Unsure	8	3.63	1.847	.653	2.08	5.17	1	6
How much influence: Twitter - Performance	Total	279	3.78	1.823	.109	3.57	4.00	1	6
	Orthodontist	203	3.53	1.920	.135	3.26	3.79	1	6
	General Dentist	68	4.44	1.470	.178	4.09	4.80	1	6
	Unsure	9	3.67	1.732	.577	2.34	5.00	1	6
How much influence: Healthgrades.com -Performance	Total	280	3.75	1.851	.111	3.54	3.97	1	6
	Orthodontist	203	3.54	1.857	.130	3.28	3.80	1	6
	General Dentist	70	4.56	1.471	.176	4.21	4.91	1	6
	Unsure	9	4.22	1.787	.596	2.85	5.60	1	6
The office is on the way to or from your child's school -Performance	Total	282	3.82	1.816	.108	3.60	4.03	1	6
	Orthodontist	207	4.32	1.566	.109	4.10	4.53	1	6
	General Dentist	68	4.68	1.408	.171	4.34	5.02	1	6
	Unsure	9	5.11	1.364	.455	4.06	6.16	2	6
The office is in a safe area of town - Performance	Total	284	4.43	1.531	.091	4.25	4.61	1	6
	Orthodontist	210	5.07	1.092	.075	4.92	5.22	1	6
	General Dentist	71	4.93	1.163	.138	4.65	5.20	1	6
	Unsure	9	4.56	1.236	.412	3.61	5.51	3	6
	Total	290	5.02	1.114	.065	4.89	5.15	1	6

The orthodontic provider is in the same office where your child gets cleanings and fillings -Performance	Orthodontist	206	4.17	1.794	.125	3.93	4.42	1	6
	General Dentist	71	4.70	1.428	.169	4.37	5.04	1	6
	Unsure	9	3.78	1.922	.641	2.30	5.26	1	6
	Total	286	4.29	1.726	.102	4.09	4.49	1	6
The waiting room is comfortable and inviting -Performance	Orthodontist	209	4.87	1.092	.076	4.72	5.02	1	6
	General Dentist	70	4.89	1.097	.131	4.62	5.15	2	6
	Unsure	9	4.78	.972	.324	4.03	5.52	3	6
	Total	288	4.87	1.087	.064	4.74	4.99	1	6
The waiting room has entertainment for children (i.e. TVs, iPads, games, books etc) -Performance	Orthodontist	208	4.57	1.349	.094	4.39	4.76	1	6
	General Dentist	68	4.82	1.196	.145	4.53	5.11	1	6
	Unsure	9	4.78	1.202	.401	3.85	5.70	2	6
	Total	285	4.64	1.311	.078	4.49	4.79	1	6
Complimentary snacks are provided in the waiting room -Performance	Orthodontist	201	4.09	1.674	.118	3.86	4.32	1	6
	General Dentist	70	4.80	1.199	.143	4.51	5.09	1	6
	Unsure	9	4.56	1.810	.603	3.16	5.95	1	6
	Total	280	4.28	1.598	.096	4.09	4.47	1	6
Parking options are convenient - Performance	Orthodontist	210	4.80	1.238	.085	4.63	4.96	1	6
	General Dentist	71	4.87	1.241	.147	4.58	5.17	1	6
	Unsure	9	4.78	1.716	.572	3.46	6.10	1	6
	Total	290	4.81	1.251	.073	4.67	4.96	1	6
How long do you to travel to take your child to their orthodontic provider? - Performance	Orthodontist	210	2.93	1.504	.104	2.73	3.14	1	6
	General Dentist	71	3.49	1.194	.142	3.21	3.78	1	6
	Unsure	9	3.67	1.658	.553	2.39	4.94	2	6
	Total	290	3.09	1.458	.086	2.92	3.26	1	6
How many miles do you travel to take your child to their orthodontic provider? -Performance	Orthodontist	210	2.94	1.389	.096	2.75	3.13	1	6
	General Dentist	71	3.31	1.129	.134	3.04	3.58	1	6
	Unsure	9	3.67	1.732	.577	2.34	5.00	1	6
	Total	290	3.06	1.351	.079	2.90	3.21	1	6
How well does your orthodontic	Orthodontist	210	5.16	.948	.065	5.03	5.29	3	6

provider perform in the following areas? The doctor is up to date...	General Dentist	71	5.03	1.014	.120	4.79	5.27	2	6
	Unsure	9	4.78	.972	.324	4.03	5.52	3	6
	Total	290	5.11	.965	.057	5.00	5.23	2	6
How well does your orthodontic provider perform in the following areas? The estimated treatme...	Orthodontist	203	4.77	1.189	.083	4.61	4.94	1	6
	General Dentist	70	4.76	1.256	.150	4.46	5.06	1	6
	Unsure	9	5.00	.707	.236	4.46	5.54	4	6
How well does your orthodontic provider perform in the following areas? The doctor has exampl...	Total	282	4.78	1.191	.071	4.64	4.92	1	6
	Orthodontist	208	4.97	1.133	.079	4.82	5.13	1	6
	General Dentist	71	4.72	1.124	.133	4.45	4.98	1	6
Board certification is not a legal requirement to practice, however some orthodontists choose to...	Unsure	9	4.67	1.118	.373	3.81	5.53	2	6
	Total	288	4.90	1.132	.067	4.77	5.03	1	6
	Orthodontist	208	5.06	1.059	.073	4.92	5.21	2	6
How much does your orthodontic provider charge compared to other providers in your area?	General Dentist	70	4.70	1.289	.154	4.39	5.01	1	6
	Unsure	8	4.75	1.282	.453	3.68	5.82	2	6
	Total	286	4.97	1.133	.067	4.83	5.10	1	6
How satisfied are you with your child's orthodontic treatment so far?	Orthodontist	210	2.19	.733	.051	2.09	2.29	1	4
	General Dentist	71	2.23	.637	.076	2.07	2.38	1	4
	Unsure	9	2.67	1.118	.373	1.81	3.53	1	4
How likely are you to recommend your child's orthodontist to your friends or family?	Total	290	2.21	.727	.043	2.13	2.30	1	4
	Orthodontist	210	5.22	.958	.066	5.09	5.35	1	6
	General Dentist	71	4.96	.948	.112	4.73	5.18	3	6
Is your child's orthodontic provider board certified?	Unsure	9	4.33	1.581	.527	3.12	5.55	1	6
	Total	290	5.13	.992	.058	5.01	5.24	1	6
	Orthodontist	210	5.33	.897	.062	5.21	5.45	1	6
	General Dentist	71	5.10	.928	.110	4.88	5.32	3	6
	Unsure	9	4.89	1.453	.484	3.77	6.01	2	6
	Total	290	5.26	.929	.055	5.15	5.37	1	6
	Orthodontist	210	1.25	.625	.043	1.17	1.34	1	3
	General Dentist	71	1.45	.752	.089	1.27	1.63	1	3

Unsure	9	1.67	.866	.289	1.00	2.33	1	3
Total	290	1.31	.672	.039	1.24	1.39	1	3

Table A 15

ANOVA Performance Level GP vs. Orthodontist

		Sum of Squares	df	Mean Square	F	Sig.
The doctor smiles and says hello- Performance	Between Groups	2.039	2	1.020	1.005	.367
	Within Groups	289.124	285	1.014		
	Total	291.163	287			
The doctor develops a personal connection with you and your child- Performance	Between Groups	.928	2	.464	.434	.648
	Within Groups	306.851	287	1.069		
	Total	307.779	289			
The doctor avoids using complex dental terminology- Performance	Between Groups	1.677	2	.839	.743	.477
	Within Groups	323.978	287	1.129		
	Total	325.655	289			
The doctor thoroughly explains the diagnosis and treatment plan- Performance	Between Groups	1.548	2	.774	.878	.417
	Within Groups	252.210	286	.882		
	Total	253.758	288			
The doctor explains things in a way that are easy to understand- Performance	Between Groups	5.219	2	2.610	2.200	.113
	Within Groups	339.258	286	1.186		
	Total	344.478	288			
The doctor presents multiple treatment options- Performance	Between Groups	.971	2	.485	.435	.647
	Within Groups	319.943	287	1.115		
	Total	320.914	289			
The doctor listens intently to your concerns- Performance	Between Groups	.787	2	.394	.351	.704
	Within Groups	319.657	285	1.122		
	Total	320.444	287			
The doctor avoids “over-selling” orthodontic treatment- Performance	Between Groups	.386	2	.193	.164	.849
	Within Groups	335.600	285	1.178		

	Total	335.986	287			
The doctor is straightforward with the risks	Between Groups	3.103	2	1.552	1.577	.208
and benefits of treatment- Performance	Within Groups	281.360	286	.984		
	Total	284.464	288			
The doctor remembers conversations about	Between Groups	.828	2	.414	.307	.736
treatment progress from previous	Within Groups	386.051	286	1.350		
appointments- Performance	Total	386.879	288			
The doctor spends adequate time with my	Between Groups	1.196	2	.598	.530	.589
child at each appointment- Performance	Within Groups	324.128	287	1.129		
	Total	325.324	289			
The doctor is kind to his staff- Performance	Between Groups	2.738	2	1.369	1.316	.270
	Within Groups	298.586	287	1.040		
	Total	301.324	289			
The doctor takes a personal interest in your	Between Groups	1.764	2	.882	.643	.526
child and remembers personal things about	Within Groups	393.481	287	1.371		
them such as hobbies, activities they are	Total	395.245	289			
involved in etc. - Performance						
There are multiple available appointment	Between Groups	.089	2	.044	.032	.969
openings to choose from- Performance	Within Groups	398.380	287	1.388		
	Total	398.469	289			
The office is available for appointments	Between Groups	.014	2	.007	.005	.995
before or after typical work week hours	Within Groups	443.522	286	1.551		
(i.e. before 9am, after 5pm, weekends)-	Total	443.536	288			
Performance						
There are prizes/incentives for good patient	Between Groups	11.750	2	5.875	3.430	.034
compliance.- i.e.: no missed appointments,	Within Groups	481.275	281	1.713		
good brushing habits, no broken brackets	Total	493.025	283			
etc. - Performance						
The office has excellent customer service.-	Between Groups	9.090	2	4.545	4.489	.012

Performance	Within Groups	290.597	287	1.013		
	Total	299.686	289			
The office staff is friendly.- Performance	Between Groups	1.138	2	.569	.643	.527
	Within Groups	254.186	287	.886		
	Total	255.324	289			
The office has an overall nice feel.- Performance	Between Groups	3.509	2	1.755	1.781	.170
	Within Groups	282.770	287	.985		
	Total	286.279	289			
Minimal wait time for scheduled adjustment visits- Performance	Between Groups	1.768	2	.884	.686	.504
	Within Groups	368.322	286	1.288		
	Total	370.090	288			
Adjustment visits are short.- Performance	Between Groups	.736	2	.368	.312	.732
	Within Groups	335.138	284	1.180		
	Total	335.875	286			
My child is seen by the same assistant at each visit.- Performance	Between Groups	.021	2	.011	.008	.992
	Within Groups	398.581	286	1.394		
	Total	398.602	288			
The doctor accepts my insurance- Performance	Between Groups	6.550	2	3.275	2.817	.061
	Within Groups	326.689	281	1.163		
	Total	333.239	283			
The doctor offers flexible payment plan options- Performance	Between Groups	8.365	2	4.182	3.193	.043
	Within Groups	369.411	282	1.310		
	Total	377.775	284			
The doctor offers interest free financing on cost of treatment- Performance	Between Groups	1.859	2	.930	.680	.508
	Within Groups	372.046	272	1.368		
	Total	373.905	274			
The total cost of orthodontic treatment- Performance	Between Groups	4.041	2	2.021	1.711	.183
	Within Groups	336.622	285	1.181		
	Total	340.663	287			

The doctor offers a discount for payment up front- Performance	Between Groups	2.895	2	1.447	.849	.429
	Within Groups	467.185	274	1.705		
	Total	470.079	276			
How much influence: Family member - Performance	Between Groups	12.360	2	6.180	2.583	.077
	Within Groups	672.415	281	2.393		
	Total	684.775	283			
How much influence: Close friend - Performance	Between Groups	4.788	2	2.394	1.091	.337
	Within Groups	618.685	282	2.194		
	Total	623.474	284			
How much influence: Your child's dentist - Performance	Between Groups	1.397	2	.699	.415	.661
	Within Groups	476.547	283	1.684		
	Total	477.944	285			
How much influence: Other parents who have children with braces -Performance	Between Groups	.422	2	.211	.109	.896
	Within Groups	542.015	281	1.929		
	Total	542.437	283			
How much influence: Yelp ratings - Performance.	Between Groups	36.507	2	18.254	5.663	.004
	Within Groups	896.133	278	3.224		
	Total	932.641	280			
How much influence: Facebook reviews	Between Groups	40.346	2	20.173	6.785	.001
	Within Groups	823.597	277	2.973		
	Total	863.943	279			
How much influence: Angie's List - Performance	Between Groups	53.795	2	26.898	8.276	.000
	Within Groups	893.734	275	3.250		
	Total	947.529	277			
How much influence: Google Reviews - Performance	Between Groups	24.883	2	12.442	4.013	.019
	Within Groups	864.890	279	3.100		
	Total	889.773	281			
How much influence: Dental office's website -Performance	Between Groups	16.730	2	8.365	3.644	.027
	Within Groups	638.153	278	2.296		

	Total	654.883	280			
How much influence: Instagram -	Between Groups	50.313	2	25.157	7.950	.000
Performance	Within Groups	873.350	276	3.164		
	Total	923.663	278			
How much influence: Twitter -	Between Groups	42.631	2	21.315	6.464	.002
Performance	Within Groups	913.366	277	3.297		
	Total	955.996	279			
How much influence: Healthgrades.com -	Between Groups	55.190	2	27.595	8.837	.000
Performance	Within Groups	871.221	279	3.123		
	Total	926.411	281			
The office is on the way to or from your	Between Groups	10.864	2	5.432	2.338	.098
child's school -Performance	Within Groups	652.728	281	2.323		
	Total	663.592	283			
The office is in a safe area of town -	Between Groups	2.977	2	1.489	1.200	.303
Performance	Within Groups	355.937	287	1.240		
	Total	358.914	289			
The orthodontic provider is in the same	Between Groups	17.276	2	8.638	2.938	.055
office where your child gets cleanings and	Within Groups	832.053	283	2.940		
fillings -Performance	Total	849.329	285			
The waiting room is comfortable and	Between Groups	.096	2	.048	.040	.960
inviting -Performance	Within Groups	338.890	285	1.189		
	Total	338.986	287			
The waiting room has entertainment for	Between Groups	3.419	2	1.710	.995	.371
children (i.e. TVs, iPads, games, books etc)	Within Groups	484.356	282	1.718		
-Performance	Total	487.775	284			
Complimentary snacks are provided in the	Between Groups	26.900	2	13.450	5.433	.005
waiting room -Performance	Within Groups	685.810	277	2.476		
	Total	712.711	279			
Parking options are convenient -	Between Groups	.335	2	.167	.106	.899

Performance	Within Groups	451.610	287	1.574		
	Total	451.945	289			
How long do you to travel to take your child to their orthodontic provider? - Performance	Between Groups	19.673	2	9.837	4.746	.009
	Within Groups	594.813	287	2.073		
	Total	614.486	289			
How many miles do you travel to take your child to their orthodontic provider? - Performance	Between Groups	10.620	2	5.310	2.951	.054
	Within Groups	516.497	287	1.800		
	Total	527.117	289			
How well does your orthodontic provider perform in the following areas? The doctor is up to date...	Between Groups	1.931	2	.966	1.037	.356
	Within Groups	267.314	287	.931		
	Total	269.245	289			
How well does your orthodontic provider perform in the following areas? The estimated treatme...	Between Groups	.478	2	.239	.167	.846
	Within Groups	398.448	279	1.428		
	Total	398.926	281			
How well does your orthodontic provider perform in the following areas? The doctor has exampl...	Between Groups	3.887	2	1.943	1.521	.220
	Within Groups	364.193	285	1.278		
	Total	368.080	287			
Board certification is not a legal requirement to practice, however some orthodontists choose to...	Between Groups	7.263	2	3.631	2.868	.058
	Within Groups	358.388	283	1.266		
	Total	365.650	285			
How much does your orthodontic provider charge compared to other providers in your area?	Between Groups	1.970	2	.985	1.874	.155
	Within Groups	150.775	287	.525		
	Total	152.745	289			
How satisfied are you with your child's orthodontic treatment so far?	Between Groups	9.482	2	4.741	4.952	.008
	Within Groups	274.797	287	.957		
	Total	284.279	289			
How likely are you to recommend your child's orthodontist to your friends or family?	Between Groups	4.076	2	2.038	2.382	.094
	Within Groups	245.527	287	.855		
	Total	249.603	289			

Is your child's orthodontic provider board certified?	Between Groups	3.244	2	1.622	3.659	.027
	Within Groups	127.201	287	.443		
	Total	130.445	289			

Table A 16

Descriptives for Performance Annual Household Income Levels

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
The doctor smiles and says hello- Performance	Less than \$30,000	12	5.08	1.379	.398	4.21	5.96	2	6
	\$30,000-\$49,999	30	5.37	1.245	.227	4.90	5.83	2	6
	\$50,000-\$69,999	48	5.10	.951	.137	4.83	5.38	2	6
	\$70,000-\$89,999	85	5.09	.959	.104	4.89	5.30	2	6
	\$90,000-\$109,999	58	5.19	.926	.122	4.95	5.43	2	6
	\$110,000+	48	5.15	.945	.136	4.87	5.42	3	6
	Prefer not to answer	7	4.71	1.380	.522	3.44	5.99	3	6
	Total	288	5.14	1.007	.059	5.03	5.26	2	6
The doctor develops a personal connection with you and your child- Performance	Less than \$30,000	12	4.75	1.357	.392	3.89	5.61	2	6
	\$30,000-\$49,999	30	5.23	1.135	.207	4.81	5.66	2	6
	\$50,000-\$69,999	50	4.64	1.120	.158	4.32	4.96	2	6
	\$70,000-\$89,999	85	5.13	.923	.100	4.93	5.33	2	6
	\$90,000-\$109,999	58	5.16	.768	.101	4.95	5.36	3	6
	\$110,000+	48	5.13	1.024	.148	4.83	5.42	2	6
	Prefer not to answer	7	4.43	1.813	.685	2.75	6.10	1	6
	Total	290	5.03	1.032	.061	4.91	5.15	1	6
The doctor avoids using complex dental terminology- Performance	Less than \$30,000	12	4.83	1.193	.345	4.08	5.59	2	6
	\$30,000-\$49,999	30	4.83	1.367	.250	4.32	5.34	1	6
	\$50,000-\$69,999	50	4.72	1.070	.151	4.42	5.02	2	6

	\$70,000-\$89,999	85	5.01	.945	.102	4.81	5.22	3	6
	\$90,000-\$109,999	58	5.09	.960	.126	4.83	5.34	2	6
	\$110,000+	48	5.13	.981	.142	4.84	5.41	3	6
	Prefer not to answer	7	4.86	1.864	.705	3.13	6.58	1	6
	Total	290	4.97	1.062	.062	4.84	5.09	1	6
	Less than \$30,000	12	5.00	1.595	.461	3.99	6.01	1	6
	\$30,000-\$49,999	30	5.47	.900	.164	5.13	5.80	3	6
	\$50,000-\$69,999	49	5.02	.878	.125	4.77	5.27	3	6
	\$70,000-\$89,999	85	5.28	.895	.097	5.09	5.48	3	6
	\$90,000-\$109,999	58	5.03	.816	.107	4.82	5.25	3	6
The doctor thoroughly explains the diagnosis and treatment plan- Performance	\$110,000+	48	5.33	.834	.120	5.09	5.58	3	6
	Prefer not to answer	7	5.00	1.826	.690	3.31	6.69	1	6
	Total	289	5.20	.939	.055	5.09	5.31	1	6
	Less than \$30,000	12	5.00	1.477	.426	4.06	5.94	1	6
	\$30,000-\$49,999	30	5.10	1.155	.211	4.67	5.53	2	6
	\$50,000-\$69,999	50	4.86	1.143	.162	4.54	5.18	1	6
	\$70,000-\$89,999	84	5.07	1.117	.122	4.83	5.31	2	6
	\$90,000-\$109,999	58	5.10	.949	.125	4.85	5.35	3	6
	\$110,000+	48	5.42	.871	.126	5.16	5.67	3	6
	Prefer not to answer	7	4.86	1.773	.670	3.22	6.50	1	6
The doctor explains things in a way that are easy to understand- Performance	Total	289	5.09	1.094	.064	4.97	5.22	1	6
	Less than \$30,000	12	4.75	1.545	.446	3.77	5.73	1	6
	\$30,000-\$49,999	30	4.93	1.230	.225	4.47	5.39	2	6
	\$50,000-\$69,999	50	4.96	.947	.134	4.69	5.23	3	6
	\$70,000-\$89,999	85	5.07	1.055	.114	4.84	5.30	1	6
	\$90,000-\$109,999	58	4.93	.896	.118	4.70	5.17	3	6
	\$110,000+	48	5.10	.973	.140	4.82	5.39	2	6
	Prefer not to answer	7	4.29	1.704	.644	2.71	5.86	1	6
	Total	290	4.98	1.054	.062	4.86	5.10	1	6
	Less than \$30,000	12	4.75	1.545	.446	3.77	5.73	1	6
The doctor presents multiple treatment options- Performance	\$30,000-\$49,999	30	4.93	1.230	.225	4.47	5.39	2	6
	\$50,000-\$69,999	50	4.96	.947	.134	4.69	5.23	3	6
	\$70,000-\$89,999	85	5.07	1.055	.114	4.84	5.30	1	6
	\$90,000-\$109,999	58	4.93	.896	.118	4.70	5.17	3	6
	\$110,000+	48	5.10	.973	.140	4.82	5.39	2	6
	Prefer not to answer	7	4.29	1.704	.644	2.71	5.86	1	6
	Total	290	4.98	1.054	.062	4.86	5.10	1	6

The doctor listens intently to your concerns- Performance	Less than \$30,000	12	4.92	1.505	.434	3.96	5.87	1	6
	\$30,000-\$49,999	30	5.30	.988	.180	4.93	5.67	2	6
	\$50,000-\$69,999	49	4.92	1.038	.148	4.62	5.22	3	6
	\$70,000-\$89,999	84	5.18	1.008	.110	4.96	5.40	2	6
	\$90,000-\$109,999	58	5.14	.945	.124	4.89	5.39	2	6
	\$110,000+	48	5.19	1.085	.157	4.87	5.50	1	6
	Prefer not to answer	7	4.43	1.718	.649	2.84	6.02	1	6
	Total	288	5.11	1.057	.062	4.99	5.23	1	6
The doctor avoids “over-selling” orthodontic treatment- Performance	Less than \$30,000	12	4.75	1.422	.411	3.85	5.65	2	6
	\$30,000-\$49,999	30	5.10	1.125	.205	4.68	5.52	2	6
	\$50,000-\$69,999	49	4.69	1.158	.165	4.36	5.03	1	6
	\$70,000-\$89,999	84	4.96	1.092	.119	4.73	5.20	1	6
	\$90,000-\$109,999	58	5.24	.779	.102	5.04	5.45	4	6
	\$110,000+	48	5.06	1.040	.150	4.76	5.36	3	6
	Prefer not to answer	7	4.86	1.773	.670	3.22	6.50	1	6
	Total	288	4.99	1.082	.064	4.87	5.12	1	6
The doctor is straightforward with the risks and benefits of treatment- Performance	Less than \$30,000	12	5.17	1.193	.345	4.41	5.92	2	6
	\$30,000-\$49,999	30	5.47	.973	.178	5.10	5.83	2	6
	\$50,000-\$69,999	49	4.76	1.031	.147	4.46	5.05	2	6
	\$70,000-\$89,999	85	5.22	.968	.105	5.01	5.43	1	6
	\$90,000-\$109,999	58	5.05	.847	.111	4.83	5.27	2	6
	\$110,000+	48	5.29	.898	.130	5.03	5.55	3	6
	Prefer not to answer	7	5.00	1.826	.690	3.31	6.69	1	6
	Total	289	5.14	.994	.058	5.02	5.25	1	6
The doctor remembers conversations about treatment progress from previous appointments- Performance	Less than \$30,000	12	4.33	1.497	.432	3.38	5.28	1	6
	\$30,000-\$49,999	30	4.70	1.622	.296	4.09	5.31	1	6
	\$50,000-\$69,999	49	4.76	1.217	.174	4.41	5.10	2	6
	\$70,000-\$89,999	85	5.11	1.012	.110	4.89	5.32	1	6
	\$90,000-\$109,999	58	4.98	1.000	.131	4.72	5.25	2	6

The doctor spends adequate time with my child at each appointment- Performance	\$110,000+	48	5.13	.937	.135	4.85	5.40	3	6
	Prefer not to answer	7	4.57	1.718	.649	2.98	6.16	1	6
	Total	289	4.94	1.159	.068	4.80	5.07	1	6
	Less than \$30,000	12	4.92	1.311	.379	4.08	5.75	2	6
	\$30,000-\$49,999	30	5.13	1.167	.213	4.70	5.57	2	6
	\$50,000-\$69,999	50	4.66	1.222	.173	4.31	5.01	1	6
	\$70,000-\$89,999	85	5.08	1.014	.110	4.86	5.30	1	6
	\$90,000-\$109,999	58	5.19	.868	.114	4.96	5.42	3	6
	\$110,000+	48	5.25	.838	.121	5.01	5.49	4	6
	Prefer not to answer	7	4.71	1.799	.680	3.05	6.38	1	6
The doctor is kind to his staff- Performance	Total	290	5.05	1.061	.062	4.93	5.17	1	6
	Less than \$30,000	12	4.92	1.379	.398	4.04	5.79	2	6
	\$30,000-\$49,999	30	5.17	1.234	.225	4.71	5.63	1	6
	\$50,000-\$69,999	50	4.98	1.237	.175	4.63	5.33	2	6
	\$70,000-\$89,999	85	5.09	.908	.098	4.90	5.29	3	6
	\$90,000-\$109,999	58	5.28	.833	.109	5.06	5.49	3	6
	\$110,000+	48	5.33	.859	.124	5.08	5.58	3	6
	Prefer not to answer	7	5.14	1.464	.553	3.79	6.50	2	6
	Total	290	5.15	1.021	.060	5.03	5.27	1	6
	Less than \$30,000	12	4.42	1.929	.557	3.19	5.64	1	6
The doctor takes a personal interest in your child and remembers personal things about them such as hobbies, activities they are involved in etc. - Performance	\$30,000-\$49,999	30	4.67	1.348	.246	4.16	5.17	1	6
	\$50,000-\$69,999	50	4.72	1.196	.169	4.38	5.06	2	6
	\$70,000-\$89,999	85	5.02	1.134	.123	4.78	5.27	1	6
	\$90,000-\$109,999	58	5.07	.856	.112	4.84	5.29	3	6
	\$110,000+	48	4.88	1.064	.154	4.57	5.18	2	6
	Prefer not to answer	7	4.71	1.799	.680	3.05	6.38	1	6
	Total	290	4.89	1.169	.069	4.75	5.02	1	6
	Less than \$30,000	12	4.58	1.443	.417	3.67	5.50	1	6
	\$30,000-\$49,999	30	5.07	1.202	.219	4.62	5.52	2	6
	Total	290	4.89	1.169	.069	4.75	5.02	1	6
There are multiple available appointment openings to choose	Less than \$30,000	12	4.58	1.443	.417	3.67	5.50	1	6
	\$30,000-\$49,999	30	5.07	1.202	.219	4.62	5.52	2	6

from- Performance	\$50,000-\$69,999	50	4.38	1.413	.200	3.98	4.78	1	6
	\$70,000-\$89,999	85	5.07	1.067	.116	4.84	5.30	1	6
	\$90,000-\$109,999	58	5.10	.810	.106	4.89	5.32	3	6
	\$110,000+	48	4.90	1.153	.166	4.56	5.23	2	6
	Prefer not to answer	7	4.29	1.704	.644	2.71	5.86	1	6
	Total	290	4.89	1.174	.069	4.75	5.03	1	6
The office is available for appointments before or after typical work week hours (i.e. before 9am, after 5pm, weekends)- Performance	Less than \$30,000	12	4.50	1.834	.529	3.33	5.67	1	6
	\$30,000-\$49,999	30	4.73	1.413	.258	4.21	5.26	2	6
	\$50,000-\$69,999	49	4.39	1.336	.191	4.00	4.77	1	6
	\$70,000-\$89,999	85	5.05	1.034	.112	4.82	5.27	1	6
	\$90,000-\$109,999	58	4.81	1.051	.138	4.53	5.09	2	6
	\$110,000+	48	4.60	1.198	.173	4.26	4.95	2	6
There are prizes/incentives for good patient compliance.- i.e.: no missed appointments, good brushing habits, no broken brackets etc. - Performance	Prefer not to answer	7	4.29	2.059	.778	2.38	6.19	1	6
	Total	289	4.74	1.241	.073	4.60	4.88	1	6
	Less than \$30,000	12	3.75	1.960	.566	2.50	5.00	1	6
	\$30,000-\$49,999	30	4.53	1.613	.295	3.93	5.14	1	6
	\$50,000-\$69,999	50	4.64	1.156	.164	4.31	4.97	1	6
	\$70,000-\$89,999	84	4.94	1.134	.124	4.69	5.19	2	6
The office has excellent customer service.- Performance	\$90,000-\$109,999	55	4.91	1.143	.154	4.60	5.22	1	6
	\$110,000+	46	4.54	1.456	.215	4.11	4.98	1	6
	Prefer not to answer	7	4.86	1.676	.634	3.31	6.41	2	6
	Total	284	4.72	1.320	.078	4.57	4.88	1	6
	Less than \$30,000	12	4.67	1.371	.396	3.80	5.54	2	6
	\$30,000-\$49,999	30	5.43	.858	.157	5.11	5.75	3	6
	\$50,000-\$69,999	50	4.86	1.161	.164	4.53	5.19	2	6
	\$70,000-\$89,999	85	5.18	.978	.106	4.97	5.39	2	6
	\$90,000-\$109,999	58	5.05	.944	.124	4.80	5.30	3	6
	\$110,000+	48	5.21	.967	.140	4.93	5.49	2	6
	Prefer not to answer	7	5.14	1.069	.404	4.15	6.13	3	6

The office staff is friendly.- Performance	Total	290	5.11	1.018	.060	4.99	5.22	2	6
	Less than \$30,000	12	4.92	.996	.288	4.28	5.55	3	6
	\$30,000-\$49,999	30	5.40	.855	.156	5.08	5.72	3	6
	\$50,000-\$69,999	50	4.96	1.068	.151	4.66	5.26	2	6
	\$70,000-\$89,999	85	5.08	.966	.105	4.87	5.29	2	6
	\$90,000-\$109,999	58	5.21	.833	.109	4.99	5.43	3	6
	\$110,000+	48	5.29	.898	.130	5.03	5.55	3	6
	Prefer not to answer	7	5.29	.951	.360	4.41	6.17	4	6
The office has an overall nice feel.- Performance	Total	290	5.15	.940	.055	5.04	5.26	2	6
	Less than \$30,000	12	4.50	1.508	.435	3.54	5.46	1	6
	\$30,000-\$49,999	30	5.53	.776	.142	5.24	5.82	4	6
	\$50,000-\$69,999	50	4.90	1.055	.149	4.60	5.20	2	6
	\$70,000-\$89,999	85	5.14	1.060	.115	4.91	5.37	2	6
	\$90,000-\$109,999	58	5.14	.868	.114	4.91	5.37	3	6
	\$110,000+	48	5.23	.831	.120	4.99	5.47	3	6
	Prefer not to answer	7	5.14	1.069	.404	4.15	6.13	3	6
Minimal wait time for scheduled adjustment visits- Performance	Total	290	5.13	.995	.058	5.01	5.24	1	6
	Less than \$30,000	12	5.00	1.477	.426	4.06	5.94	1	6
	\$30,000-\$49,999	30	4.77	1.331	.243	4.27	5.26	1	6
	\$50,000-\$69,999	50	4.76	1.117	.158	4.44	5.08	2	6
	\$70,000-\$89,999	85	4.96	1.139	.123	4.72	5.21	1	6
	\$90,000-\$109,999	57	4.95	1.042	.138	4.67	5.22	2	6
	\$110,000+	48	5.04	.922	.133	4.77	5.31	3	6
	Prefer not to answer	7	4.14	1.676	.634	2.59	5.69	1	6
Adjustment visits are short.- Performance	Total	289	4.90	1.134	.067	4.77	5.03	1	6
	Less than \$30,000	12	4.75	1.357	.392	3.89	5.61	2	6
	\$30,000-\$49,999	29	5.07	1.280	.238	4.58	5.56	1	6
	\$50,000-\$69,999	50	4.66	1.189	.168	4.32	5.00	1	6
	\$70,000-\$89,999	83	4.99	1.121	.123	4.74	5.23	2	6

	\$90,000-\$109,999	58	5.07	.953	.125	4.82	5.32	3	6
	\$110,000+	48	5.21	.849	.123	4.96	5.45	2	6
	Prefer not to answer	7	4.86	.690	.261	4.22	5.50	4	6
	Total	287	4.98	1.084	.064	4.85	5.11	1	6
My child is seen by the same assistant at each visit.- Performance	Less than \$30,000	12	4.75	1.545	.446	3.77	5.73	1	6
	\$30,000-\$49,999	29	4.97	1.322	.246	4.46	5.47	1	6
	\$50,000-\$69,999	50	4.70	1.298	.184	4.33	5.07	1	6
	\$70,000-\$89,999	85	4.89	1.165	.126	4.64	5.15	2	6
	\$90,000-\$109,999	58	4.95	.981	.129	4.69	5.21	3	6
	\$110,000+	48	4.88	1.044	.151	4.57	5.18	2	6
	Prefer not to answer	7	4.14	1.574	.595	2.69	5.60	1	6
	Total	289	4.85	1.176	.069	4.72	4.99	1	6
	Less than \$30,000	12	5.50	1.168	.337	4.76	6.24	2	6
The doctor accepts my insurance- Performance	\$30,000-\$49,999	29	5.41	.867	.161	5.08	5.74	3	6
	\$50,000-\$69,999	49	5.08	.909	.130	4.82	5.34	3	6
	\$70,000-\$89,999	83	5.02	1.137	.125	4.78	5.27	1	6
	\$90,000-\$109,999	57	4.96	1.052	.139	4.69	5.24	2	6
	\$110,000+	47	5.09	1.299	.190	4.70	5.47	1	6
	Prefer not to answer	7	5.29	.951	.360	4.41	6.17	4	6
	Total	284	5.10	1.085	.064	4.97	5.23	1	6
	Less than \$30,000	9	5.44	1.333	.444	4.42	6.47	2	6
	\$30,000-\$49,999	30	5.17	1.085	.198	4.76	5.57	2	6
The doctor offers flexible payment plan options- Performance	\$50,000-\$69,999	50	4.70	1.249	.177	4.34	5.06	2	6
	\$70,000-\$89,999	85	5.01	1.063	.115	4.78	5.24	1	6
	\$90,000-\$109,999	57	4.95	1.156	.153	4.64	5.25	1	6
	\$110,000+	47	5.02	1.225	.179	4.66	5.38	1	6
	Prefer not to answer	7	4.86	1.069	.404	3.87	5.85	3	6
	Total	285	4.97	1.153	.068	4.84	5.11	1	6
	Less than \$30,000	9	5.44	1.333	.444	4.42	6.47	2	6
The doctor offers interest free									

financing on cost of treatment- Performance	\$30,000-\$49,999	29	5.10	1.113	.207	4.68	5.53	3	6
	\$50,000-\$69,999	48	4.71	1.220	.176	4.35	5.06	1	6
	\$70,000-\$89,999	83	4.88	1.098	.120	4.64	5.12	1	6
	\$90,000-\$109,999	57	4.96	1.068	.142	4.68	5.25	2	6
	\$110,000+	43	4.98	1.336	.204	4.57	5.39	2	6
	Prefer not to answer	6	4.33	1.366	.558	2.90	5.77	2	6
	Total	275	4.91	1.168	.070	4.77	5.05	1	6
The total cost of orthodontic treatment- Performance	Less than \$30,000	10	5.00	1.333	.422	4.05	5.95	2	6
	\$30,000-\$49,999	30	4.87	1.042	.190	4.48	5.26	3	6
	\$50,000-\$69,999	50	4.52	1.216	.172	4.17	4.87	1	6
	\$70,000-\$89,999	85	4.82	1.037	.112	4.60	5.05	2	6
	\$90,000-\$109,999	58	4.95	1.050	.138	4.67	5.22	3	6
	\$110,000+	48	5.04	.967	.140	4.76	5.32	2	6
	Prefer not to answer	7	4.29	1.496	.565	2.90	5.67	2	6
The doctor offers a discount for payment up front- Performance	Total	288	4.83	1.089	.064	4.70	4.96	1	6
	Less than \$30,000	9	4.78	1.922	.641	3.30	6.26	1	6
	\$30,000-\$49,999	27	4.56	1.368	.263	4.01	5.10	2	6
	\$50,000-\$69,999	49	4.63	1.564	.223	4.18	5.08	1	6
	\$70,000-\$89,999	84	4.90	1.104	.121	4.67	5.14	1	6
	\$90,000-\$109,999	55	4.73	1.283	.173	4.38	5.07	1	6
	\$110,000+	46	5.15	1.154	.170	4.81	5.49	2	6
How much influence: Family member -Performance	Prefer not to answer	7	4.00	1.291	.488	2.81	5.19	2	6
	Total	277	4.80	1.305	.078	4.65	4.96	1	6
	Less than \$30,000	12	4.33	2.015	.582	3.05	5.61	1	6
	\$30,000-\$49,999	30	4.13	2.030	.371	3.38	4.89	1	6
	\$50,000-\$69,999	48	4.67	1.173	.169	4.33	5.01	1	6
	\$70,000-\$89,999	84	4.54	1.443	.157	4.22	4.85	1	6
	\$90,000-\$109,999	56	4.86	1.257	.168	4.52	5.19	1	6
	\$110,000+	47	4.32	1.807	.264	3.79	4.85	1	6

	Prefer not to answer	7	4.29	2.289	.865	2.17	6.40	1	6
	Total	284	4.53	1.556	.092	4.35	4.71	1	6
How much influence: Close friend - Performance	Less than \$30,000	10	4.40	1.838	.581	3.09	5.71	1	6
	\$30,000-\$49,999	29	4.10	1.934	.359	3.37	4.84	1	6
	\$50,000-\$69,999	50	4.54	1.313	.186	4.17	4.91	1	6
	\$70,000-\$89,999	84	4.71	1.322	.144	4.43	5.00	1	6
	\$90,000-\$109,999	58	4.76	1.368	.180	4.40	5.12	1	6
	\$110,000+	47	4.49	1.572	.229	4.03	4.95	1	6
	Prefer not to answer	7	4.57	2.149	.812	2.58	6.56	1	6
	Total	285	4.58	1.482	.088	4.41	4.75	1	6
How much influence: Your child's dentist -Performance	Less than \$30,000	12	4.50	1.834	.529	3.33	5.67	1	6
	\$30,000-\$49,999	29	4.86	1.382	.257	4.34	5.39	1	6
	\$50,000-\$69,999	50	4.80	.969	.137	4.52	5.08	2	6
	\$70,000-\$89,999	84	5.02	1.202	.131	4.76	5.28	1	6
	\$90,000-\$109,999	58	4.93	1.153	.151	4.63	5.23	1	6
	\$110,000+	46	4.67	1.492	.220	4.23	5.12	1	6
	Prefer not to answer	7	3.43	2.070	.782	1.51	5.34	1	6
	Total	286	4.83	1.295	.077	4.68	4.98	1	6
How much influence: Other parents who have children with braces - Performance	Less than \$30,000	11	4.55	1.635	.493	3.45	5.64	1	6
	\$30,000-\$49,999	30	4.63	1.426	.260	4.10	5.17	1	6
	\$50,000-\$69,999	50	4.66	1.081	.153	4.35	4.97	1	6
	\$70,000-\$89,999	83	4.82	1.251	.137	4.55	5.09	1	6
	\$90,000-\$109,999	57	4.58	1.426	.189	4.20	4.96	1	6
	\$110,000+	46	4.46	1.629	.240	3.97	4.94	1	6
	Prefer not to answer	7	3.71	2.138	.808	1.74	5.69	1	6
	Total	284	4.63	1.384	.082	4.47	4.79	1	6
How much influence: Yelp ratings - Performance.	Less than \$30,000	10	4.00	2.108	.667	2.49	5.51	1	6
	\$30,000-\$49,999	30	3.23	2.176	.397	2.42	4.05	1	6
	\$50,000-\$69,999	49	3.94	1.573	.225	3.49	4.39	1	6

How much influence: Facebook reviews	\$70,000-\$89,999	82	4.39	1.593	.176	4.04	4.74	1	6
	\$90,000-\$109,999	57	4.00	1.763	.233	3.53	4.47	1	6
	\$110,000+	46	3.28	1.928	.284	2.71	3.86	1	6
	Prefer not to answer	7	2.86	2.268	.857	.76	4.95	1	6
	Total	281	3.88	1.825	.109	3.66	4.09	1	6
	Less than \$30,000	9	4.00	2.236	.745	2.28	5.72	1	6
	\$30,000-\$49,999	30	3.30	1.968	.359	2.57	4.03	1	6
	\$50,000-\$69,999	49	4.14	1.443	.206	3.73	4.56	1	6
	\$70,000-\$89,999	82	4.35	1.574	.174	4.01	4.70	1	6
	\$90,000-\$109,999	57	4.02	1.664	.220	3.58	4.46	1	6
How much influence: Angie's List - Performance	\$110,000+	46	3.46	1.952	.288	2.88	4.04	1	6
	Prefer not to answer	7	1.86	1.574	.595	.40	3.31	1	5
	Total	280	3.91	1.760	.105	3.71	4.12	1	6
	Less than \$30,000	9	3.56	2.128	.709	1.92	5.19	1	6
	\$30,000-\$49,999	30	3.07	2.016	.368	2.31	3.82	1	6
	\$50,000-\$69,999	48	4.19	1.497	.216	3.75	4.62	1	6
	\$70,000-\$89,999	83	4.23	1.713	.188	3.85	4.60	1	6
	\$90,000-\$109,999	56	4.00	1.789	.239	3.52	4.48	1	6
	\$110,000+	46	3.39	2.081	.307	2.77	4.01	1	6
	Prefer not to answer	6	2.83	2.137	.872	.59	5.08	1	6
How much influence: Google Reviews -Performance	Total	278	3.86	1.850	.111	3.64	4.08	1	6
	Less than \$30,000	10	4.40	2.171	.686	2.85	5.95	1	6
	\$30,000-\$49,999	30	3.43	2.192	.400	2.61	4.25	1	6
	\$50,000-\$69,999	49	3.96	1.513	.216	3.52	4.39	1	6
	\$70,000-\$89,999	84	4.27	1.631	.178	3.92	4.63	1	6
	\$90,000-\$109,999	56	4.27	1.601	.214	3.84	4.70	1	6
	\$110,000+	46	3.50	1.918	.283	2.93	4.07	1	6
	Prefer not to answer	7	2.86	2.193	.829	.83	4.89	1	6
	Total	282	3.97	1.779	.106	3.76	4.18	1	6

How much influence: Dental office's website -Performance	Less than \$30,000	11	3.64	2.248	.678	2.13	5.15	1	6
	\$30,000-\$49,999	29	3.83	1.872	.348	3.12	4.54	1	6
	\$50,000-\$69,999	49	4.47	1.082	.155	4.16	4.78	2	6
	\$70,000-\$89,999	84	4.70	1.324	.144	4.41	4.99	1	6
	\$90,000-\$109,999	57	4.42	1.523	.202	4.02	4.83	1	6
	\$110,000+	45	4.09	1.579	.235	3.61	4.56	1	6
	Prefer not to answer	6	3.00	2.280	.931	.61	5.39	1	6
	Total	281	4.34	1.529	.091	4.16	4.52	1	6
How much influence: Instagram - Performance	Less than \$30,000	8	3.63	2.326	.822	1.68	5.57	1	6
	\$30,000-\$49,999	30	2.97	2.141	.391	2.17	3.77	1	6
	\$50,000-\$69,999	49	3.96	1.513	.216	3.52	4.39	1	6
	\$70,000-\$89,999	82	4.22	1.587	.175	3.87	4.57	1	6
	\$90,000-\$109,999	57	4.00	1.832	.243	3.51	4.49	1	6
	\$110,000+	46	3.37	1.948	.287	2.79	3.95	1	6
	Prefer not to answer	7	2.00	1.291	.488	.81	3.19	1	4
	Total	279	3.78	1.823	.109	3.57	4.00	1	6
How much influence: Twitter - Performance	Less than \$30,000	8	3.38	2.134	.754	1.59	5.16	1	6
	\$30,000-\$49,999	30	3.30	2.136	.390	2.50	4.10	1	6
	\$50,000-\$69,999	49	3.78	1.517	.217	3.34	4.21	1	6
	\$70,000-\$89,999	83	4.25	1.614	.177	3.90	4.61	1	6
	\$90,000-\$109,999	57	3.88	1.909	.253	3.37	4.38	1	6
	\$110,000+	46	3.24	2.035	.300	2.63	3.84	1	6
	Prefer not to answer	7	2.43	1.988	.751	.59	4.27	1	6
	Total	280	3.75	1.851	.111	3.54	3.97	1	6
How much influence: Healthgrades.com -Performance	Less than \$30,000	10	4.00	2.261	.715	2.38	5.62	1	6
	\$30,000-\$49,999	30	3.33	1.988	.363	2.59	4.08	1	6
	\$50,000-\$69,999	50	3.76	1.673	.237	3.28	4.24	1	6
	\$70,000-\$89,999	83	4.24	1.620	.178	3.89	4.59	1	6
	\$90,000-\$109,999	56	4.04	1.747	.234	3.57	4.50	1	6

The office is on the way to or from your child's school -Performance	\$110,000+	46	3.30	1.954	.288	2.72	3.88	1	6
	Prefer not to answer	7	2.57	2.070	.782	.66	4.49	1	6
	Total	282	3.82	1.816	.108	3.60	4.03	1	6
	Less than \$30,000	10	4.20	2.044	.646	2.74	5.66	1	6
	\$30,000-\$49,999	30	4.17	1.744	.318	3.52	4.82	1	6
	\$50,000-\$69,999	48	4.35	1.523	.220	3.91	4.80	1	6
	\$70,000-\$89,999	85	4.74	1.292	.140	4.46	5.02	1	6
	\$90,000-\$109,999	57	4.56	1.414	.187	4.19	4.94	1	6
	\$110,000+	47	4.21	1.680	.245	3.72	4.71	1	6
	Prefer not to answer	7	3.00	1.732	.655	1.40	4.60	1	5
The office is in a safe area of town - Performance	Total	284	4.43	1.531	.091	4.25	4.61	1	6
	Less than \$30,000	12	4.75	1.765	.509	3.63	5.87	1	6
	\$30,000-\$49,999	30	5.07	1.015	.185	4.69	5.45	3	6
	\$50,000-\$69,999	50	4.88	1.206	.171	4.54	5.22	1	6
	\$70,000-\$89,999	85	5.11	1.047	.114	4.88	5.33	2	6
	\$90,000-\$109,999	58	5.02	1.017	.134	4.75	5.28	1	6
	\$110,000+	48	5.06	1.137	.164	4.73	5.39	2	6
	Prefer not to answer	7	4.86	1.215	.459	3.73	5.98	3	6
	Total	290	5.02	1.114	.065	4.89	5.15	1	6
The orthodontic provider is in the same office where your child gets cleanings and fillings -Performance	Less than \$30,000	11	4.09	2.119	.639	2.67	5.51	1	6
	\$30,000-\$49,999	30	3.77	2.096	.383	2.98	4.55	1	6
	\$50,000-\$69,999	50	4.52	1.344	.190	4.14	4.90	1	6
	\$70,000-\$89,999	84	4.73	1.365	.149	4.43	5.02	1	6
	\$90,000-\$109,999	57	4.19	1.757	.233	3.73	4.66	1	6
	\$110,000+	47	4.02	1.973	.288	3.44	4.60	1	6
	Prefer not to answer	7	2.71	2.360	.892	.53	4.90	1	6
	Total	286	4.29	1.726	.102	4.09	4.49	1	6
The waiting room is comfortable and inviting -Performance	Less than \$30,000	12	4.83	1.403	.405	3.94	5.73	2	6
	\$30,000-\$49,999	30	4.90	1.185	.216	4.46	5.34	2	6

	\$50,000-\$69,999	50	4.96	.968	.137	4.68	5.24	3	6
	\$70,000-\$89,999	83	4.90	1.055	.116	4.67	5.13	2	6
	\$90,000-\$109,999	58	4.84	1.040	.137	4.57	5.12	1	6
	\$110,000+	48	4.75	1.212	.175	4.40	5.10	1	6
	Prefer not to answer	7	4.71	1.113	.421	3.69	5.74	3	6
	Total	288	4.87	1.087	.064	4.74	4.99	1	6
The waiting room has entertainment for children (i.e. TVs, iPads, games, books etc) -Performance	Less than \$30,000	10	4.40	1.838	.581	3.09	5.71	1	6
	\$30,000-\$49,999	30	4.57	1.331	.243	4.07	5.06	1	6
	\$50,000-\$69,999	48	4.63	1.248	.180	4.26	4.99	2	6
	\$70,000-\$89,999	85	4.79	1.196	.130	4.53	5.05	1	6
	\$90,000-\$109,999	57	4.56	1.268	.168	4.22	4.90	1	6
	\$110,000+	48	4.67	1.404	.203	4.26	5.07	1	6
	Prefer not to answer	7	4.00	2.000	.756	2.15	5.85	1	6
	Total	285	4.64	1.311	.078	4.49	4.79	1	6
Complimentary snacks are provided in the waiting room -Performance	Less than \$30,000	10	4.00	2.108	.667	2.49	5.51	1	6
	\$30,000-\$49,999	29	3.97	1.955	.363	3.22	4.71	1	6
	\$50,000-\$69,999	49	4.16	1.434	.205	3.75	4.58	1	6
	\$70,000-\$89,999	84	4.67	1.311	.143	4.38	4.95	1	6
	\$90,000-\$109,999	55	4.29	1.583	.213	3.86	4.72	1	6
	\$110,000+	46	4.07	1.781	.263	3.54	4.59	1	6
	Prefer not to answer	7	3.57	1.988	.751	1.73	5.41	1	6
	Total	280	4.28	1.598	.096	4.09	4.47	1	6
Parking options are convenient - Performance	Less than \$30,000	12	4.75	1.815	.524	3.60	5.90	1	6
	\$30,000-\$49,999	30	4.87	1.332	.243	4.37	5.36	1	6
	\$50,000-\$69,999	50	4.62	1.338	.189	4.24	5.00	1	6
	\$70,000-\$89,999	85	4.96	1.074	.116	4.73	5.20	1	6
	\$90,000-\$109,999	58	4.67	1.289	.169	4.33	5.01	1	6
	\$110,000+	48	4.98	1.194	.172	4.63	5.33	2	6
	Prefer not to answer	7	4.29	1.254	.474	3.13	5.45	3	6

How long do you to travel to take your child to their orthodontic provider? -Performance	Total	290	4.81	1.251	.073	4.67	4.96	1	6
	Less than \$30,000	12	2.42	1.443	.417	1.50	3.33	1	6
	\$30,000-\$49,999	30	2.43	1.305	.238	1.95	2.92	1	5
	\$50,000-\$69,999	50	3.16	1.448	.205	2.75	3.57	1	6
	\$70,000-\$89,999	85	3.53	1.477	.160	3.21	3.85	1	6
	\$90,000-\$109,999	58	3.31	1.301	.171	2.97	3.65	1	6
	\$110,000+	48	2.71	1.443	.208	2.29	3.13	1	6
	Prefer not to answer	7	2.14	1.345	.508	.90	3.39	1	5
How many miles do you travel to take your child to their orthodontic provider? -Performance	Total	290	3.09	1.458	.086	2.92	3.26	1	6
	Less than \$30,000	12	2.50	1.446	.417	1.58	3.42	1	6
	\$30,000-\$49,999	30	2.53	.937	.171	2.18	2.88	1	4
	\$50,000-\$69,999	50	3.06	1.316	.186	2.69	3.43	1	6
	\$70,000-\$89,999	85	3.49	1.419	.154	3.19	3.80	1	6
	\$90,000-\$109,999	58	3.10	1.294	.170	2.76	3.44	1	6
	\$110,000+	48	2.77	1.372	.198	2.37	3.17	1	6
	Prefer not to answer	7	2.43	.976	.369	1.53	3.33	1	4
How well does your orthodontic provider perform in the following areas? The doctor is up to date...	Total	290	3.06	1.351	.079	2.90	3.21	1	6
	Less than \$30,000	12	5.08	1.084	.313	4.39	5.77	3	6
	\$30,000-\$49,999	30	5.20	1.064	.194	4.80	5.60	3	6
	\$50,000-\$69,999	50	4.90	1.035	.146	4.61	5.19	2	6
	\$70,000-\$89,999	85	5.09	.946	.103	4.89	5.30	2	6
	\$90,000-\$109,999	58	5.09	.978	.128	4.83	5.34	2	6
	\$110,000+	48	5.38	.789	.114	5.15	5.60	3	6
	Prefer not to answer	7	5.00	1.000	.378	4.08	5.92	4	6
How well does your orthodontic provider perform in the following areas? The estimated treatme...	Total	290	5.11	.965	.057	5.00	5.23	2	6
	Less than \$30,000	11	4.82	1.537	.464	3.79	5.85	1	6
	\$30,000-\$49,999	29	4.66	1.261	.234	4.18	5.13	1	6
	\$50,000-\$69,999	49	4.67	1.281	.183	4.31	5.04	2	6
	\$70,000-\$89,999	85	4.84	1.153	.125	4.59	5.08	2	6

	\$90,000-\$109,999	56	4.80	.961	.128	4.55	5.06	2	6
	\$110,000+	45	4.76	1.300	.194	4.37	5.15	1	6
	Prefer not to answer	7	5.14	1.464	.553	3.79	6.50	2	6
	Total	282	4.78	1.191	.071	4.64	4.92	1	6
How well does your orthodontic provider perform in the following areas? The doctor has exampl...	Less than \$30,000	12	5.08	1.311	.379	4.25	5.92	2	6
	\$30,000-\$49,999	29	4.76	1.380	.256	4.23	5.28	1	6
	\$50,000-\$69,999	50	4.82	1.082	.153	4.51	5.13	2	6
	\$70,000-\$89,999	85	4.87	1.173	.127	4.62	5.12	1	6
	\$90,000-\$109,999	58	4.91	1.081	.142	4.63	5.20	2	6
	\$110,000+	47	4.96	1.021	.149	4.66	5.26	2	6
	Prefer not to answer	7	5.57	.787	.297	4.84	6.30	4	6
	Total	288	4.90	1.132	.067	4.77	5.03	1	6
Is your child's orthodontic provider an Orthodontist or a General Dentist?	Less than \$30,000	12	1.50	.674	.195	1.07	1.93	1	3
	\$30,000-\$49,999	30	1.17	.461	.084	.99	1.34	1	3
	\$50,000-\$69,999	50	1.34	.479	.068	1.20	1.48	1	2
	\$70,000-\$89,999	85	1.32	.561	.061	1.20	1.44	1	3
	\$90,000-\$109,999	58	1.33	.509	.067	1.19	1.46	1	3
	\$110,000+	48	1.31	.552	.080	1.15	1.47	1	3
	Prefer not to answer	7	1.00	.000	.000	1.00	1.00	1	1
	Total	290	1.31	.525	.031	1.25	1.37	1	3
Board certification is not a legal requirement to practice, however some orthodontists choose to...	Less than \$30,000	12	4.92	1.165	.336	4.18	5.66	3	6
	\$30,000-\$49,999	30	4.90	1.348	.246	4.40	5.40	2	6
	\$50,000-\$69,999	49	4.71	1.242	.177	4.36	5.07	2	6
	\$70,000-\$89,999	84	5.07	.954	.104	4.86	5.28	2	6
	\$90,000-\$109,999	56	5.00	1.095	.146	4.71	5.29	1	6
	\$110,000+	48	5.08	1.127	.163	4.76	5.41	1	6
	Prefer not to answer	7	4.71	1.704	.644	3.14	6.29	2	6
	Total	286	4.97	1.133	.067	4.83	5.10	1	6
Is your child's orthodontic provider	Less than \$30,000	12	1.67	.985	.284	1.04	2.29	1	3

board certified?	\$30,000-\$49,999	30	1.43	.817	.149	1.13	1.74	1	3
	\$50,000-\$69,999	50	1.34	.626	.089	1.16	1.52	1	3
	\$70,000-\$89,999	85	1.29	.651	.071	1.15	1.43	1	3
	\$90,000-\$109,999	58	1.24	.601	.079	1.08	1.40	1	3
	\$110,000+	48	1.19	.571	.082	1.02	1.35	1	3
	Prefer not to answer	7	1.71	.951	.360	.83	2.59	1	3
	Total	290	1.31	.672	.039	1.24	1.39	1	3
How much does your orthodontic provider charge compared to other providers in your area?	Less than \$30,000	12	2.42	1.165	.336	1.68	3.16	1	4
	\$30,000-\$49,999	30	2.23	.817	.149	1.93	2.54	1	4
	\$50,000-\$69,999	50	2.16	.650	.092	1.98	2.34	1	4
	\$70,000-\$89,999	85	2.18	.710	.077	2.02	2.33	1	4
	\$90,000-\$109,999	58	2.26	.690	.091	2.08	2.44	1	4
	\$110,000+	48	2.25	.758	.109	2.03	2.47	1	4
	Prefer not to answer	7	2.00	.000	.000	2.00	2.00	2	2
	Total	290	2.21	.727	.043	2.13	2.30	1	4
How satisfied are you with your child's orthodontic treatment so far?	Less than \$30,000	12	4.33	1.557	.449	3.34	5.32	1	6
	\$30,000-\$49,999	30	5.27	.907	.166	4.93	5.61	3	6
	\$50,000-\$69,999	50	4.76	1.135	.161	4.44	5.08	1	6
	\$70,000-\$89,999	85	5.15	.893	.097	4.96	5.35	2	6
	\$90,000-\$109,999	58	5.31	.821	.108	5.09	5.53	3	6
	\$110,000+	48	5.38	.733	.106	5.16	5.59	4	6
	Prefer not to answer	7	5.00	1.826	.690	3.31	6.69	1	6
	Total	290	5.13	.992	.058	5.01	5.24	1	6
How likely are you to recommend your child's orthodontist to your friends or family?	Less than \$30,000	12	4.67	1.231	.355	3.88	5.45	2	6
	\$30,000-\$49,999	30	5.47	.819	.150	5.16	5.77	3	6
	\$50,000-\$69,999	50	5.00	1.125	.159	4.68	5.32	1	6
	\$70,000-\$89,999	85	5.24	.826	.090	5.06	5.41	2	6
	\$90,000-\$109,999	58	5.48	.682	.090	5.30	5.66	3	6
	\$110,000+	48	5.38	.841	.121	5.13	5.62	3	6

Prefer not to answer	7	4.86	1.864	.705	3.13	6.58	1	6
Total	290	5.26	.929	.055	5.15	5.37	1	6

Table A 17

ANOVA Performance Among Annual Household Income Levels

		Sum of Squares	df	Mean Square	F	Sig.
The doctor smiles and says hello- Performance	Between Groups	3.232	6	.539	.526	.789
	Within Groups	287.931	281	1.025		
	Total	291.163	287			
The doctor develops a personal connection with you and your child- Performance	Between Groups	14.498	6	2.416	2.332	.033
	Within Groups	293.281	283	1.036		
	Total	307.779	289			
The doctor avoids using complex dental terminology- Performance	Between Groups	6.077	6	1.013	.897	.497
	Within Groups	319.578	283	1.129		
	Total	325.655	289			
The doctor thoroughly explains the diagnosis and treatment plan- Performance	Between Groups	7.490	6	1.248	1.430	.203
	Within Groups	246.267	282	.873		
	Total	253.758	288			
The doctor explains things in a way that are easy to understand- Performance	Between Groups	8.283	6	1.380	1.158	.329
	Within Groups	336.195	282	1.192		
	Total	344.478	288			
The doctor presents multiple treatment options- Performance	Between Groups	5.669	6	.945	.848	.534
	Within Groups	315.245	283	1.114		
	Total	320.914	289			
The doctor listens intently to your concerns- Performance	Between Groups	7.310	6	1.218	1.093	.367
	Within Groups	313.135	281	1.114		
	Total	320.444	287			
The doctor avoids “over-selling” orthodontic treatment- Performance	Between Groups	9.445	6	1.574	1.355	.233
	Within Groups	326.541	281	1.162		

	Total	335.986	287			
The doctor is straightforward with the risks	Between Groups	12.755	6	2.126	2.206	.043
and benefits of treatment- Performance	Within Groups	271.709	282	.964		
	Total	284.464	288			
The doctor remembers conversations about	Between Groups	12.857	6	2.143	1.616	.143
treatment progress from previous	Within Groups	374.022	282	1.326		
appointments- Performance	Total	386.879	288			
The doctor spends adequate time with my	Between Groups	11.955	6	1.992	1.799	.099
child at each appointment- Performance	Within Groups	313.369	283	1.107		
	Total	325.324	289			
The doctor is kind to his staff- Performance	Between Groups	4.904	6	.817	.780	.586
	Within Groups	296.420	283	1.047		
	Total	301.324	289			
The doctor takes a personal interest in your	Between Groups	9.226	6	1.538	1.127	.346
child and remembers personal things about	Within Groups	386.019	283	1.364		
them such as hobbies, activities they are	Total	395.245	289			
involved in etc. - Performance						
There are multiple available appointment	Between Groups	23.042	6	3.840	2.895	.009
openings to choose from- Performance	Within Groups	375.427	283	1.327		
	Total	398.469	289			
The office is available for appointments	Between Groups	17.404	6	2.901	1.920	.078
before or after typical work week hours	Within Groups	426.133	282	1.511		
(i.e. before 9am, after 5pm, weekends)-	Total	443.536	288			
Performance						
There are prizes/incentives for good patient	Between Groups	20.270	6	3.378	1.979	.069
compliance.- i.e.: no missed appointments,	Within Groups	472.755	277	1.707		
good brushing habits, no broken brackets	Total	493.025	283			
etc. - Performance						
The office has excellent customer service.-	Between Groups	9.661	6	1.610	1.571	.155

Performance	Within Groups	290.025	283	1.025		
	Total	299.686	289			
The office staff is friendly.- Performance	Between Groups	6.001	6	1.000	1.135	.342
	Within Groups	249.323	283	.881		
	Total	255.324	289			
The office has an overall nice feel.- Performance	Between Groups	12.774	6	2.129	2.203	.043
	Within Groups	273.505	283	.966		
	Total	286.279	289			
Minimal wait time for scheduled adjustment visits- Performance	Between Groups	7.093	6	1.182	.918	.482
	Within Groups	362.997	282	1.287		
	Total	370.090	288			
Adjustment visits are short.- Performance	Between Groups	9.057	6	1.509	1.293	.260
	Within Groups	326.818	280	1.167		
	Total	335.875	286			
My child is seen by the same assistant at each visit.- Performance	Between Groups	5.888	6	.981	.705	.646
	Within Groups	392.715	282	1.393		
	Total	398.602	288			
The doctor accepts my insurance- Performance	Between Groups	6.562	6	1.094	.927	.476
	Within Groups	326.678	277	1.179		
	Total	333.239	283			
The doctor offers flexible payment plan options- Performance	Between Groups	7.220	6	1.203	.903	.493
	Within Groups	370.555	278	1.333		
	Total	377.775	284			
The doctor offers interest free financing on cost of treatment- Performance	Between Groups	8.042	6	1.340	.982	.438
	Within Groups	365.864	268	1.365		
	Total	373.905	274			
The total cost of orthodontic treatment- Performance	Between Groups	10.174	6	1.696	1.442	.199
	Within Groups	330.490	281	1.176		
	Total	340.663	287			

The doctor offers a discount for payment up front- Performance	Between Groups	14.387	6	2.398	1.421	.207
	Within Groups	455.692	270	1.688		
	Total	470.079	276			
How much influence: Family member - Performance	Between Groups	14.583	6	2.431	1.005	.423
	Within Groups	670.191	277	2.419		
	Total	684.775	283			
How much influence: Close friend - Performance	Between Groups	10.742	6	1.790	.812	.561
	Within Groups	612.732	278	2.204		
	Total	623.474	284			
How much influence: Your child's dentist - Performance	Between Groups	19.996	6	3.333	2.030	.062
	Within Groups	457.948	279	1.641		
	Total	477.944	285			
How much influence: Other parents who have children with braces -Performance	Between Groups	10.497	6	1.750	.911	.487
	Within Groups	531.939	277	1.920		
	Total	542.437	283			
How much influence: Yelp ratings - Performance.	Between Groups	58.762	6	9.794	3.071	.006
	Within Groups	873.878	274	3.189		
	Total	932.641	280			
How much influence: Facebook reviews	Between Groups	69.646	6	11.608	3.990	.001
	Within Groups	794.297	273	2.910		
	Total	863.943	279			
How much influence: Angie's List - Performance	Between Groups	53.687	6	8.948	2.713	.014
	Within Groups	893.842	271	3.298		
	Total	947.529	277			
How much influence: Google Reviews - Performance	Between Groups	42.046	6	7.008	2.273	.037
	Within Groups	847.727	275	3.083		
	Total	889.773	281			
How much influence: Dental office's website -Performance	Between Groups	38.896	6	6.483	2.884	.010
	Within Groups	615.986	274	2.248		

	Total	654.883	280			
How much influence: Instagram -	Between Groups	70.137	6	11.689	3.725	.001
Performance	Within Groups	853.526	272	3.138		
	Total	923.663	278			
How much influence: Twitter -	Between Groups	53.380	6	8.897	2.691	.015
Performance	Within Groups	902.617	273	3.306		
	Total	955.996	279			
How much influence: Healthgrades.com -	Between Groups	48.062	6	8.010	2.508	.022
Performance	Within Groups	878.349	275	3.194		
	Total	926.411	281			
The office is on the way to or from your	Between Groups	28.632	6	4.772	2.082	.055
child's school -Performance	Within Groups	634.959	277	2.292		
	Total	663.592	283			
The office is in a safe area of town -	Between Groups	2.818	6	.470	.373	.896
Performance	Within Groups	356.096	283	1.258		
	Total	358.914	289			
The orthodontic provider is in the same	Between Groups	48.586	6	8.098	2.821	.011
office where your child gets cleanings and	Within Groups	800.743	279	2.870		
fillings -Performance	Total	849.329	285			
The waiting room is comfortable and	Between Groups	1.439	6	.240	.200	.977
inviting -Performance	Within Groups	337.548	281	1.201		
	Total	338.986	287			
The waiting room has entertainment for	Between Groups	5.869	6	.978	.564	.759
children (i.e. TVs, iPads, games, books etc)	Within Groups	481.907	278	1.733		
-Performance	Total	487.775	284			
Complimentary snacks are provided in the	Between Groups	22.521	6	3.753	1.485	.183
waiting room -Performance	Within Groups	690.190	273	2.528		
	Total	712.711	279			
Parking options are convenient -	Between Groups	8.370	6	1.395	.890	.503

Performance	Within Groups	443.574	283	1.567		
	Total	451.945	289			
How long do you to travel to take your child to their orthodontic provider? - Performance	Between Groups	51.119	6	8.520	4.280	.000
	Within Groups	563.367	283	1.991		
	Total	614.486	289			
How many miles do you travel to take your child to their orthodontic provider? - Performance	Between Groups	35.011	6	5.835	3.356	.003
	Within Groups	492.106	283	1.739		
	Total	527.117	289			
How well does your orthodontic provider perform in the following areas? The doctor is up to date...	Between Groups	5.962	6	.994	1.068	.382
	Within Groups	263.283	283	.930		
	Total	269.245	289			
How well does your orthodontic provider perform in the following areas? The estimated treatme...	Between Groups	2.260	6	.377	.261	.954
	Within Groups	396.665	275	1.442		
	Total	398.926	281			
How well does your orthodontic provider perform in the following areas? The doctor has exampl...	Between Groups	4.698	6	.783	.606	.726
	Within Groups	363.382	281	1.293		
	Total	368.080	287			
Is your child's orthodontic provider an Orthodontist or a General Dentist?	Between Groups	1.788	6	.298	1.082	.373
	Within Groups	77.899	283	.275		
	Total	79.686	289			
Board certification is not a legal requirement to practice, however some orthodontists choose to...	Between Groups	5.367	6	.895	.693	.656
	Within Groups	360.283	279	1.291		
	Total	365.650	285			
Is your child's orthodontic provider board certified?	Between Groups	4.183	6	.697	1.562	.158
	Within Groups	126.262	283	.446		
	Total	130.445	289			
How much does your orthodontic provider charge compared to other providers in your area?	Between Groups	1.268	6	.211	.395	.882
	Within Groups	151.477	283	.535		
	Total	152.745	289			

How satisfied are you with your child's orthodontic treatment so far?	Between Groups	19.950	6	3.325	3.560	.002
	Within Groups	264.329	283	.934		
	Total	284.279	289			
How likely are you to recommend your child's orthodontist to your friends or family?	Between Groups	13.586	6	2.264	2.715	.014
	Within Groups	236.017	283	.834		
	Total	249.603	289			

Table A 18

Tukey Analysis Performance Based on Household Annual Income Levels

Dependent Variable	(I) What is your household annual income?	(J) What is your household annual income?	Mean Difference (I-J)	Std. Error	Sig.	90% Confidence Interval	
						Lower Bound	Upper Bound
The doctor smiles and says hello-Performance	Less than \$30,000	\$30,000-\$49,999	-.283	.346	.983	-1.22	.65
		\$50,000-\$69,999	-.021	.327	1.000	-.91	.86
		\$70,000-\$89,999	-.011	.312	1.000	-.86	.83
		\$90,000-\$109,999	-.106	.321	1.000	-.98	.76
		\$110,000+	-.063	.327	1.000	-.95	.82
		Prefer not to answer	.369	.481	.988	-.93	1.67
	\$30,000-\$49,999	Less than \$30,000	.283	.346	.983	-.65	1.22
		\$50,000-\$69,999	.262	.236	.923	-.38	.90
		\$70,000-\$89,999	.273	.215	.866	-.31	.85
		\$90,000-\$109,999	.177	.228	.987	-.44	.79
		\$110,000+	.221	.236	.966	-.42	.86
		Prefer not to answer	.652	.425	.723	-.50	1.80
	\$50,000-\$69,999	Less than \$30,000	.021	.327	1.000	-.86	.91
		\$30,000-\$49,999	-.262	.236	.923	-.90	.38
		\$70,000-\$89,999	.010	.183	1.000	-.48	.50
		\$90,000-\$109,999	-.085	.198	.999	-.62	.45
		\$110,000+	-.042	.207	1.000	-.60	.52
		Prefer not to answer	.390	.410	.964	-.72	1.50
	\$70,000-	Less than \$30,000	.011	.312	1.000	-.83	.86

The doctor develops a personal connection with you and your child- Performance	\$89,999	\$30,000-\$49,999	-.273	.215	.866	-.85	.31
		\$50,000-\$69,999	-.010	.183	1.000	-.50	.48
		\$90,000-\$109,999	-.096	.172	.998	-.56	.37
		\$110,000+	-.052	.183	1.000	-.55	.44
		Prefer not to answer	.380	.398	.963	-.70	1.46
	\$90,000-\$109,999	Less than \$30,000	.106	.321	1.000	-.76	.98
		\$30,000-\$49,999	-.177	.228	.987	-.79	.44
		\$50,000-\$69,999	.085	.198	.999	-.45	.62
		\$70,000-\$89,999	.096	.172	.998	-.37	.56
		\$110,000+	.044	.198	1.000	-.49	.58
	\$110,000+	Prefer not to answer	.475	.405	.904	-.62	1.57
		Less than \$30,000	.063	.327	1.000	-.82	.95
		\$30,000-\$49,999	-.221	.236	.966	-.86	.42
		\$50,000-\$69,999	.042	.207	1.000	-.52	.60
		\$70,000-\$89,999	.052	.183	1.000	-.44	.55
	Prefer not to answer	\$90,000-\$109,999	-.044	.198	1.000	-.58	.49
		Prefer not to answer	.432	.410	.941	-.68	1.54
		Less than \$30,000	-.369	.481	.988	-1.67	.93
		\$30,000-\$49,999	-.652	.425	.723	-1.80	.50
		\$50,000-\$69,999	-.390	.410	.964	-1.50	.72
	Less than \$30,000	\$70,000-\$89,999	-.380	.398	.963	-1.46	.70
		\$90,000-\$109,999	-.475	.405	.904	-1.57	.62
		\$110,000+	-.432	.410	.941	-1.54	.68
		\$30,000-\$49,999	-.483	.348	.807	-1.42	.46
		\$50,000-\$69,999	.110	.327	1.000	-.78	1.00
	\$30,000	\$70,000-\$89,999	-.379	.314	.890	-1.23	.47
		\$90,000-\$109,999	-.405	.323	.872	-1.28	.47

	\$110,000+	-.375	.329	.915	-1.26	.51
	Prefer not to answer	.321	.484	.994	-.99	1.63
\$30,000-	Less than \$30,000	.483	.348	.807	-.46	1.42
\$49,999	\$50,000-\$69,999	.593	.235	.155	-.04	1.23
	\$70,000-\$89,999	.104	.216	.999	-.48	.69
	\$90,000-\$109,999	.078	.229	1.000	-.54	.70
	\$110,000+	.108	.237	.999	-.53	.75
	Prefer not to answer	.805	.427	.493	-.35	1.96
\$50,000-	Less than \$30,000	-.110	.327	1.000	-1.00	.78
\$69,999	\$30,000-\$49,999	-.593	.235	.155	-1.23	.04
	\$70,000-\$89,999	-.489	.181	.103	-.98	.00
	\$90,000-\$109,999	-.515	.196	.123	-1.05	.02
	\$110,000+	-.485	.206	.221	-1.04	.07
	Prefer not to answer	.211	.411	.999	-.90	1.32
\$70,000-	Less than \$30,000	.379	.314	.890	-.47	1.23
\$89,999	\$30,000-\$49,999	-.104	.216	.999	-.69	.48
	\$50,000-\$69,999	.489	.181	.103	.00	.98
	\$90,000-\$109,999	-.026	.173	1.000	-.50	.44
	\$110,000+	.004	.184	1.000	-.49	.50
	Prefer not to answer	.701	.400	.582	-.38	1.78
\$90,000-	Less than \$30,000	.405	.323	.872	-.47	1.28
\$109,999	\$30,000-\$49,999	-.078	.229	1.000	-.70	.54
	\$50,000-\$69,999	.515	.196	.123	-.02	1.05
	\$70,000-\$89,999	.026	.173	1.000	-.44	.50
	\$110,000+	.030	.199	1.000	-.51	.57
	Prefer not to answer	.727	.407	.560	-.38	1.83
\$110,000	Less than \$30,000	.375	.329	.915	-.51	1.26
+	\$30,000-\$49,999	-.108	.237	.999	-.75	.53
	\$50,000-\$69,999	.485	.206	.221	-.07	1.04

The doctor avoids using complex dental terminology- Performance	Prefer not to answer	\$70,000-\$89,999	-.004	.184	1.000	-.50	.49
		\$90,000-\$109,999	-.030	.199	1.000	-.57	.51
		Prefer not to answer	.696	.412	.623	-.42	1.81
		Less than \$30,000	-.321	.484	.994	-1.63	.99
		\$30,000-\$49,999	-.805	.427	.493	-1.96	.35
		\$50,000-\$69,999	-.211	.411	.999	-1.32	.90
		\$70,000-\$89,999	-.701	.400	.582	-1.78	.38
		\$90,000-\$109,999	-.727	.407	.560	-1.83	.38
		\$110,000+	-.696	.412	.623	-1.81	.42
		Less than \$30,000	.000	.363	1.000	-.98	.98
		\$30,000 \$50,000-\$69,999	.113	.342	1.000	-.81	1.04
		\$70,000-\$89,999	-.178	.328	.998	-1.07	.71
		\$90,000-\$109,999	-.253	.337	.989	-1.17	.66
		\$110,000+	-.292	.343	.979	-1.22	.64
		Prefer not to answer	-.024	.505	1.000	-1.39	1.34
		\$30,000- Less than \$30,000	.000	.363	1.000	-.98	.98
		\$49,999 \$50,000-\$69,999	.113	.245	.999	-.55	.78
		\$70,000-\$89,999	-.178	.226	.986	-.79	.43
		\$90,000-\$109,999	-.253	.239	.940	-.90	.39
		\$110,000+	-.292	.247	.901	-.96	.38
		Prefer not to answer	-.024	.446	1.000	-1.23	1.18
		\$50,000- Less than \$30,000	-.113	.342	1.000	-1.04	.81
		\$69,999 \$30,000-\$49,999	-.113	.245	.999	-.78	.55
		\$70,000-\$89,999	-.292	.189	.720	-.80	.22
		\$90,000-\$109,999	-.366	.205	.559	-.92	.19
		\$110,000+	-.405	.215	.491	-.99	.18
		Prefer not to answer	-.137	.429	1.000	-1.30	1.02
		\$70,000- Less than \$30,000	.178	.328	.998	-.71	1.07
		\$89,999 \$30,000-\$49,999	.178	.226	.986	-.43	.79

The doctor thoroughly explains the diagnosis and treatment plan- Performance		\$50,000-\$69,999	.292	.189	.720	-.22	.80
		\$90,000-\$109,999	-.074	.181	1.000	-.56	.42
		\$110,000+	-.113	.192	.997	-.63	.41
		Prefer not to answer	.155	.418	1.000	-.98	1.29
	\$90,000-	Less than \$30,000	.253	.337	.989	-.66	1.17
	\$109,999	\$30,000-\$49,999	.253	.239	.940	-.39	.90
		\$50,000-\$69,999	.366	.205	.559	-.19	.92
		\$70,000-\$89,999	.074	.181	1.000	-.42	.56
		\$110,000+	-.039	.207	1.000	-.60	.52
		Prefer not to answer	.229	.425	.998	-.92	1.38
	\$110,000	Less than \$30,000	.292	.343	.979	-.64	1.22
	+	\$30,000-\$49,999	.292	.247	.901	-.38	.96
		\$50,000-\$69,999	.405	.215	.491	-.18	.99
		\$70,000-\$89,999	.113	.192	.997	-.41	.63
		\$90,000-\$109,999	.039	.207	1.000	-.52	.60
		Prefer not to answer	.268	.430	.996	-.90	1.43
	Prefer not	Less than \$30,000	.024	.505	1.000	-1.34	1.39
	to answer	\$30,000-\$49,999	.024	.446	1.000	-1.18	1.23
		\$50,000-\$69,999	.137	.429	1.000	-1.02	1.30
		\$70,000-\$89,999	-.155	.418	1.000	-1.29	.98
		\$90,000-\$109,999	-.229	.425	.998	-1.38	.92
		\$110,000+	-.268	.430	.996	-1.43	.90
	Less than	\$30,000-\$49,999	-.467	.319	.767	-1.33	.40
	\$30,000	\$50,000-\$69,999	-.020	.301	1.000	-.84	.79
		\$70,000-\$89,999	-.282	.288	.958	-1.06	.50
		\$90,000-\$109,999	-.034	.296	1.000	-.84	.77
		\$110,000+	-.333	.302	.926	-1.15	.48
		Prefer not to answer	.000	.444	1.000	-1.20	1.20
	\$30,000-	Less than \$30,000	.467	.319	.767	-.40	1.33

\$49,999	\$50,000-\$69,999	.446	.217	.380	-.14	1.03
	\$70,000-\$89,999	.184	.198	.968	-.35	.72
	\$90,000-\$109,999	.432	.210	.382	-.14	1.00
	\$110,000+	.133	.217	.996	-.46	.72
	Prefer not to answer	.467	.392	.898	-.60	1.53
\$50,000-	Less than \$30,000	.020	.301	1.000	-.79	.84
\$69,999	\$30,000-\$49,999	-.446	.217	.380	-1.03	.14
	\$70,000-\$89,999	-.262	.168	.706	-.72	.19
	\$90,000-\$109,999	-.014	.181	1.000	-.51	.48
	\$110,000+	-.313	.190	.651	-.83	.20
	Prefer not to answer	.020	.378	1.000	-1.00	1.04
\$70,000-	Less than \$30,000	.282	.288	.958	-.50	1.06
\$89,999	\$30,000-\$49,999	-.184	.198	.968	-.72	.35
	\$50,000-\$69,999	.262	.168	.706	-.19	.72
	\$90,000-\$109,999	.248	.159	.710	-.18	.68
	\$110,000+	-.051	.169	1.000	-.51	.41
	Prefer not to answer	.282	.367	.988	-.71	1.28
\$90,000-	Less than \$30,000	.034	.296	1.000	-.77	.84
\$109,999	\$30,000-\$49,999	-.432	.210	.382	-1.00	.14
	\$50,000-\$69,999	.014	.181	1.000	-.48	.51
	\$70,000-\$89,999	-.248	.159	.710	-.68	.18
	\$110,000+	-.299	.182	.657	-.79	.19
	Prefer not to answer	.034	.374	1.000	-.98	1.05
\$110,000	Less than \$30,000	.333	.302	.926	-.48	1.15
+	\$30,000-\$49,999	-.133	.217	.996	-.72	.46
	\$50,000-\$69,999	.313	.190	.651	-.20	.83
	\$70,000-\$89,999	.051	.169	1.000	-.41	.51
	\$90,000-\$109,999	.299	.182	.657	-.19	.79
	Prefer not to answer	.333	.378	.975	-.69	1.36

The doctor explains things in a way that are easy to understand- Performance	Prefer not to answer	Less than \$30,000	.000	.444	1.000	-1.20	1.20
		\$30,000-\$49,999	-.467	.392	.898	-1.53	.60
		\$50,000-\$69,999	-.020	.378	1.000	-1.04	1.00
		\$70,000-\$89,999	-.282	.367	.988	-1.28	.71
		\$90,000-\$109,999	-.034	.374	1.000	-1.05	.98
		\$110,000+	-.333	.378	.975	-1.36	.69
	\$30,000	\$30,000-\$49,999	-.100	.373	1.000	-1.11	.91
		\$50,000-\$69,999	.140	.351	1.000	-.81	1.09
		\$70,000-\$89,999	-.071	.337	1.000	-.98	.84
		\$90,000-\$109,999	-.103	.346	1.000	-1.04	.83
		\$110,000+	-.417	.352	.900	-1.37	.54
		Prefer not to answer	.143	.519	1.000	-1.26	1.55
	\$30,000- \$49,999	Less than \$30,000	.100	.373	1.000	-.91	1.11
		\$50,000-\$69,999	.240	.252	.964	-.44	.92
		\$70,000-\$89,999	.029	.232	1.000	-.60	.66
		\$90,000-\$109,999	-.003	.246	1.000	-.67	.66
		\$110,000+	-.317	.254	.875	-1.00	.37
		Prefer not to answer	.243	.458	.998	-1.00	1.48
	\$50,000- \$69,999	Less than \$30,000	-.140	.351	1.000	-1.09	.81
		\$30,000-\$49,999	-.240	.252	.964	-.92	.44
		\$70,000-\$89,999	-.211	.195	.932	-.74	.32
		\$90,000-\$109,999	-.243	.211	.910	-.81	.33
		\$110,000+	-.557	.221	.155	-1.15	.04
		Prefer not to answer	.003	.441	1.000	-1.19	1.20
	\$70,000- \$89,999	Less than \$30,000	.071	.337	1.000	-.84	.98
		\$30,000-\$49,999	-.029	.232	1.000	-.66	.60
		\$50,000-\$69,999	.211	.195	.932	-.32	.74
		\$90,000-\$109,999	-.032	.186	1.000	-.54	.47
		\$110,000+	-.345	.198	.585	-.88	.19

The doctor presents multiple treatment options- Performance		Prefer not to answer	.214	.430	.999	-.95	1.38
	\$90,000-	Less than \$30,000	.103	.346	1.000	-.83	1.04
	\$109,999	\$30,000-\$49,999	.003	.246	1.000	-.66	.67
		\$50,000-\$69,999	.243	.211	.910	-.33	.81
		\$70,000-\$89,999	.032	.186	1.000	-.47	.54
		\$110,000+	-.313	.213	.762	-.89	.26
		Prefer not to answer	.246	.437	.998	-.94	1.43
	\$110,000	Less than \$30,000	.417	.352	.900	-.54	1.37
	+	\$30,000-\$49,999	.317	.254	.875	-.37	1.00
		\$50,000-\$69,999	.557	.221	.155	-.04	1.15
		\$70,000-\$89,999	.345	.198	.585	-.19	.88
		\$90,000-\$109,999	.313	.213	.762	-.26	.89
		Prefer not to answer	.560	.442	.867	-.64	1.76
	Prefer not	Less than \$30,000	-.143	.519	1.000	-1.55	1.26
	to answer	\$30,000-\$49,999	-.243	.458	.998	-1.48	1.00
		\$50,000-\$69,999	-.003	.441	1.000	-1.20	1.19
		\$70,000-\$89,999	-.214	.430	.999	-1.38	.95
		\$90,000-\$109,999	-.246	.437	.998	-1.43	.94
		\$110,000+	-.560	.442	.867	-1.76	.64
	Less than	\$30,000-\$49,999	-.183	.360	.999	-1.16	.79
	\$30,000	\$50,000-\$69,999	-.210	.339	.996	-1.13	.71
		\$70,000-\$89,999	-.321	.325	.957	-1.20	.56
		\$90,000-\$109,999	-.181	.335	.998	-1.09	.73
		\$110,000+	-.354	.341	.944	-1.28	.57
		Prefer not to answer	.464	.502	.968	-.90	1.82
	\$30,000-	Less than \$30,000	.183	.360	.999	-.79	1.16
	\$49,999	\$50,000-\$69,999	-.027	.244	1.000	-.69	.63
		\$70,000-\$89,999	-.137	.224	.996	-.74	.47
		\$90,000-\$109,999	.002	.237	1.000	-.64	.65

	\$110,000+	-.171	.246	.993	-.84	.49
	Prefer not to answer	.648	.443	.767	-.55	1.85
\$50,000-	Less than \$30,000	.210	.339	.996	-.71	1.13
\$69,999	\$30,000-\$49,999	.027	.244	1.000	-.63	.69
	\$70,000-\$89,999	-.111	.188	.997	-.62	.40
	\$90,000-\$109,999	.029	.204	1.000	-.52	.58
	\$110,000+	-.144	.213	.994	-.72	.43
	Prefer not to answer	.674	.426	.693	-.48	1.83
\$70,000-	Less than \$30,000	.321	.325	.957	-.56	1.20
\$89,999	\$30,000-\$49,999	.137	.224	.996	-.47	.74
	\$50,000-\$69,999	.111	.188	.997	-.40	.62
	\$90,000-\$109,999	.140	.180	.987	-.35	.63
	\$110,000+	-.034	.191	1.000	-.55	.48
	Prefer not to answer	.785	.415	.488	-.34	1.91
\$90,000-	Less than \$30,000	.181	.335	.998	-.73	1.09
\$109,999	\$30,000-\$49,999	-.002	.237	1.000	-.65	.64
	\$50,000-\$69,999	-.029	.204	1.000	-.58	.52
	\$70,000-\$89,999	-.140	.180	.987	-.63	.35
	\$110,000+	-.173	.206	.980	-.73	.38
	Prefer not to answer	.645	.422	.728	-.50	1.79
\$110,000	Less than \$30,000	.354	.341	.944	-.57	1.28
+	\$30,000-\$49,999	.171	.246	.993	-.49	.84
	\$50,000-\$69,999	.144	.213	.994	-.43	.72
	\$70,000-\$89,999	.034	.191	1.000	-.48	.55
	\$90,000-\$109,999	.173	.206	.980	-.38	.73
	Prefer not to answer	.818	.427	.471	-.34	1.97
Prefer not	Less than \$30,000	-.464	.502	.968	-1.82	.90
to answer	\$30,000-\$49,999	-.648	.443	.767	-1.85	.55
	\$50,000-\$69,999	-.674	.426	.693	-1.83	.48

The doctor listens intently to your concerns- Performance	Less than \$30,000	\$70,000-\$89,999	-.785	.415	.488	-1.91	.34
		\$90,000-\$109,999	-.645	.422	.728	-1.79	.50
		\$110,000+	-.818	.427	.471	-1.97	.34
		\$30,000-\$49,999	-.383	.361	.938	-1.36	.59
		\$50,000-\$69,999	-.002	.340	1.000	-.92	.92
		\$70,000-\$89,999	-.262	.326	.984	-1.14	.62
		\$90,000-\$109,999	-.221	.335	.995	-1.13	.69
		\$110,000+	-.271	.341	.985	-1.19	.65
		Prefer not to answer	.488	.502	.960	-.87	1.85
	\$30,000-\$49,999	Less than \$30,000	.383	.361	.938	-.59	1.36
		\$50,000-\$69,999	.382	.245	.708	-.28	1.04
		\$70,000-\$89,999	.121	.225	.998	-.49	.73
		\$90,000-\$109,999	.162	.237	.993	-.48	.80
		\$110,000+	.112	.246	.999	-.55	.78
	\$50,000-\$69,999	Prefer not to answer	.871	.443	.438	-.33	2.07
		Less than \$30,000	.002	.340	1.000	-.92	.92
		\$30,000-\$49,999	-.382	.245	.708	-1.04	.28
		\$70,000-\$89,999	-.260	.190	.817	-.77	.25
		\$90,000-\$109,999	-.220	.205	.936	-.77	.34
	\$70,000-\$89,999	\$110,000+	-.269	.214	.871	-.85	.31
		Prefer not to answer	.490	.427	.912	-.67	1.64
		Less than \$30,000	.262	.326	.984	-.62	1.14
		\$30,000-\$49,999	-.121	.225	.998	-.73	.49
		\$50,000-\$69,999	.260	.190	.817	-.25	.77
	\$90,000-\$109,999	\$90,000-\$109,999	.041	.180	1.000	-.45	.53
		\$110,000+	-.009	.191	1.000	-.53	.51
		Prefer not to answer	.750	.415	.545	-.37	1.87
		Less than \$30,000	.221	.335	.995	-.69	1.13
		\$30,000-\$49,999	-.162	.237	.993	-.80	.48

The doctor avoids “over-selling” orthodontic treatment- Performance		\$50,000-\$69,999	.220	.205	.936	-.34	.77
		\$70,000-\$89,999	-.041	.180	1.000	-.53	.45
		\$110,000+	-.050	.206	1.000	-.61	.51
		Prefer not to answer	.709	.422	.630	-.43	1.85
	\$110,000	Less than \$30,000	.271	.341	.985	-.65	1.19
	+	\$30,000-\$49,999	-.112	.246	.999	-.78	.55
		\$50,000-\$69,999	.269	.214	.871	-.31	.85
		\$70,000-\$89,999	.009	.191	1.000	-.51	.53
		\$90,000-\$109,999	.050	.206	1.000	-.51	.61
	Prefer not to answer	Prefer not to answer	.759	.427	.565	-.40	1.92
		Less than \$30,000	-.488	.502	.960	-1.85	.87
		\$30,000-\$49,999	-.871	.443	.438	-2.07	.33
		\$50,000-\$69,999	-.490	.427	.912	-1.64	.67
		\$70,000-\$89,999	-.750	.415	.545	-1.87	.37
		\$90,000-\$109,999	-.709	.422	.630	-1.85	.43
		\$110,000+	-.759	.427	.565	-1.92	.40
	Less than \$30,000	\$30,000-\$49,999	-.350	.368	.964	-1.35	.65
		\$50,000-\$69,999	.056	.347	1.000	-.88	1.00
		\$70,000-\$89,999	-.214	.333	.995	-1.12	.69
		\$90,000-\$109,999	-.491	.342	.781	-1.42	.43
		\$110,000+	-.313	.348	.973	-1.25	.63
		Prefer not to answer	-.107	.513	1.000	-1.50	1.28
	\$30,000- \$49,999	Less than \$30,000	.350	.368	.964	-.65	1.35
		\$50,000-\$69,999	.406	.250	.666	-.27	1.08
		\$70,000-\$89,999	.136	.229	.997	-.49	.76
		\$90,000-\$109,999	-.141	.242	.997	-.80	.52
		\$110,000+	.037	.251	1.000	-.64	.72
		Prefer not to answer	.243	.452	.998	-.98	1.47
	\$50,000-	Less than \$30,000	-.056	.347	1.000	-1.00	.88

\$69,999	\$30,000-\$49,999	-.406	.250	.666	-1.08	.27
	\$70,000-\$89,999	-.270	.194	.804	-.80	.25
	\$90,000-\$109,999	-.548	.209	.125	-1.11	.02
	\$110,000+	-.369	.219	.627	-.96	.22
	Prefer not to answer	-.163	.436	1.000	-1.34	1.02
\$70,000-	Less than \$30,000	.214	.333	.995	-.69	1.12
\$89,999	\$30,000-\$49,999	-.136	.229	.997	-.76	.49
	\$50,000-\$69,999	.270	.194	.804	-.25	.80
	\$90,000-\$109,999	-.277	.184	.741	-.78	.22
	\$110,000+	-.098	.195	.999	-.63	.43
	Prefer not to answer	.107	.424	1.000	-1.04	1.26
\$90,000-	Less than \$30,000	.491	.342	.781	-.43	1.42
\$109,999	\$30,000-\$49,999	.141	.242	.997	-.52	.80
	\$50,000-\$69,999	.548	.209	.125	-.02	1.11
	\$70,000-\$89,999	.277	.184	.741	-.22	.78
	\$110,000+	.179	.210	.979	-.39	.75
	Prefer not to answer	.384	.431	.974	-.78	1.55
\$110,000	Less than \$30,000	.313	.348	.973	-.63	1.25
+	\$30,000-\$49,999	-.037	.251	1.000	-.72	.64
	\$50,000-\$69,999	.369	.219	.627	-.22	.96
	\$70,000-\$89,999	.098	.195	.999	-.43	.63
	\$90,000-\$109,999	-.179	.210	.979	-.75	.39
	Prefer not to answer	.205	.436	.999	-.98	1.39
Prefer not	Less than \$30,000	.107	.513	1.000	-1.28	1.50
to answer	\$30,000-\$49,999	-.243	.452	.998	-1.47	.98
	\$50,000-\$69,999	.163	.436	1.000	-1.02	1.34
	\$70,000-\$89,999	-.107	.424	1.000	-1.26	1.04
	\$90,000-\$109,999	-.384	.431	.974	-1.55	.78
	\$110,000+	-.205	.436	.999	-1.39	.98

The doctor is straightforward with the risks and benefits of treatment- Performance	Less than \$30,000	\$30,000-\$49,999	-.300	.335	.973	-1.21	.61
		\$50,000-\$69,999	.412	.316	.851	-.44	1.27
		\$70,000-\$89,999	-.057	.303	1.000	-.88	.76
		\$90,000-\$109,999	.115	.311	1.000	-.73	.96
		\$110,000+	-.125	.317	1.000	-.98	.73
		Prefer not to answer	.167	.467	1.000	-1.10	1.43
		Less than \$30,000	.300	.335	.973	-.61	1.21
	\$30,000-\$49,999	\$50,000-\$69,999	.712*	.228	.032	.10	1.33
		\$70,000-\$89,999	.243	.208	.906	-.32	.81
		\$90,000-\$109,999	.415	.221	.496	-.18	1.01
		\$110,000+	.175	.228	.988	-.44	.79
		Prefer not to answer	.467	.412	.918	-.65	1.58
		Less than \$30,000	-.412	.316	.851	-1.27	.44
		\$30,000-\$49,999	-.712*	.228	.032	-1.33	-.10
	\$50,000-\$69,999	\$70,000-\$89,999	-.468	.176	.112	-.95	.01
		\$90,000-\$109,999	-.297	.190	.710	-.81	.22
		\$110,000+	-.537	.199	.104	-1.08	.00
		Prefer not to answer	-.245	.397	.996	-1.32	.83
		Less than \$30,000	.057	.303	1.000	-.76	.88
		\$30,000-\$49,999	-.243	.208	.906	-.81	.32
		\$50,000-\$69,999	.468	.176	.112	-.01	.95
	\$70,000-\$89,999	\$90,000-\$109,999	.172	.167	.947	-.28	.62
		\$110,000+	-.068	.177	1.000	-.55	.41
		Prefer not to answer	.224	.386	.997	-.82	1.27
		Less than \$30,000	-.115	.311	1.000	-.96	.73
		\$30,000-\$49,999	-.415	.221	.496	-1.01	.18
		\$50,000-\$69,999	.297	.190	.710	-.22	.81
		\$70,000-\$89,999	-.172	.167	.947	-.62	.28
	\$90,000-\$109,999	\$110,000+	-.240	.192	.873	-.76	.28

The doctor remembers conversations about treatment progress from previous appointments- Performance	\$110,000 +	Prefer not to answer	.052	.393	1.000	-1.01	1.12
		Less than \$30,000	.125	.317	1.000	-.73	.98
	+	\$30,000-\$49,999	-.175	.228	.988	-.79	.44
		\$50,000-\$69,999	.537	.199	.104	.00	1.08
		\$70,000-\$89,999	.068	.177	1.000	-.41	.55
		\$90,000-\$109,999	.240	.192	.873	-.28	.76
		Prefer not to answer	.292	.397	.990	-.78	1.37
	Prefer not to answer	Less than \$30,000	-.167	.467	1.000	-1.43	1.10
		\$30,000-\$49,999	-.467	.412	.918	-1.58	.65
		\$50,000-\$69,999	.245	.397	.996	-.83	1.32
		\$70,000-\$89,999	-.224	.386	.997	-1.27	.82
		\$90,000-\$109,999	-.052	.393	1.000	-1.12	1.01
		\$110,000+	-.292	.397	.990	-1.37	.78
	Less than \$30,000	\$30,000-\$49,999	-.367	.393	.967	-1.43	.70
		\$50,000-\$69,999	-.422	.371	.916	-1.43	.58
		\$70,000-\$89,999	-.773	.355	.312	-1.73	.19
		\$90,000-\$109,999	-.649	.365	.564	-1.64	.34
		\$110,000+	-.792	.372	.338	-1.80	.21
	\$30,000-\$49,999	Prefer not to answer	-.238	.548	.999	-1.72	1.25
		Less than \$30,000	.367	.393	.967	-.70	1.43
		\$50,000-\$69,999	-.055	.267	1.000	-.78	.67
		\$70,000-\$89,999	-.406	.245	.644	-1.07	.26
		\$90,000-\$109,999	-.283	.259	.930	-.98	.42
	\$50,000-\$69,999	\$110,000+	-.425	.268	.692	-1.15	.30
		Prefer not to answer	.129	.483	1.000	-1.18	1.44
		Less than \$30,000	.422	.371	.916	-.58	1.43
		\$30,000-\$49,999	.055	.267	1.000	-.67	.78
		\$70,000-\$89,999	-.351	.207	.618	-.91	.21
		\$90,000-\$109,999	-.228	.223	.949	-.83	.38

		\$110,000+	-.370	.234	.694	-1.00	.26
		Prefer not to answer	.184	.465	1.000	-1.08	1.44
	\$70,000-	Less than \$30,000	.773	.355	.312	-.19	1.73
	\$89,999	\$30,000-\$49,999	.406	.245	.644	-.26	1.07
		\$50,000-\$69,999	.351	.207	.618	-.21	.91
		\$90,000-\$109,999	.123	.196	.996	-.41	.65
		\$110,000+	-.019	.208	1.000	-.58	.54
		Prefer not to answer	.534	.453	.901	-.69	1.76
	\$90,000-	Less than \$30,000	.649	.365	.564	-.34	1.64
	\$109,999	\$30,000-\$49,999	.283	.259	.930	-.42	.98
		\$50,000-\$69,999	.228	.223	.949	-.38	.83
		\$70,000-\$89,999	-.123	.196	.996	-.65	.41
		\$110,000+	-.142	.225	.996	-.75	.47
		Prefer not to answer	.411	.461	.973	-.84	1.66
	\$110,000	Less than \$30,000	.792	.372	.338	-.21	1.80
	+	\$30,000-\$49,999	.425	.268	.692	-.30	1.15
		\$50,000-\$69,999	.370	.234	.694	-.26	1.00
		\$70,000-\$89,999	.019	.208	1.000	-.54	.58
		\$90,000-\$109,999	.142	.225	.996	-.47	.75
		Prefer not to answer	.554	.466	.898	-.71	1.82
	Prefer not	Less than \$30,000	.238	.548	.999	-1.25	1.72
	to answer	\$30,000-\$49,999	-.129	.483	1.000	-1.44	1.18
		\$50,000-\$69,999	-.184	.465	1.000	-1.44	1.08
		\$70,000-\$89,999	-.534	.453	.901	-1.76	.69
		\$90,000-\$109,999	-.411	.461	.973	-1.66	.84
		\$110,000+	-.554	.466	.898	-1.82	.71
The doctor spends adequate time with	Less than	\$30,000-\$49,999	-.217	.359	.997	-1.19	.76
my child at each appointment-	\$30,000	\$50,000-\$69,999	.257	.338	.989	-.66	1.17
Performance		\$70,000-\$89,999	-.166	.325	.999	-1.04	.71

	\$90,000-\$109,999	-.273	.334	.983	-1.18	.63
	\$110,000+	-.333	.340	.958	-1.25	.59
	Prefer not to answer	.202	.500	1.000	-1.15	1.56
\$30,000-	Less than \$30,000	.217	.359	.997	-.76	1.19
\$49,999	\$50,000-\$69,999	.473	.243	.451	-.18	1.13
	\$70,000-\$89,999	.051	.223	1.000	-.55	.66
	\$90,000-\$109,999	-.056	.237	1.000	-.70	.58
	\$110,000+	-.117	.245	.999	-.78	.55
	Prefer not to answer	.419	.442	.964	-.78	1.62
\$50,000-	Less than \$30,000	-.257	.338	.989	-1.17	.66
\$69,999	\$30,000-\$49,999	-.473	.243	.451	-1.13	.18
	\$70,000-\$89,999	-.422	.188	.271	-.93	.09
	\$90,000-\$109,999	-.530	.203	.127	-1.08	.02
	\$110,000+	-.590*	.213	.084	-1.17	-.01
	Prefer not to answer	-.054	.425	1.000	-1.20	1.10
\$70,000-	Less than \$30,000	.166	.325	.999	-.71	1.04
\$89,999	\$30,000-\$49,999	-.051	.223	1.000	-.66	.55
	\$50,000-\$69,999	.422	.188	.271	-.09	.93
	\$90,000-\$109,999	-.107	.179	.997	-.59	.38
	\$110,000+	-.168	.190	.975	-.68	.35
	Prefer not to answer	.368	.414	.974	-.75	1.49
\$90,000-	Less than \$30,000	.273	.334	.983	-.63	1.18
\$109,999	\$30,000-\$49,999	.056	.237	1.000	-.58	.70
	\$50,000-\$69,999	.530	.203	.127	-.02	1.08
	\$70,000-\$89,999	.107	.179	.997	-.38	.59
	\$110,000+	-.060	.205	1.000	-.62	.50
	Prefer not to answer	.475	.421	.919	-.66	1.62
\$110,000	Less than \$30,000	.333	.340	.958	-.59	1.25
+	\$30,000-\$49,999	.117	.245	.999	-.55	.78

The doctor is kind to his staff- Performance		\$50,000-\$69,999	.590*	.213	.084	.01	1.17
		\$70,000-\$89,999	.168	.190	.975	-.35	.68
		\$90,000-\$109,999	.060	.205	1.000	-.50	.62
		Prefer not to answer	.536	.426	.870	-.62	1.69
	Prefer not	Less than \$30,000	-.202	.500	1.000	-1.56	1.15
	to answer	\$30,000-\$49,999	-.419	.442	.964	-1.62	.78
		\$50,000-\$69,999	.054	.425	1.000	-1.10	1.20
		\$70,000-\$89,999	-.368	.414	.974	-1.49	.75
		\$90,000-\$109,999	-.475	.421	.919	-1.62	.66
		\$110,000+	-.536	.426	.870	-1.69	.62
	Less than	\$30,000-\$49,999	-.250	.350	.992	-1.20	.70
	\$30,000	\$50,000-\$69,999	-.063	.329	1.000	-.95	.83
		\$70,000-\$89,999	-.177	.316	.998	-1.03	.68
		\$90,000-\$109,999	-.359	.325	.926	-1.24	.52
		\$110,000+	-.417	.330	.869	-1.31	.48
		Prefer not to answer	-.226	.487	.999	-1.54	1.09
	\$30,000-	Less than \$30,000	.250	.350	.992	-.70	1.20
	\$49,999	\$50,000-\$69,999	.187	.236	.986	-.45	.83
		\$70,000-\$89,999	.073	.217	1.000	-.52	.66
		\$90,000-\$109,999	-.109	.230	.999	-.73	.51
		\$110,000+	-.167	.238	.993	-.81	.48
		Prefer not to answer	.024	.430	1.000	-1.14	1.19
	\$50,000-	Less than \$30,000	.063	.329	1.000	-.83	.95
	\$69,999	\$30,000-\$49,999	-.187	.236	.986	-.83	.45
		\$70,000-\$89,999	-.114	.182	.996	-.61	.38
		\$90,000-\$109,999	-.296	.198	.746	-.83	.24
		\$110,000+	-.353	.207	.611	-.91	.21
		Prefer not to answer	-.163	.413	1.000	-1.28	.96
	\$70,000-	Less than \$30,000	.177	.316	.998	-.68	1.03

The doctor takes a personal interest in your child and remembers personal things about them such as hobbies, activities they are involved in etc. - Performance	\$89,999	\$30,000-\$49,999	-.073	.217	1.000	-.66	.52
		\$50,000-\$69,999	.114	.182	.996	-.38	.61
		\$90,000-\$109,999	-.182	.174	.944	-.65	.29
		\$110,000+	-.239	.185	.854	-.74	.26
		Prefer not to answer	-.049	.402	1.000	-1.14	1.04
	\$90,000-\$109,999	Less than \$30,000	.359	.325	.926	-.52	1.24
		\$30,000-\$49,999	.109	.230	.999	-.51	.73
		\$50,000-\$69,999	.296	.198	.746	-.24	.83
		\$70,000-\$89,999	.182	.174	.944	-.29	.65
		\$110,000+	-.057	.200	1.000	-.60	.48
	\$110,000+	Prefer not to answer	.133	.410	1.000	-.98	1.24
		Less than \$30,000	.417	.330	.869	-.48	1.31
		\$30,000-\$49,999	.167	.238	.993	-.48	.81
		\$50,000-\$69,999	.353	.207	.611	-.21	.91
		\$70,000-\$89,999	.239	.185	.854	-.26	.74
	+	\$90,000-\$109,999	.057	.200	1.000	-.48	.60
		Prefer not to answer	.190	.414	.999	-.93	1.31
		Less than \$30,000	.226	.487	.999	-1.09	1.54
		\$30,000-\$49,999	-.024	.430	1.000	-1.19	1.14
		\$50,000-\$69,999	.163	.413	1.000	-.96	1.28
	Prefer not to answer	\$70,000-\$89,999	.049	.402	1.000	-1.04	1.14
		\$90,000-\$109,999	-.133	.410	1.000	-1.24	.98
		\$110,000+	-.190	.414	.999	-1.31	.93
		Less than \$30,000	-.250	.399	.996	-1.33	.83
		\$30,000	-.303	.375	.984	-1.32	.71
		\$70,000-\$89,999	-.607	.360	.627	-1.58	.37
		\$90,000-\$109,999	-.652	.370	.575	-1.66	.35
		\$110,000+	-.458	.377	.888	-1.48	.56
		Prefer not to answer	-.298	.555	.998	-1.80	1.21

\$30,000-	Less than \$30,000	.250	.399	.996	-.83	1.33
\$49,999	\$50,000-\$69,999	-.053	.270	1.000	-.78	.68
	\$70,000-\$89,999	-.357	.248	.780	-1.03	.31
	\$90,000-\$109,999	-.402	.263	.725	-1.11	.31
	\$110,000+	-.208	.272	.988	-.94	.53
	Prefer not to answer	-.048	.490	1.000	-1.38	1.28
\$50,000-	Less than \$30,000	.303	.375	.984	-.71	1.32
\$69,999	\$30,000-\$49,999	.053	.270	1.000	-.68	.78
	\$70,000-\$89,999	-.304	.208	.769	-.87	.26
	\$90,000-\$109,999	-.349	.225	.715	-.96	.26
	\$110,000+	-.155	.236	.995	-.79	.48
	Prefer not to answer	.006	.471	1.000	-1.27	1.28
\$70,000-	Less than \$30,000	.607	.360	.627	-.37	1.58
\$89,999	\$30,000-\$49,999	.357	.248	.780	-.31	1.03
	\$50,000-\$69,999	.304	.208	.769	-.26	.87
	\$90,000-\$109,999	-.045	.199	1.000	-.58	.49
	\$110,000+	.149	.211	.992	-.42	.72
	Prefer not to answer	.309	.459	.994	-.93	1.55
\$90,000-	Less than \$30,000	.652	.370	.575	-.35	1.66
\$109,999	\$30,000-\$49,999	.402	.263	.725	-.31	1.11
	\$50,000-\$69,999	.349	.225	.715	-.26	.96
	\$70,000-\$89,999	.045	.199	1.000	-.49	.58
	\$110,000+	.194	.228	.979	-.42	.81
	Prefer not to answer	.355	.467	.988	-.91	1.62
\$110,000	Less than \$30,000	.458	.377	.888	-.56	1.48
+	\$30,000-\$49,999	.208	.272	.988	-.53	.94
	\$50,000-\$69,999	.155	.236	.995	-.48	.79
	\$70,000-\$89,999	-.149	.211	.992	-.72	.42
	\$90,000-\$109,999	-.194	.228	.979	-.81	.42

There are multiple available appointment openings to choose from- Performance	Prefer not to answer	Prefer not to answer	.161	.473	1.000	-1.12	1.44
		Less than \$30,000	.298	.555	.998	-1.21	1.80
		\$30,000-\$49,999	.048	.490	1.000	-1.28	1.38
		\$50,000-\$69,999	-.006	.471	1.000	-1.28	1.27
		\$70,000-\$89,999	-.309	.459	.994	-1.55	.93
		\$90,000-\$109,999	-.355	.467	.988	-1.62	.91
		\$110,000+	-.161	.473	1.000	-1.44	1.12
	Less than \$30,000	\$30,000-\$49,999	-.483	.393	.883	-1.55	.58
		\$50,000-\$69,999	.203	.370	.998	-.80	1.21
		\$70,000-\$89,999	-.487	.355	.816	-1.45	.47
		\$90,000-\$109,999	-.520	.365	.789	-1.51	.47
		\$110,000+	-.313	.372	.980	-1.32	.69
		Prefer not to answer	.298	.548	.998	-1.19	1.78
	\$30,000- \$49,999	Less than \$30,000	.483	.393	.883	-.58	1.55
		\$50,000-\$69,999	.687	.266	.136	-.03	1.41
		\$70,000-\$89,999	-.004	.245	1.000	-.67	.66
		\$90,000-\$109,999	-.037	.259	1.000	-.74	.66
		\$110,000+	.171	.268	.996	-.56	.90
		Prefer not to answer	.781	.483	.673	-.53	2.09
	\$50,000- \$69,999	Less than \$30,000	-.203	.370	.998	-1.21	.80
		\$30,000-\$49,999	-.687	.266	.136	-1.41	.03
		\$70,000-\$89,999	-.691*	.205	.015	-1.25	-.13
		\$90,000-\$109,999	-.723*	.222	.021	-1.33	-.12
		\$110,000+	-.516	.233	.290	-1.15	.11
		Prefer not to answer	.094	.465	1.000	-1.16	1.35
	\$70,000- \$89,999	Less than \$30,000	.487	.355	.816	-.47	1.45
		\$30,000-\$49,999	.004	.245	1.000	-.66	.67
		\$50,000-\$69,999	.691*	.205	.015	.13	1.25
		\$90,000-\$109,999	-.033	.196	1.000	-.56	.50

		\$110,000+	.175	.208	.980	-.39	.74
		Prefer not to answer	.785	.453	.594	-.44	2.01
	\$90,000-	Less than \$30,000	.520	.365	.789	-.47	1.51
	\$109,999	\$30,000-\$49,999	.037	.259	1.000	-.66	.74
		\$50,000-\$69,999	.723*	.222	.021	.12	1.33
		\$70,000-\$89,999	.033	.196	1.000	-.50	.56
		\$110,000+	.208	.225	.969	-.40	.82
		Prefer not to answer	.818	.461	.566	-.43	2.07
	\$110,000	Less than \$30,000	.313	.372	.980	-.69	1.32
	+	\$30,000-\$49,999	-.171	.268	.996	-.90	.56
		\$50,000-\$69,999	.516	.233	.290	-.11	1.15
		\$70,000-\$89,999	-.175	.208	.980	-.74	.39
		\$90,000-\$109,999	-.208	.225	.969	-.82	.40
		Prefer not to answer	.610	.466	.847	-.65	1.87
	Prefer not	Less than \$30,000	-.298	.548	.998	-1.78	1.19
	to answer	\$30,000-\$49,999	-.781	.483	.673	-2.09	.53
		\$50,000-\$69,999	-.094	.465	1.000	-1.35	1.16
		\$70,000-\$89,999	-.785	.453	.594	-2.01	.44
		\$90,000-\$109,999	-.818	.461	.566	-2.07	.43
		\$110,000+	-.610	.466	.847	-1.87	.65
The office is available for	Less than	\$30,000-\$49,999	-.233	.420	.998	-1.37	.90
appointments before or after typical	\$30,000	\$50,000-\$69,999	.112	.396	1.000	-.96	1.18
work week hours (i.e. before 9am,		\$70,000-\$89,999	-.547	.379	.778	-1.57	.48
after 5pm, weekends)- Performance		\$90,000-\$109,999	-.310	.390	.985	-1.37	.75
		\$110,000+	-.104	.397	1.000	-1.18	.97
		Prefer not to answer	.214	.585	1.000	-1.37	1.80
	\$30,000-	Less than \$30,000	.233	.420	.998	-.90	1.37
	\$49,999	\$50,000-\$69,999	.346	.285	.889	-.43	1.12
		\$70,000-\$89,999	-.314	.261	.893	-1.02	.39

	\$90,000-\$109,999	-.077	.276	1.000	-.83	.67
	\$110,000+	.129	.286	.999	-.65	.90
	Prefer not to answer	.448	.516	.977	-.95	1.84
\$50,000-	Less than \$30,000	-.112	.396	1.000	-1.18	.96
\$69,999	\$30,000-\$49,999	-.346	.285	.889	-1.12	.43
	\$70,000-\$89,999	-.659*	.220	.047	-1.26	-.06
	\$90,000-\$109,999	-.423	.239	.568	-1.07	.22
	\$110,000+	-.216	.250	.977	-.89	.46
	Prefer not to answer	.102	.497	1.000	-1.24	1.45
\$70,000-	Less than \$30,000	.547	.379	.778	-.48	1.57
\$89,999	\$30,000-\$49,999	.314	.261	.893	-.39	1.02
	\$50,000-\$69,999	.659*	.220	.047	.06	1.26
	\$90,000-\$109,999	.237	.209	.918	-.33	.80
	\$110,000+	.443	.222	.420	-.16	1.04
	Prefer not to answer	.761	.483	.698	-.55	2.07
\$90,000-	Less than \$30,000	.310	.390	.985	-.75	1.37
\$109,999	\$30,000-\$49,999	.077	.276	1.000	-.67	.83
	\$50,000-\$69,999	.423	.239	.568	-.22	1.07
	\$70,000-\$89,999	-.237	.209	.918	-.80	.33
	\$110,000+	.206	.240	.978	-.44	.86
	Prefer not to answer	.525	.492	.937	-.81	1.86
\$110,000	Less than \$30,000	.104	.397	1.000	-.97	1.18
+	\$30,000-\$49,999	-.129	.286	.999	-.90	.65
	\$50,000-\$69,999	.216	.250	.977	-.46	.89
	\$70,000-\$89,999	-.443	.222	.420	-1.04	.16
	\$90,000-\$109,999	-.206	.240	.978	-.86	.44
	Prefer not to answer	.318	.497	.995	-1.03	1.67
Prefer not	Less than \$30,000	-.214	.585	1.000	-1.80	1.37
to answer	\$30,000-\$49,999	-.448	.516	.977	-1.84	.95

There are prizes/incentives for good patient compliance.- i.e.: no missed appointments, good brushing habits, no broken brackets etc. - Performance		\$50,000-\$69,999	-.102	.497	1.000	-1.45	1.24
		\$70,000-\$89,999	-.761	.483	.698	-2.07	.55
		\$90,000-\$109,999	-.525	.492	.937	-1.86	.81
		\$110,000+	-.318	.497	.995	-1.67	1.03
	Less than	\$30,000-\$49,999	-.783	.446	.579	-1.99	.43
	\$30,000	\$50,000-\$69,999	-.890	.420	.344	-2.03	.25
		\$70,000-\$89,999	-1.190*	.403	.052	-2.28	-.10
		\$90,000-\$109,999	-1.159*	.416	.082	-2.29	-.03
		\$110,000+	-.793	.423	.500	-1.94	.35
		Prefer not to answer	-1.107	.621	.561	-2.79	.58
	\$30,000-\$49,999	Less than \$30,000	.783	.446	.579	-.43	1.99
		\$50,000-\$69,999	-.107	.302	1.000	-.92	.71
		\$70,000-\$89,999	-.407	.278	.765	-1.16	.35
		\$90,000-\$109,999	-.376	.297	.866	-1.18	.43
		\$110,000+	-.010	.307	1.000	-.84	.82
		Prefer not to answer	-.324	.548	.997	-1.81	1.16
	\$50,000-\$69,999	Less than \$30,000	.890	.420	.344	-.25	2.03
		\$30,000-\$49,999	.107	.302	1.000	-.71	.92
		\$70,000-\$89,999	-.300	.233	.857	-.93	.33
		\$90,000-\$109,999	-.269	.255	.941	-.96	.42
		\$110,000+	.097	.267	1.000	-.63	.82
		Prefer not to answer	-.217	.527	1.000	-1.65	1.21
	\$70,000-\$89,999	Less than \$30,000	1.190*	.403	.052	.10	2.28
		\$30,000-\$49,999	.407	.278	.765	-.35	1.16
		\$50,000-\$69,999	.300	.233	.857	-.33	.93
		\$90,000-\$109,999	.031	.227	1.000	-.58	.65
		\$110,000+	.397	.240	.645	-.25	1.05
		Prefer not to answer	.083	.514	1.000	-1.31	1.48
	\$90,000-	Less than \$30,000	1.159*	.416	.082	.03	2.29

The office has excellent customer service.- Performance	\$109,999	\$30,000-\$49,999	.376	.297	.866	-.43	1.18
		\$50,000-\$69,999	.269	.255	.941	-.42	.96
		\$70,000-\$89,999	-.031	.227	1.000	-.65	.58
		\$110,000+	.366	.261	.801	-.34	1.07
		Prefer not to answer	.052	.524	1.000	-1.37	1.47
	\$110,000	Less than \$30,000	.793	.423	.500	-.35	1.94
		\$30,000-\$49,999	.010	.307	1.000	-.82	.84
		\$50,000-\$69,999	-.097	.267	1.000	-.82	.63
		\$70,000-\$89,999	-.397	.240	.645	-1.05	.25
		\$90,000-\$109,999	-.366	.261	.801	-1.07	.34
	+	Prefer not to answer	-.314	.530	.997	-1.75	1.12
		Less than \$30,000	1.107	.621	.561	-.58	2.79
		\$30,000-\$49,999	.324	.548	.997	-1.16	1.81
		\$50,000-\$69,999	.217	.527	1.000	-1.21	1.65
		\$70,000-\$89,999	-.083	.514	1.000	-1.48	1.31
	Prefer not to answer	\$90,000-\$109,999	-.052	.524	1.000	-1.47	1.37
		\$110,000+	.314	.530	.997	-1.12	1.75
		Less than \$30,000	-.767	.346	.290	-1.70	.17
		\$30,000-\$49,999	-.193	.325	.997	-1.07	.69
		\$70,000-\$89,999	-.510	.312	.661	-1.36	.34
	Less than \$30,000	\$90,000-\$109,999	-.385	.321	.894	-1.25	.48
		\$110,000+	-.542	.327	.645	-1.43	.34
		Prefer not to answer	-.476	.481	.956	-1.78	.83
		Less than \$30,000	.767	.346	.290	-.17	1.70
		\$30,000-\$49,999	.573	.234	.181	-.06	1.21
	\$30,000-\$49,999	\$70,000-\$89,999	.257	.215	.896	-.33	.84
		\$90,000-\$109,999	.382	.228	.633	-.23	1.00
		\$110,000+	.225	.236	.963	-.41	.86
		Prefer not to answer	.290	.425	.993	-.86	1.44

\$50,000-	Less than \$30,000	.193	.325	.997	-.69	1.07
\$69,999	\$30,000-\$49,999	-.573	.234	.181	-1.21	.06
	\$70,000-\$89,999	-.316	.180	.580	-.81	.17
	\$90,000-\$109,999	-.192	.195	.958	-.72	.34
	\$110,000+	-.348	.205	.615	-.90	.21
	Prefer not to answer	-.283	.409	.993	-1.39	.82
\$70,000-	Less than \$30,000	.510	.312	.661	-.34	1.36
\$89,999	\$30,000-\$49,999	-.257	.215	.896	-.84	.33
	\$50,000-\$69,999	.316	.180	.580	-.17	.81
	\$90,000-\$109,999	.125	.172	.991	-.34	.59
	\$110,000+	-.032	.183	1.000	-.53	.46
	Prefer not to answer	.034	.398	1.000	-1.04	1.11
\$90,000-	Less than \$30,000	.385	.321	.894	-.48	1.25
\$109,999	\$30,000-\$49,999	-.382	.228	.633	-1.00	.23
	\$50,000-\$69,999	.192	.195	.958	-.34	.72
	\$70,000-\$89,999	-.125	.172	.991	-.59	.34
	\$110,000+	-.157	.198	.986	-.69	.38
	Prefer not to answer	-.091	.405	1.000	-1.19	1.01
\$110,000	Less than \$30,000	.542	.327	.645	-.34	1.43
+	\$30,000-\$49,999	-.225	.236	.963	-.86	.41
	\$50,000-\$69,999	.348	.205	.615	-.21	.90
	\$70,000-\$89,999	.032	.183	1.000	-.46	.53
	\$90,000-\$109,999	.157	.198	.986	-.38	.69
	Prefer not to answer	.065	.410	1.000	-1.04	1.17
Prefer not	Less than \$30,000	.476	.481	.956	-.83	1.78
to answer	\$30,000-\$49,999	-.290	.425	.993	-1.44	.86
	\$50,000-\$69,999	.283	.409	.993	-.82	1.39
	\$70,000-\$89,999	-.034	.398	1.000	-1.11	1.04
	\$90,000-\$109,999	.091	.405	1.000	-1.01	1.19

The office staff is friendly.- Performance		\$110,000+	-.065	.410	1.000	-1.17	1.04
	Less than	\$30,000-\$49,999	-.483	.321	.740	-1.35	.38
	\$30,000	\$50,000-\$69,999	-.043	.302	1.000	-.86	.77
		\$70,000-\$89,999	-.166	.289	.998	-.95	.62
		\$90,000-\$109,999	-.290	.298	.959	-1.10	.52
		\$110,000+	-.375	.303	.879	-1.20	.45
		Prefer not to answer	-.369	.446	.982	-1.58	.84
	\$30,000-	Less than \$30,000	.483	.321	.740	-.38	1.35
	\$49,999	\$50,000-\$69,999	.440	.217	.398	-.15	1.03
		\$70,000-\$89,999	.318	.199	.687	-.22	.86
		\$90,000-\$109,999	.193	.211	.970	-.38	.76
		\$110,000+	.108	.218	.999	-.48	.70
		Prefer not to answer	.114	.394	1.000	-.95	1.18
	\$50,000-	Less than \$30,000	.043	.302	1.000	-.77	.86
	\$69,999	\$30,000-\$49,999	-.440	.217	.398	-1.03	.15
		\$70,000-\$89,999	-.122	.167	.991	-.58	.33
		\$90,000-\$109,999	-.247	.181	.821	-.74	.24
		\$110,000+	-.332	.190	.584	-.85	.18
		Prefer not to answer	-.326	.379	.978	-1.35	.70
	\$70,000-	Less than \$30,000	.166	.289	.998	-.62	.95
	\$89,999	\$30,000-\$49,999	-.318	.199	.687	-.86	.22
		\$50,000-\$69,999	.122	.167	.991	-.33	.58
		\$90,000-\$109,999	-.125	.160	.987	-.56	.31
		\$110,000+	-.209	.169	.880	-.67	.25
		Prefer not to answer	-.203	.369	.998	-1.20	.80
	\$90,000-	Less than \$30,000	.290	.298	.959	-.52	1.10
	\$109,999	\$30,000-\$49,999	-.193	.211	.970	-.76	.38
		\$50,000-\$69,999	.247	.181	.821	-.24	.74
		\$70,000-\$89,999	.125	.160	.987	-.31	.56

The office has an overall nice feel.- Performance		\$110,000+	-.085	.183	.999	-.58	.41
		Prefer not to answer	-.079	.376	1.000	-1.10	.94
	\$110,000	Less than \$30,000	.375	.303	.879	-.45	1.20
	+	\$30,000-\$49,999	-.108	.218	.999	-.70	.48
		\$50,000-\$69,999	.332	.190	.584	-.18	.85
		\$70,000-\$89,999	.209	.169	.880	-.25	.67
		\$90,000-\$109,999	.085	.183	.999	-.41	.58
		Prefer not to answer	.006	.380	1.000	-1.02	1.03
	Prefer not	Less than \$30,000	.369	.446	.982	-.84	1.58
	to answer	\$30,000-\$49,999	-.114	.394	1.000	-1.18	.95
		\$50,000-\$69,999	.326	.379	.978	-.70	1.35
		\$70,000-\$89,999	.203	.369	.998	-.80	1.20
		\$90,000-\$109,999	.079	.376	1.000	-.94	1.10
		\$110,000+	-.006	.380	1.000	-1.03	1.02
	Less than	\$30,000-\$49,999	-1.033*	.336	.037	-1.94	-.12
	\$30,000	\$50,000-\$69,999	-.400	.316	.867	-1.26	.46
		\$70,000-\$89,999	-.641	.303	.347	-1.46	.18
		\$90,000-\$109,999	-.638	.312	.388	-1.48	.21
		\$110,000+	-.729	.317	.249	-1.59	.13
		Prefer not to answer	-.643	.468	.815	-1.91	.62
	\$30,000-	Less than \$30,000	1.033*	.336	.037	.12	1.94
	\$49,999	\$50,000-\$69,999	.633*	.227	.081	.02	1.25
		\$70,000-\$89,999	.392	.209	.496	-.17	.96
		\$90,000-\$109,999	.395	.221	.557	-.20	.99
		\$110,000+	.304	.229	.838	-.32	.92
		Prefer not to answer	.390	.413	.965	-.73	1.51
	\$50,000-	Less than \$30,000	.400	.316	.867	-.46	1.26
	\$69,999	\$30,000-\$49,999	-.633*	.227	.081	-1.25	-.02
		\$70,000-\$89,999	-.241	.175	.814	-.72	.23

		\$90,000-\$109,999	-.238	.190	.872	-.75	.28
		\$110,000+	-.329	.199	.645	-.87	.21
		Prefer not to answer	-.243	.397	.996	-1.32	.83
\$70,000-		Less than \$30,000	.641	.303	.347	-.18	1.46
\$89,999		\$30,000-\$49,999	-.392	.209	.496	-.96	.17
		\$50,000-\$69,999	.241	.175	.814	-.23	.72
		\$90,000-\$109,999	.003	.167	1.000	-.45	.46
		\$110,000+	-.088	.177	.999	-.57	.39
		Prefer not to answer	-.002	.387	1.000	-1.05	1.05
\$90,000-		Less than \$30,000	.638	.312	.388	-.21	1.48
\$109,999		\$30,000-\$49,999	-.395	.221	.557	-.99	.20
		\$50,000-\$69,999	.238	.190	.872	-.28	.75
		\$70,000-\$89,999	-.003	.167	1.000	-.46	.45
		\$110,000+	-.091	.192	.999	-.61	.43
		Prefer not to answer	-.005	.393	1.000	-1.07	1.06
\$110,000		Less than \$30,000	.729	.317	.249	-.13	1.59
+		\$30,000-\$49,999	-.304	.229	.838	-.92	.32
		\$50,000-\$69,999	.329	.199	.645	-.21	.87
		\$70,000-\$89,999	.088	.177	.999	-.39	.57
		\$90,000-\$109,999	.091	.192	.999	-.43	.61
		Prefer not to answer	.086	.398	1.000	-.99	1.16
Prefer not		Less than \$30,000	.643	.468	.815	-.62	1.91
to answer		\$30,000-\$49,999	-.390	.413	.965	-1.51	.73
		\$50,000-\$69,999	.243	.397	.996	-.83	1.32
		\$70,000-\$89,999	.002	.387	1.000	-1.05	1.05
		\$90,000-\$109,999	.005	.393	1.000	-1.06	1.07
		\$110,000+	-.086	.398	1.000	-1.16	.99
Minimal wait time for scheduled	Less than	\$30,000-\$49,999	.233	.388	.997	-.82	1.28
adjustment visits- Performance	\$30,000	\$50,000-\$69,999	.240	.365	.995	-.75	1.23

	\$70,000-\$89,999	.035	.350	1.000	-.91	.98
	\$90,000-\$109,999	.053	.360	1.000	-.92	1.03
	\$110,000+	-.042	.366	1.000	-1.03	.95
	Prefer not to answer	.857	.540	.690	-.60	2.32
\$30,000-	Less than \$30,000	-.233	.388	.997	-1.28	.82
\$49,999	\$50,000-\$69,999	.007	.262	1.000	-.70	.72
	\$70,000-\$89,999	-.198	.241	.983	-.85	.45
	\$90,000-\$109,999	-.181	.256	.992	-.87	.51
	\$110,000+	-.275	.264	.944	-.99	.44
	Prefer not to answer	.624	.476	.847	-.67	1.91
\$50,000-	Less than \$30,000	-.240	.365	.995	-1.23	.75
\$69,999	\$30,000-\$49,999	-.007	.262	1.000	-.72	.70
	\$70,000-\$89,999	-.205	.202	.951	-.75	.34
	\$90,000-\$109,999	-.187	.220	.979	-.78	.41
	\$110,000+	-.282	.229	.883	-.90	.34
	Prefer not to answer	.617	.458	.829	-.62	1.86
\$70,000-	Less than \$30,000	-.035	.350	1.000	-.98	.91
\$89,999	\$30,000-\$49,999	.198	.241	.983	-.45	.85
	\$50,000-\$69,999	.205	.202	.951	-.34	.75
	\$90,000-\$109,999	.017	.194	1.000	-.51	.54
	\$110,000+	-.077	.205	1.000	-.63	.48
	Prefer not to answer	.822	.446	.521	-.39	2.03
\$90,000-	Less than \$30,000	-.053	.360	1.000	-1.03	.92
\$109,999	\$30,000-\$49,999	.181	.256	.992	-.51	.87
	\$50,000-\$69,999	.187	.220	.979	-.41	.78
	\$70,000-\$89,999	-.017	.194	1.000	-.54	.51
	\$110,000+	-.094	.222	1.000	-.70	.51
	Prefer not to answer	.805	.454	.569	-.43	2.04
\$110,000	Less than \$30,000	.042	.366	1.000	-.95	1.03

Adjustment visits are short.- Performance	+	\$30,000-\$49,999	.275	.264	.944	-.44	.99
		\$50,000-\$69,999	.282	.229	.883	-.34	.90
		\$70,000-\$89,999	.077	.205	1.000	-.48	.63
		\$90,000-\$109,999	.094	.222	1.000	-.51	.70
		Prefer not to answer	.899	.459	.444	-.34	2.14
	Prefer not to answer	Less than \$30,000	-.857	.540	.690	-2.32	.60
		\$30,000-\$49,999	-.624	.476	.847	-1.91	.67
		\$50,000-\$69,999	-.617	.458	.829	-1.86	.62
		\$70,000-\$89,999	-.822	.446	.521	-2.03	.39
		\$90,000-\$109,999	-.805	.454	.569	-2.04	.43
		\$110,000+	-.899	.459	.444	-2.14	.34
		Less than \$30,000	-.319	.371	.978	-1.32	.69
		\$30,000-\$49,999	.090	.347	1.000	-.85	1.03
		\$70,000-\$89,999	-.238	.334	.992	-1.14	.67
		\$90,000-\$109,999	-.319	.343	.967	-1.25	.61
		\$110,000+	-.458	.349	.845	-1.40	.49
		Prefer not to answer	-.107	.514	1.000	-1.50	1.28
	\$30,000- \$49,999	Less than \$30,000	.319	.371	.978	-.69	1.32
		\$50,000-\$69,999	.409	.252	.668	-.27	1.09
		\$70,000-\$89,999	.081	.233	1.000	-.55	.71
		\$90,000-\$109,999	.000	.246	1.000	-.67	.67
		\$110,000+	-.139	.254	.998	-.83	.55
		Prefer not to answer	.212	.455	.999	-1.02	1.44
	\$50,000- \$69,999	Less than \$30,000	-.090	.347	1.000	-1.03	.85
		\$30,000-\$49,999	-.409	.252	.668	-1.09	.27
		\$70,000-\$89,999	-.328	.193	.620	-.85	.20
		\$90,000-\$109,999	-.409	.208	.442	-.97	.16
		\$110,000+	-.548	.218	.159	-1.14	.04
		Prefer not to answer	-.197	.436	.999	-1.38	.98

My child is seen by the same assistant at each visit.- Performance	\$70,000- \$89,999	Less than \$30,000	.238	.334	.992	-.67	1.14
		\$30,000-\$49,999	-.081	.233	1.000	-.71	.55
		\$50,000-\$69,999	.328	.193	.620	-.20	.85
		\$90,000-\$109,999	-.081	.185	.999	-.58	.42
		\$110,000+	-.220	.196	.920	-.75	.31
		Prefer not to answer	.131	.425	1.000	-1.02	1.28
	\$90,000- \$109,999	Less than \$30,000	.319	.343	.967	-.61	1.25
		\$30,000-\$49,999	.000	.246	1.000	-.67	.67
		\$50,000-\$69,999	.409	.208	.442	-.16	.97
		\$70,000-\$89,999	.081	.185	.999	-.42	.58
		\$110,000+	-.139	.211	.995	-.71	.43
		Prefer not to answer	.212	.432	.999	-.96	1.38
	\$110,000 +	Less than \$30,000	.458	.349	.845	-.49	1.40
		\$30,000-\$49,999	.139	.254	.998	-.55	.83
		\$50,000-\$69,999	.548	.218	.159	-.04	1.14
		\$70,000-\$89,999	.220	.196	.920	-.31	.75
		\$90,000-\$109,999	.139	.211	.995	-.43	.71
		Prefer not to answer	.351	.437	.984	-.83	1.53
	Prefer not to answer	Less than \$30,000	.107	.514	1.000	-1.28	1.50
		\$30,000-\$49,999	-.212	.455	.999	-1.44	1.02
		\$50,000-\$69,999	.197	.436	.999	-.98	1.38
		\$70,000-\$89,999	-.131	.425	1.000	-1.28	1.02
		\$90,000-\$109,999	-.212	.432	.999	-1.38	.96
		\$110,000+	-.351	.437	.984	-1.53	.83
	Less than \$30,000	\$30,000-\$49,999	-.216	.405	.998	-1.31	.88
		\$50,000-\$69,999	.050	.379	1.000	-.98	1.08
		\$70,000-\$89,999	-.144	.364	1.000	-1.13	.84
		\$90,000-\$109,999	-.198	.374	.998	-1.21	.82
		\$110,000+	-.125	.381	1.000	-1.16	.91

	Prefer not to answer	.607	.561	.933	-.91	2.13
\$30,000-	Less than \$30,000	.216	.405	.998	-.88	1.31
\$49,999	\$50,000-\$69,999	.266	.275	.961	-.48	1.01
	\$70,000-\$89,999	.071	.254	1.000	-.62	.76
	\$90,000-\$109,999	.017	.268	1.000	-.71	.74
	\$110,000+	.091	.278	1.000	-.66	.84
	Prefer not to answer	.823	.497	.646	-.52	2.17
\$50,000-	Less than \$30,000	-.050	.379	1.000	-1.08	.98
\$69,999	\$30,000-\$49,999	-.266	.275	.961	-1.01	.48
	\$70,000-\$89,999	-.194	.210	.969	-.76	.38
	\$90,000-\$109,999	-.248	.228	.931	-.86	.37
	\$110,000+	-.175	.238	.990	-.82	.47
	Prefer not to answer	.557	.476	.905	-.73	1.85
\$70,000-	Less than \$30,000	.144	.364	1.000	-.84	1.13
\$89,999	\$30,000-\$49,999	-.071	.254	1.000	-.76	.62
	\$50,000-\$69,999	.194	.210	.969	-.38	.76
	\$90,000-\$109,999	-.054	.201	1.000	-.60	.49
	\$110,000+	.019	.213	1.000	-.56	.60
	Prefer not to answer	.751	.464	.670	-.51	2.01
\$90,000-	Less than \$30,000	.198	.374	.998	-.82	1.21
\$109,999	\$30,000-\$49,999	-.017	.268	1.000	-.74	.71
	\$50,000-\$69,999	.248	.228	.931	-.37	.86
	\$70,000-\$89,999	.054	.201	1.000	-.49	.60
	\$110,000+	.073	.230	1.000	-.55	.70
	Prefer not to answer	.805	.472	.613	-.47	2.08
\$110,000	Less than \$30,000	.125	.381	1.000	-.91	1.16
+	\$30,000-\$49,999	-.091	.278	1.000	-.84	.66
	\$50,000-\$69,999	.175	.238	.990	-.47	.82
	\$70,000-\$89,999	-.019	.213	1.000	-.60	.56

The doctor accepts my insurance- Performance		\$90,000-\$109,999	-.073	.230	1.000	-.70	.55
		Prefer not to answer	.732	.477	.724	-.56	2.03
	Prefer not	Less than \$30,000	-.607	.561	.933	-2.13	.91
	to answer	\$30,000-\$49,999	-.823	.497	.646	-2.17	.52
		\$50,000-\$69,999	-.557	.476	.905	-1.85	.73
		\$70,000-\$89,999	-.751	.464	.670	-2.01	.51
		\$90,000-\$109,999	-.805	.472	.613	-2.08	.47
		\$110,000+	-.732	.477	.724	-2.03	.56
	Less than	\$30,000-\$49,999	.086	.373	1.000	-.92	1.10
	\$30,000	\$50,000-\$69,999	.418	.350	.895	-.53	1.37
		\$70,000-\$89,999	.476	.335	.791	-.43	1.38
		\$90,000-\$109,999	.535	.345	.713	-.40	1.47
		\$110,000+	.415	.351	.901	-.54	1.37
		Prefer not to answer	.214	.516	1.000	-1.18	1.61
	\$30,000-	Less than \$30,000	-.086	.373	1.000	-1.10	.92
	\$49,999	\$50,000-\$69,999	.332	.254	.849	-.36	1.02
		\$70,000-\$89,999	.390	.234	.641	-.24	1.02
		\$90,000-\$109,999	.449	.248	.541	-.22	1.12
		\$110,000+	.329	.256	.860	-.37	1.02
		Prefer not to answer	.128	.457	1.000	-1.11	1.37
	\$50,000-	Less than \$30,000	-.418	.350	.895	-1.37	.53
	\$69,999	\$30,000-\$49,999	-.332	.254	.849	-1.02	.36
		\$70,000-\$89,999	.058	.196	1.000	-.47	.59
		\$90,000-\$109,999	.117	.212	.998	-.46	.69
		\$110,000+	-.003	.222	1.000	-.60	.60
		Prefer not to answer	-.204	.439	.999	-1.39	.98
	\$70,000-	Less than \$30,000	-.476	.335	.791	-1.38	.43
	\$89,999	\$30,000-\$49,999	-.390	.234	.641	-1.02	.24
		\$50,000-\$69,999	-.058	.196	1.000	-.59	.47

The doctor offers flexible payment plan options- Performance		\$90,000-\$109,999	.059	.187	1.000	-.45	.57
		\$110,000+	-.061	.198	1.000	-.60	.48
	\$90,000- \$109,999	Prefer not to answer	-.262	.427	.996	-1.42	.90
		Less than \$30,000	-.535	.345	.713	-1.47	.40
		\$30,000-\$49,999	-.449	.248	.541	-1.12	.22
		\$50,000-\$69,999	-.117	.212	.998	-.69	.46
		\$70,000-\$89,999	-.059	.187	1.000	-.57	.45
		\$110,000+	-.120	.214	.998	-.70	.46
	\$110,000 +	Prefer not to answer	-.321	.435	.990	-1.50	.86
		Less than \$30,000	-.415	.351	.901	-1.37	.54
		\$30,000-\$49,999	-.329	.256	.860	-1.02	.37
		\$50,000-\$69,999	.003	.222	1.000	-.60	.60
		\$70,000-\$89,999	.061	.198	1.000	-.48	.60
		\$90,000-\$109,999	.120	.214	.998	-.46	.70
	Prefer not to answer	Prefer not to answer	-.201	.440	.999	-1.39	.99
		Less than \$30,000	-.214	.516	1.000	-1.61	1.18
		\$30,000-\$49,999	-.128	.457	1.000	-1.37	1.11
		\$50,000-\$69,999	.204	.439	.999	-.98	1.39
		\$70,000-\$89,999	.262	.427	.996	-.90	1.42
		\$90,000-\$109,999	.321	.435	.990	-.86	1.50
		\$110,000+	.201	.440	.999	-.99	1.39
		Less than \$30,000	.278	.439	.996	-.91	1.47
	\$30,000-	\$50,000-\$69,999	.744	.418	.562	-.39	1.88
		\$70,000-\$89,999	.433	.405	.937	-.66	1.53
		\$90,000-\$109,999	.497	.414	.894	-.62	1.62
		\$110,000+	.423	.420	.952	-.71	1.56
	\$30,000- \$49,999	Prefer not to answer	.587	.582	.952	-.99	2.16
		Less than \$30,000	-.278	.439	.996	-1.47	.91
		\$50,000-\$69,999	.467	.267	.583	-.26	1.19

	\$70,000-\$89,999	.155	.245	.996	-.51	.82
	\$90,000-\$109,999	.219	.260	.980	-.49	.92
	\$110,000+	.145	.270	.998	-.59	.88
	Prefer not to answer	.310	.485	.995	-1.00	1.62
\$50,000-	Less than \$30,000	-.744	.418	.562	-1.88	.39
\$69,999	\$30,000-\$49,999	-.467	.267	.583	-1.19	.26
	\$70,000-\$89,999	-.312	.206	.736	-.87	.25
	\$90,000-\$109,999	-.247	.224	.926	-.85	.36
	\$110,000+	-.321	.235	.817	-.96	.31
	Prefer not to answer	-.157	.466	1.000	-1.42	1.10
\$70,000-	Less than \$30,000	-.433	.405	.937	-1.53	.66
\$89,999	\$30,000-\$49,999	-.155	.245	.996	-.82	.51
	\$50,000-\$69,999	.312	.206	.736	-.25	.87
	\$90,000-\$109,999	.064	.198	1.000	-.47	.60
	\$110,000+	-.010	.210	1.000	-.58	.56
	Prefer not to answer	.155	.454	1.000	-1.07	1.38
\$90,000-	Less than \$30,000	-.497	.414	.894	-1.62	.62
\$109,999	\$30,000-\$49,999	-.219	.260	.980	-.92	.49
	\$50,000-\$69,999	.247	.224	.926	-.36	.85
	\$70,000-\$89,999	-.064	.198	1.000	-.60	.47
	\$110,000+	-.074	.227	1.000	-.69	.54
	Prefer not to answer	.090	.462	1.000	-1.16	1.34
\$110,000	Less than \$30,000	-.423	.420	.952	-1.56	.71
+	\$30,000-\$49,999	-.145	.270	.998	-.88	.59
	\$50,000-\$69,999	.321	.235	.817	-.31	.96
	\$70,000-\$89,999	.010	.210	1.000	-.56	.58
	\$90,000-\$109,999	.074	.227	1.000	-.54	.69
	Prefer not to answer	.164	.468	1.000	-1.10	1.43
Prefer not	Less than \$30,000	-.587	.582	.952	-2.16	.99

The doctor offers interest free financing on cost of treatment- Performance	to answer	\$30,000-\$49,999	-.310	.485	.995	-1.62	1.00
		\$50,000-\$69,999	.157	.466	1.000	-1.10	1.42
		\$70,000-\$89,999	-.155	.454	1.000	-1.38	1.07
		\$90,000-\$109,999	-.090	.462	1.000	-1.34	1.16
		\$110,000+	-.164	.468	1.000	-1.43	1.10
	Less than	\$30,000-\$49,999	.341	.446	.988	-.87	1.55
		\$30,000	.736	.424	.594	-.41	1.89
		\$50,000-\$69,999	.565	.410	.813	-.55	1.68
		\$70,000-\$89,999	.480	.419	.914	-.66	1.61
		\$90,000-\$109,999	.468	.428	.930	-.69	1.63
	\$30,000-	\$110,000+	1.111	.616	.546	-.56	2.78
		Prefer not to answer	-.341	.446	.988	-1.55	.87
		Less than \$30,000	.395	.275	.781	-.35	1.14
		\$50,000-\$69,999	.224	.252	.974	-.46	.91
		\$70,000-\$89,999	.139	.267	.999	-.58	.86
	\$49,999	\$90,000-\$109,999	.127	.281	.999	-.63	.89
		\$110,000+	.770	.524	.763	-.65	2.19
		Prefer not to answer	-.736	.424	.594	-1.89	.41
		Less than \$30,000	-.395	.275	.781	-1.14	.35
		\$30,000-\$49,999	-.171	.212	.984	-.75	.40
	\$50,000-	\$70,000-\$89,999	-.257	.229	.921	-.88	.36
		\$90,000-\$109,999	-.268	.245	.929	-.93	.40
		\$110,000+	.375	.506	.990	-1.00	1.75
		Prefer not to answer	-.565	.410	.813	-1.68	.55
		Less than \$30,000	-.224	.252	.974	-.91	.46
	\$70,000-	\$30,000-\$49,999	.171	.212	.984	-.40	.75
		\$50,000-\$69,999	-.085	.201	1.000	-.63	.46
		\$70,000-\$89,999	-.097	.220	.999	-.69	.50
		\$90,000-\$109,999	.546	.494	.926	-.79	1.88
		\$110,000+					
	\$89,999	Prefer not to answer					
		Less than \$30,000					
		\$30,000-\$49,999					
		\$50,000-\$69,999					
		\$70,000-\$89,999					

The total cost of orthodontic treatment- Performance	\$90,000-	Less than \$30,000	-.480	.419	.914	-1.61	.66
	\$109,999	\$30,000-\$49,999	-.139	.267	.999	-.86	.58
		\$50,000-\$69,999	.257	.229	.921	-.36	.88
		\$70,000-\$89,999	.085	.201	1.000	-.46	.63
		\$110,000+	-.012	.236	1.000	-.65	.63
		Prefer not to answer	.632	.501	.870	-.73	1.99
	\$110,000	Less than \$30,000	-.468	.428	.930	-1.63	.69
	+	\$30,000-\$49,999	-.127	.281	.999	-.89	.63
		\$50,000-\$69,999	.268	.245	.929	-.40	.93
		\$70,000-\$89,999	.097	.220	.999	-.50	.69
		\$90,000-\$109,999	.012	.236	1.000	-.63	.65
		Prefer not to answer	.643	.509	.868	-.74	2.02
	Prefer not to answer	Less than \$30,000	-1.111	.616	.546	-2.78	.56
		\$30,000-\$49,999	-.770	.524	.763	-2.19	.65
		\$50,000-\$69,999	-.375	.506	.990	-1.75	1.00
		\$70,000-\$89,999	-.546	.494	.926	-1.88	.79
		\$90,000-\$109,999	-.632	.501	.870	-1.99	.73
		\$110,000+	-.643	.509	.868	-2.02	.74
	Less than \$30,000	\$30,000-\$49,999	.133	.396	1.000	-.94	1.21
	\$30,000	\$50,000-\$69,999	.480	.376	.862	-.54	1.50
		\$70,000-\$89,999	.176	.363	.999	-.81	1.16
		\$90,000-\$109,999	.052	.371	1.000	-.95	1.06
		\$110,000+	-.042	.377	1.000	-1.06	.98
		Prefer not to answer	.714	.534	.834	-.73	2.16
	\$30,000-	Less than \$30,000	-.133	.396	1.000	-1.21	.94
	\$49,999	\$50,000-\$69,999	.347	.250	.810	-.33	1.02
		\$70,000-\$89,999	.043	.230	1.000	-.58	.67
		\$90,000-\$109,999	-.082	.244	1.000	-.74	.58
		\$110,000+	-.175	.252	.993	-.86	.51

	Prefer not to answer	.581	.455	.862	-.65	1.81
\$50,000-	Less than \$30,000	-.480	.376	.862	-1.50	.54
\$69,999	\$30,000-\$49,999	-.347	.250	.810	-1.02	.33
	\$70,000-\$89,999	-.304	.193	.701	-.83	.22
	\$90,000-\$109,999	-.428	.209	.388	-1.00	.14
	\$110,000+	-.522	.219	.211	-1.12	.07
	Prefer not to answer	.234	.438	.998	-.95	1.42
\$70,000-	Less than \$30,000	-.176	.363	.999	-1.16	.81
\$89,999	\$30,000-\$49,999	-.043	.230	1.000	-.67	.58
	\$50,000-\$69,999	.304	.193	.701	-.22	.83
	\$90,000-\$109,999	-.125	.185	.994	-.62	.38
	\$110,000+	-.218	.196	.923	-.75	.31
	Prefer not to answer	.538	.426	.869	-.62	1.69
\$90,000-	Less than \$30,000	-.052	.371	1.000	-1.06	.95
\$109,999	\$30,000-\$49,999	.082	.244	1.000	-.58	.74
	\$50,000-\$69,999	.428	.209	.388	-.14	1.00
	\$70,000-\$89,999	.125	.185	.994	-.38	.62
	\$110,000+	-.093	.212	.999	-.67	.48
	Prefer not to answer	.663	.434	.728	-.51	1.84
\$110,000	Less than \$30,000	.042	.377	1.000	-.98	1.06
+	\$30,000-\$49,999	.175	.252	.993	-.51	.86
	\$50,000-\$69,999	.522	.219	.211	-.07	1.12
	\$70,000-\$89,999	.218	.196	.923	-.31	.75
	\$90,000-\$109,999	.093	.212	.999	-.48	.67
	Prefer not to answer	.756	.439	.601	-.43	1.94
Prefer not	Less than \$30,000	-.714	.534	.834	-2.16	.73
to answer	\$30,000-\$49,999	-.581	.455	.862	-1.81	.65
	\$50,000-\$69,999	-.234	.438	.998	-1.42	.95
	\$70,000-\$89,999	-.538	.426	.869	-1.69	.62

The doctor offers a discount for payment up front- Performance		\$90,000-\$109,999	-.663	.434	.728	-1.84	.51
		\$110,000+	-.756	.439	.601	-1.94	.43
	Less than	\$30,000-\$49,999	.222	.500	.999	-1.13	1.58
	\$30,000	\$50,000-\$69,999	.145	.471	1.000	-1.13	1.42
		\$70,000-\$89,999	-.127	.456	1.000	-1.36	1.11
		\$90,000-\$109,999	.051	.467	1.000	-1.21	1.32
		\$110,000+	-.374	.474	.986	-1.66	.91
		Prefer not to answer	.778	.655	.898	-1.00	2.55
	\$30,000-	Less than \$30,000	-.222	.500	.999	-1.58	1.13
	\$49,999	\$50,000-\$69,999	-.077	.311	1.000	-.92	.77
		\$70,000-\$89,999	-.349	.287	.888	-1.13	.43
		\$90,000-\$109,999	-.172	.305	.998	-1.00	.66
		\$110,000+	-.597	.315	.486	-1.45	.26
		Prefer not to answer	.556	.551	.952	-.94	2.05
	\$50,000-	Less than \$30,000	-.145	.471	1.000	-1.42	1.13
	\$69,999	\$30,000-\$49,999	.077	.311	1.000	-.77	.92
		\$70,000-\$89,999	-.272	.234	.907	-.90	.36
		\$90,000-\$109,999	-.095	.255	1.000	-.79	.60
		\$110,000+	-.520	.267	.451	-1.24	.20
		Prefer not to answer	.633	.525	.892	-.79	2.05
	\$70,000-	Less than \$30,000	.127	.456	1.000	-1.11	1.36
	\$89,999	\$30,000-\$49,999	.349	.287	.888	-.43	1.13
		\$50,000-\$69,999	.272	.234	.907	-.36	.90
		\$90,000-\$109,999	.177	.225	.986	-.43	.79
		\$110,000+	-.247	.238	.945	-.89	.40
		Prefer not to answer	.905	.511	.569	-.48	2.29
	\$90,000-	Less than \$30,000	-.051	.467	1.000	-1.32	1.21
	\$109,999	\$30,000-\$49,999	.172	.305	.998	-.66	1.00
		\$50,000-\$69,999	.095	.255	1.000	-.60	.79

		\$70,000-\$89,999	-.177	.225	.986	-.79	.43
		\$110,000+	-.425	.260	.658	-1.13	.28
		Prefer not to answer	.727	.521	.804	-.68	2.14
\$110,000	Less than \$30,000		.374	.474	.986	-.91	1.66
+	\$30,000-\$49,999		.597	.315	.486	-.26	1.45
	\$50,000-\$69,999		.520	.267	.451	-.20	1.24
	\$70,000-\$89,999		.247	.238	.945	-.40	.89
	\$90,000-\$109,999		.425	.260	.658	-.28	1.13
	Prefer not to answer		1.152	.527	.307	-.28	2.58
Prefer not	Less than \$30,000		-.778	.655	.898	-2.55	1.00
to answer	\$30,000-\$49,999		-.556	.551	.952	-2.05	.94
	\$50,000-\$69,999		-.633	.525	.892	-2.05	.79
	\$70,000-\$89,999		-.905	.511	.569	-2.29	.48
	\$90,000-\$109,999		-.727	.521	.804	-2.14	.68
	\$110,000+		-1.152	.527	.307	-2.58	.28
How much influence: Family member	Less than \$30,000	\$30,000-\$49,999	.200	.531	1.000	-1.24	1.64
-Performance		\$50,000-\$69,999	-.333	.502	.994	-1.69	1.03
		\$70,000-\$89,999	-.202	.480	1.000	-1.50	1.10
		\$90,000-\$109,999	-.524	.495	.939	-1.86	.82
		\$110,000+	.014	.503	1.000	-1.35	1.38
		Prefer not to answer	.048	.740	1.000	-1.96	2.05
\$30,000-	Less than \$30,000		-.200	.531	1.000	-1.64	1.24
\$49,999	\$50,000-\$69,999		-.533	.362	.761	-1.51	.45
	\$70,000-\$89,999		-.402	.331	.887	-1.30	.49
	\$90,000-\$109,999		-.724	.352	.382	-1.68	.23
	\$110,000+		-.186	.363	.999	-1.17	.80
	Prefer not to answer		-.152	.653	1.000	-1.92	1.62
\$50,000-	Less than \$30,000		.333	.502	.994	-1.03	1.69
\$69,999	\$30,000-\$49,999		.533	.362	.761	-.45	1.51

		\$70,000-\$89,999	.131	.281	.999	-.63	.89
		\$90,000-\$109,999	-.190	.306	.996	-1.02	.64
		\$110,000+	.348	.319	.931	-.52	1.21
		Prefer not to answer	.381	.629	.997	-1.32	2.09
\$70,000-		Less than \$30,000	.202	.480	1.000	-1.10	1.50
\$89,999		\$30,000-\$49,999	.402	.331	.887	-.49	1.30
		\$50,000-\$69,999	-.131	.281	.999	-.89	.63
		\$90,000-\$109,999	-.321	.268	.895	-1.05	.41
		\$110,000+	.217	.283	.988	-.55	.98
		Prefer not to answer	.250	.612	1.000	-1.41	1.91
\$90,000-		Less than \$30,000	.524	.495	.939	-.82	1.86
\$109,999		\$30,000-\$49,999	.724	.352	.382	-.23	1.68
		\$50,000-\$69,999	.190	.306	.996	-.64	1.02
		\$70,000-\$89,999	.321	.268	.895	-.41	1.05
		\$110,000+	.538	.308	.584	-.30	1.37
		Prefer not to answer	.571	.624	.970	-1.12	2.26
\$110,000		Less than \$30,000	-.014	.503	1.000	-1.38	1.35
+		\$30,000-\$49,999	.186	.363	.999	-.80	1.17
		\$50,000-\$69,999	-.348	.319	.931	-1.21	.52
		\$70,000-\$89,999	-.217	.283	.988	-.98	.55
		\$90,000-\$109,999	-.538	.308	.584	-1.37	.30
		Prefer not to answer	.033	.630	1.000	-1.67	1.74
Prefer not		Less than \$30,000	-.048	.740	1.000	-2.05	1.96
to answer		\$30,000-\$49,999	.152	.653	1.000	-1.62	1.92
		\$50,000-\$69,999	-.381	.629	.997	-2.09	1.32
		\$70,000-\$89,999	-.250	.612	1.000	-1.91	1.41
		\$90,000-\$109,999	-.571	.624	.970	-2.26	1.12
		\$110,000+	-.033	.630	1.000	-1.74	1.67
How much influence: Close friend -	Less than	\$30,000-\$49,999	.297	.544	.998	-1.18	1.77

Performance

	\$30,000	\$50,000-\$69,999	-.140	.514	1.000	-1.53	1.25
		\$70,000-\$89,999	-.314	.497	.996	-1.66	1.03
		\$90,000-\$109,999	-.359	.508	.992	-1.74	1.02
		\$110,000+	-.089	.517	1.000	-1.49	1.31
		Prefer not to answer	-.171	.732	1.000	-2.15	1.81
	\$30,000-\$49,999	Less than \$30,000	-.297	.544	.998	-1.77	1.18
		\$50,000-\$69,999	-.437	.347	.870	-1.38	.50
		\$70,000-\$89,999	-.611	.320	.475	-1.48	.26
		\$90,000-\$109,999	-.655	.338	.455	-1.57	.26
		\$110,000+	-.386	.351	.928	-1.34	.56
	\$50,000-\$69,999	Prefer not to answer	-.468	.625	.989	-2.16	1.23
		Less than \$30,000	.140	.514	1.000	-1.25	1.53
		\$30,000-\$49,999	.437	.347	.870	-.50	1.38
		\$70,000-\$89,999	-.174	.265	.995	-.89	.54
		\$90,000-\$109,999	-.219	.287	.988	-.99	.56
	\$70,000-\$89,999	\$110,000+	.051	.302	1.000	-.77	.87
		Prefer not to answer	-.031	.599	1.000	-1.65	1.59
		Less than \$30,000	.314	.497	.996	-1.03	1.66
		\$30,000-\$49,999	.611	.320	.475	-.26	1.48
		\$50,000-\$69,999	.174	.265	.995	-.54	.89
	\$90,000-\$109,999	\$90,000-\$109,999	-.044	.253	1.000	-.73	.64
		\$110,000+	.225	.270	.981	-.51	.96
		Prefer not to answer	.143	.584	1.000	-1.44	1.72
		Less than \$30,000	.359	.508	.992	-1.02	1.74
		\$30,000-\$49,999	.655	.338	.455	-.26	1.57
	\$109,999	\$50,000-\$69,999	.219	.287	.988	-.56	.99
		\$70,000-\$89,999	.044	.253	1.000	-.64	.73
		\$110,000+	.269	.291	.968	-.52	1.06
		Prefer not to answer	.187	.594	1.000	-1.42	1.80

How much influence: Your child's dentist -Performance	\$110,000 +	Less than \$30,000	.089	.517	1.000	-1.31	1.49
		\$30,000-\$49,999	.386	.351	.928	-.56	1.34
		\$50,000-\$69,999	-.051	.302	1.000	-.87	.77
		\$70,000-\$89,999	-.225	.270	.981	-.96	.51
		\$90,000-\$109,999	-.269	.291	.968	-1.06	.52
		Prefer not to answer	-.082	.601	1.000	-1.71	1.55
	Prefer not to answer	Less than \$30,000	.171	.732	1.000	-1.81	2.15
		\$30,000-\$49,999	.468	.625	.989	-1.23	2.16
		\$50,000-\$69,999	.031	.599	1.000	-1.59	1.65
		\$70,000-\$89,999	-.143	.584	1.000	-1.72	1.44
		\$90,000-\$109,999	-.187	.594	1.000	-1.80	1.42
		\$110,000+	.082	.601	1.000	-1.55	1.71
	Less than \$30,000	\$30,000-\$49,999	-.362	.440	.982	-1.55	.83
		\$50,000-\$69,999	-.300	.412	.991	-1.42	.82
		\$70,000-\$89,999	-.524	.395	.840	-1.59	.55
		\$90,000-\$109,999	-.431	.406	.939	-1.53	.67
		\$110,000+	-.174	.415	1.000	-1.30	.95
		Prefer not to answer	1.071	.609	.577	-.58	2.72
	\$30,000-\$49,999	Less than \$30,000	.362	.440	.982	-.83	1.55
		\$50,000-\$69,999	.062	.299	1.000	-.75	.87
		\$70,000-\$89,999	-.162	.276	.997	-.91	.59
		\$90,000-\$109,999	-.069	.291	1.000	-.86	.72
		\$110,000+	.188	.304	.996	-.63	1.01
		Prefer not to answer	1.433	.540	.113	-.03	2.89
	\$50,000-\$69,999	Less than \$30,000	.300	.412	.991	-.82	1.42
		\$30,000-\$49,999	-.062	.299	1.000	-.87	.75
		\$70,000-\$89,999	-.224	.229	.958	-.84	.40
		\$90,000-\$109,999	-.131	.247	.998	-.80	.54
		\$110,000+	.126	.262	.999	-.58	.83

		Prefer not to answer	1.371	.517	.115	-.03	2.77
	\$70,000-	Less than \$30,000	.524	.395	.840	-.55	1.59
	\$89,999	\$30,000-\$49,999	.162	.276	.997	-.59	.91
		\$50,000-\$69,999	.224	.229	.958	-.40	.84
		\$90,000-\$109,999	.093	.219	1.000	-.50	.69
		\$110,000+	.350	.235	.751	-.29	.99
		Prefer not to answer	1.595*	.504	.028	.23	2.96
	\$90,000-	Less than \$30,000	.431	.406	.939	-.67	1.53
	\$109,999	\$30,000-\$49,999	.069	.291	1.000	-.72	.86
		\$50,000-\$69,999	.131	.247	.998	-.54	.80
		\$70,000-\$89,999	-.093	.219	1.000	-.69	.50
		\$110,000+	.257	.253	.950	-.43	.94
		Prefer not to answer	1.502*	.513	.056	.11	2.89
	\$110,000	Less than \$30,000	.174	.415	1.000	-.95	1.30
	+	\$30,000-\$49,999	-.188	.304	.996	-1.01	.63
		\$50,000-\$69,999	-.126	.262	.999	-.83	.58
		\$70,000-\$89,999	-.350	.235	.751	-.99	.29
		\$90,000-\$109,999	-.257	.253	.950	-.94	.43
		Prefer not to answer	1.245	.520	.204	-.16	2.65
	Prefer not	Less than \$30,000	-1.071	.609	.577	-2.72	.58
	to answer	\$30,000-\$49,999	-1.433	.540	.113	-2.89	.03
		\$50,000-\$69,999	-1.371	.517	.115	-2.77	.03
		\$70,000-\$89,999	-1.595*	.504	.028	-2.96	-.23
		\$90,000-\$109,999	-1.502*	.513	.056	-2.89	-.11
		\$110,000+	-1.245	.520	.204	-2.65	.16
How much influence: Other parents	Less than	\$30,000-\$49,999	-.088	.488	1.000	-1.41	1.24
who have children with braces -	\$30,000	\$50,000-\$69,999	-.115	.462	1.000	-1.36	1.14
Performance		\$70,000-\$89,999	-.274	.445	.996	-1.48	.93
		\$90,000-\$109,999	-.033	.456	1.000	-1.27	1.20

	\$110,000+	.089	.465	1.000	-1.17	1.35
	Prefer not to answer	.831	.670	.878	-.98	2.65
\$30,000-	Less than \$30,000	.088	.488	1.000	-1.24	1.41
\$49,999	\$50,000-\$69,999	-.027	.320	1.000	-.89	.84
	\$70,000-\$89,999	-.186	.295	.996	-.99	.61
	\$90,000-\$109,999	.054	.313	1.000	-.79	.90
	\$110,000+	.177	.325	.998	-.70	1.06
	Prefer not to answer	.919	.582	.695	-.66	2.49
\$50,000-	Less than \$30,000	.115	.462	1.000	-1.14	1.36
\$69,999	\$30,000-\$49,999	.027	.320	1.000	-.84	.89
	\$70,000-\$89,999	-.159	.248	.995	-.83	.51
	\$90,000-\$109,999	.081	.269	1.000	-.65	.81
	\$110,000+	.203	.283	.991	-.56	.97
	Prefer not to answer	.946	.559	.623	-.57	2.46
\$70,000-	Less than \$30,000	.274	.445	.996	-.93	1.48
\$89,999	\$30,000-\$49,999	.186	.295	.996	-.61	.99
	\$50,000-\$69,999	.159	.248	.995	-.51	.83
	\$90,000-\$109,999	.240	.238	.952	-.41	.89
	\$110,000+	.363	.255	.788	-.33	1.05
	Prefer not to answer	1.105	.545	.401	-.37	2.58
\$90,000-	Less than \$30,000	.033	.456	1.000	-1.20	1.27
\$109,999	\$30,000-\$49,999	-.054	.313	1.000	-.90	.79
	\$50,000-\$69,999	-.081	.269	1.000	-.81	.65
	\$70,000-\$89,999	-.240	.238	.952	-.89	.41
	\$110,000+	.122	.275	.999	-.62	.87
	Prefer not to answer	.865	.555	.709	-.64	2.37
\$110,000	Less than \$30,000	-.089	.465	1.000	-1.35	1.17
+	\$30,000-\$49,999	-.177	.325	.998	-1.06	.70
	\$50,000-\$69,999	-.203	.283	.991	-.97	.56

How much influence: Yelp ratings - Performance.	Prefer not to answer	\$70,000-\$89,999	-.363	.255	.788	-1.05	.33
		\$90,000-\$109,999	-.122	.275	.999	-.87	.62
		Prefer not to answer	.742	.562	.842	-.78	2.26
		Less than \$30,000	-.831	.670	.878	-2.65	.98
		\$30,000-\$49,999	-.919	.582	.695	-2.49	.66
		\$50,000-\$69,999	-.946	.559	.623	-2.46	.57
		\$70,000-\$89,999	-1.105	.545	.401	-2.58	.37
		\$90,000-\$109,999	-.865	.555	.709	-2.37	.64
		\$110,000+	-.742	.562	.842	-2.26	.78
		Less than \$30,000	.767	.652	.903	-1.00	2.53
		\$30,000-\$49,999	.061	.620	1.000	-1.62	1.74
		\$50,000-\$69,999	-.390	.598	.995	-2.01	1.23
		\$70,000-\$89,999	.000	.612	1.000	-1.66	1.66
		\$90,000-\$109,999	.717	.623	.911	-.97	2.41
		\$110,000+	1.143	.880	.852	-1.24	3.53
		Prefer not to answer	-.767	.652	.903	-2.53	1.00
		Less than \$30,000	-.705	.414	.614	-1.83	.42
		\$30,000-\$49,999	-1.157*	.381	.041	-2.19	-.12
		\$50,000-\$69,999	-.767	.403	.480	-1.86	.32
		\$70,000-\$89,999	-.049	.419	1.000	-1.18	1.09
		\$90,000-\$109,999	.376	.750	.999	-1.65	2.41
		\$110,000+	-.061	.620	1.000	-1.74	1.62
		Prefer not to answer	.705	.414	.614	-.42	1.83
		Less than \$30,000	-.451	.322	.802	-1.32	.42
		\$30,000-\$49,999	-.061	.348	1.000	-1.00	.88
		\$50,000-\$69,999	.656	.367	.556	-.34	1.65
		\$70,000-\$89,999	1.082	.722	.745	-.87	3.04
		\$90,000-\$109,999	.390	.598	.995	-1.23	2.01
		\$110,000+	1.157*	.381	.041	.12	2.19

		\$50,000-\$69,999	.451	.322	.802	-.42	1.32
		\$90,000-\$109,999	.390	.308	.866	-.44	1.22
		\$110,000+	1.108*	.329	.015	.22	2.00
		Prefer not to answer	1.533	.703	.310	-.37	3.44
	\$90,000-	Less than \$30,000	.000	.612	1.000	-1.66	1.66
	\$109,999	\$30,000-\$49,999	.767	.403	.480	-.32	1.86
		\$50,000-\$69,999	.061	.348	1.000	-.88	1.00
		\$70,000-\$89,999	-.390	.308	.866	-1.22	.44
		\$110,000+	.717	.354	.400	-.24	1.68
		Prefer not to answer	1.143	.715	.684	-.79	3.08
	\$110,000	Less than \$30,000	-.717	.623	.911	-2.41	.97
	+	\$30,000-\$49,999	.049	.419	1.000	-1.09	1.18
		\$50,000-\$69,999	-.656	.367	.556	-1.65	.34
		\$70,000-\$89,999	-1.108*	.329	.015	-2.00	-.22
		\$90,000-\$109,999	-.717	.354	.400	-1.68	.24
		Prefer not to answer	.425	.725	.997	-1.54	2.39
	Prefer not	Less than \$30,000	-1.143	.880	.852	-3.53	1.24
	to answer	\$30,000-\$49,999	-.376	.750	.999	-2.41	1.65
		\$50,000-\$69,999	-1.082	.722	.745	-3.04	.87
		\$70,000-\$89,999	-1.533	.703	.310	-3.44	.37
		\$90,000-\$109,999	-1.143	.715	.684	-3.08	.79
		\$110,000+	-.425	.725	.997	-2.39	1.54
How much influence: Facebook	Less than	\$30,000-\$49,999	.700	.648	.934	-1.06	2.46
reviews	\$30,000	\$50,000-\$69,999	-.143	.619	1.000	-1.82	1.53
		\$70,000-\$89,999	-.354	.599	.997	-1.98	1.27
		\$90,000-\$109,999	-.018	.612	1.000	-1.67	1.64
		\$110,000+	.543	.622	.976	-1.14	2.23
		Prefer not to answer	2.143	.860	.166	-.19	4.47
	\$30,000-	Less than \$30,000	-.700	.648	.934	-2.46	1.06

\$49,999	\$50,000-\$69,999	-.843	.395	.337	-1.91	.23
	\$70,000-\$89,999	-1.054*	.364	.062	-2.04	-.07
	\$90,000-\$109,999	-.718	.385	.505	-1.76	.32
	\$110,000+	-.157	.400	1.000	-1.24	.93
	Prefer not to answer	1.443	.716	.407	-.50	3.38
\$50,000-	Less than \$30,000	.143	.619	1.000	-1.53	1.82
\$69,999	\$30,000-\$49,999	.843	.395	.337	-.23	1.91
	\$70,000-\$89,999	-.211	.308	.993	-1.05	.62
	\$90,000-\$109,999	.125	.332	1.000	-.77	1.03
	\$110,000+	.686	.350	.443	-.26	1.63
	Prefer not to answer	2.286*	.689	.018	.42	4.15
\$70,000-	Less than \$30,000	.354	.599	.997	-1.27	1.98
\$89,999	\$30,000-\$49,999	1.054*	.364	.062	.07	2.04
	\$50,000-\$69,999	.211	.308	.993	-.62	1.05
	\$90,000-\$109,999	.336	.294	.914	-.46	1.13
	\$110,000+	.897*	.314	.069	.05	1.75
	Prefer not to answer	2.497*	.672	.005	.68	4.32
\$90,000-	Less than \$30,000	.018	.612	1.000	-1.64	1.67
\$109,999	\$30,000-\$49,999	.718	.385	.505	-.32	1.76
	\$50,000-\$69,999	-.125	.332	1.000	-1.03	.77
	\$70,000-\$89,999	-.336	.294	.914	-1.13	.46
	\$110,000+	.561	.338	.644	-.35	1.48
	Prefer not to answer	2.160*	.683	.029	.31	4.01
\$110,000	Less than \$30,000	-.543	.622	.976	-2.23	1.14
+	\$30,000-\$49,999	.157	.400	1.000	-.93	1.24
	\$50,000-\$69,999	-.686	.350	.443	-1.63	.26
	\$70,000-\$89,999	-.897*	.314	.069	-1.75	-.05
	\$90,000-\$109,999	-.561	.338	.644	-1.48	.35
	Prefer not to answer	1.599	.692	.242	-.28	3.47

How much influence: Angie's List - Performance	Prefer not to answer	Less than \$30,000	-2.143	.860	.166	-4.47	.19
		\$30,000-\$49,999	-1.443	.716	.407	-3.38	.50
		\$50,000-\$69,999	-2.286*	.689	.018	-4.15	-.42
		\$70,000-\$89,999	-2.497*	.672	.005	-4.32	-.68
		\$90,000-\$109,999	-2.160*	.683	.029	-4.01	-.31
		\$110,000+	-1.599	.692	.242	-3.47	.28
	Less than \$30,000	\$30,000-\$49,999	.489	.690	.992	-1.38	2.36
		\$50,000-\$69,999	-.632	.660	.962	-2.42	1.15
		\$70,000-\$89,999	-.673	.637	.940	-2.40	1.05
		\$90,000-\$109,999	-.444	.652	.994	-2.21	1.32
		\$110,000+	.164	.662	1.000	-1.63	1.96
		Prefer not to answer	.722	.957	.989	-1.87	3.31
	\$30,000- \$49,999	Less than \$30,000	-.489	.690	.992	-2.36	1.38
		\$50,000-\$69,999	-1.121	.423	.115	-2.27	.02
		\$70,000-\$89,999	-1.162*	.387	.045	-2.21	-.11
		\$90,000-\$109,999	-.933	.411	.262	-2.05	.18
		\$110,000+	-.325	.426	.988	-1.48	.83
		Prefer not to answer	.233	.812	1.000	-1.97	2.43
	\$50,000- \$69,999	Less than \$30,000	.632	.660	.962	-1.15	2.42
		\$30,000-\$49,999	1.121	.423	.115	-.02	2.27
		\$70,000-\$89,999	-.041	.329	1.000	-.93	.85
		\$90,000-\$109,999	.188	.357	.998	-.78	1.16
		\$110,000+	.796	.375	.341	-.22	1.81
		Prefer not to answer	1.354	.786	.602	-.78	3.48
	\$70,000- \$89,999	Less than \$30,000	.673	.637	.940	-1.05	2.40
		\$30,000-\$49,999	1.162*	.387	.045	.11	2.21
		\$50,000-\$69,999	.041	.329	1.000	-.85	.93
		\$90,000-\$109,999	.229	.314	.991	-.62	1.08
		\$110,000+	.838	.334	.160	-.07	1.74

How much influence: Google Reviews -Performance		Prefer not to answer	1.396	.768	.537	-.68	3.48
	\$90,000-	Less than \$30,000	.444	.652	.994	-1.32	2.21
	\$109,999	\$30,000-\$49,999	.933	.411	.262	-.18	2.05
		\$50,000-\$69,999	-.188	.357	.998	-1.16	.78
		\$70,000-\$89,999	-.229	.314	.991	-1.08	.62
		\$110,000+	.609	.361	.627	-.37	1.59
		Prefer not to answer	1.167	.780	.747	-.95	3.28
	\$110,000	Less than \$30,000	-.164	.662	1.000	-1.96	1.63
	+	\$30,000-\$49,999	.325	.426	.988	-.83	1.48
		\$50,000-\$69,999	-.796	.375	.341	-1.81	.22
		\$70,000-\$89,999	-.838	.334	.160	-1.74	.07
		\$90,000-\$109,999	-.609	.361	.627	-1.59	.37
		Prefer not to answer	.558	.788	.992	-1.58	2.69
	Prefer not	Less than \$30,000	-.722	.957	.989	-3.31	1.87
	to answer	\$30,000-\$49,999	-.233	.812	1.000	-2.43	1.97
		\$50,000-\$69,999	-1.354	.786	.602	-3.48	.78
		\$70,000-\$89,999	-1.396	.768	.537	-3.48	.68
		\$90,000-\$109,999	-1.167	.780	.747	-3.28	.95
		\$110,000+	-.558	.788	.992	-2.69	1.58
	Less than	\$30,000-\$49,999	.967	.641	.740	-.77	2.70
	\$30,000	\$50,000-\$69,999	.441	.609	.991	-1.21	2.09
		\$70,000-\$89,999	.126	.587	1.000	-1.46	1.72
		\$90,000-\$109,999	.132	.603	1.000	-1.50	1.76
		\$110,000+	.900	.613	.763	-.76	2.56
		Prefer not to answer	1.543	.865	.561	-.80	3.89
	\$30,000-	Less than \$30,000	-.967	.641	.740	-2.70	.77
	\$49,999	\$50,000-\$69,999	-.526	.407	.855	-1.63	.58
		\$70,000-\$89,999	-.840	.373	.272	-1.85	.17
		\$90,000-\$109,999	-.835	.397	.355	-1.91	.24

	\$110,000+	-.067	.412	1.000	-1.18	1.05
	Prefer not to answer	.576	.737	.987	-1.42	2.57
\$50,000-	Less than \$30,000	-.441	.609	.991	-2.09	1.21
\$69,999	\$30,000-\$49,999	.526	.407	.855	-.58	1.63
	\$70,000-\$89,999	-.315	.316	.954	-1.17	.54
	\$90,000-\$109,999	-.309	.343	.973	-1.24	.62
	\$110,000+	.459	.360	.863	-.52	1.44
	Prefer not to answer	1.102	.709	.712	-.82	3.02
\$70,000-	Less than \$30,000	-.126	.587	1.000	-1.72	1.46
\$89,999	\$30,000-\$49,999	.840	.373	.272	-.17	1.85
	\$50,000-\$69,999	.315	.316	.954	-.54	1.17
	\$90,000-\$109,999	.006	.303	1.000	-.81	.83
	\$110,000+	.774	.322	.201	-.10	1.65
	Prefer not to answer	1.417	.691	.385	-.45	3.29
\$90,000-	Less than \$30,000	-.132	.603	1.000	-1.76	1.50
\$109,999	\$30,000-\$49,999	.835	.397	.355	-.24	1.91
	\$50,000-\$69,999	.309	.343	.973	-.62	1.24
	\$70,000-\$89,999	-.006	.303	1.000	-.83	.81
	\$110,000+	.768	.349	.300	-.18	1.71
	Prefer not to answer	1.411	.704	.414	-.50	3.32
\$110,000	Less than \$30,000	-.900	.613	.763	-2.56	.76
+	\$30,000-\$49,999	.067	.412	1.000	-1.05	1.18
	\$50,000-\$69,999	-.459	.360	.863	-1.44	.52
	\$70,000-\$89,999	-.774	.322	.201	-1.65	.10
	\$90,000-\$109,999	-.768	.349	.300	-1.71	.18
	Prefer not to answer	.643	.712	.972	-1.29	2.57
Prefer not	Less than \$30,000	-1.543	.865	.561	-3.89	.80
to answer	\$30,000-\$49,999	-.576	.737	.987	-2.57	1.42
	\$50,000-\$69,999	-1.102	.709	.712	-3.02	.82

		\$70,000-\$89,999	-1.417	.691	.385	-3.29	.45
		\$90,000-\$109,999	-1.411	.704	.414	-3.32	.50
		\$110,000+	-.643	.712	.972	-2.57	1.29
How much influence: Dental office's website -Performance	Less than \$30,000	\$30,000-\$49,999	-.191	.531	1.000	-1.63	1.25
		\$50,000-\$69,999	-.833	.500	.640	-2.19	.52
		\$70,000-\$89,999	-1.066	.481	.290	-2.37	.24
		\$90,000-\$109,999	-.785	.494	.689	-2.12	.55
		\$110,000+	-.453	.504	.973	-1.82	.91
		Prefer not to answer	.636	.761	.981	-1.42	2.70
	\$30,000-\$49,999	Less than \$30,000	.191	.531	1.000	-1.25	1.63
		\$50,000-\$69,999	-.642	.351	.531	-1.59	.31
		\$70,000-\$89,999	-.875*	.323	.100	-1.75	.00
		\$90,000-\$109,999	-.593	.342	.593	-1.52	.33
		\$110,000+	-.261	.357	.991	-1.23	.71
		Prefer not to answer	.828	.672	.882	-.99	2.65
	\$50,000-\$69,999	Less than \$30,000	.833	.500	.640	-.52	2.19
		\$30,000-\$49,999	.642	.351	.531	-.31	1.59
		\$70,000-\$89,999	-.233	.270	.977	-.96	.50
		\$90,000-\$109,999	.048	.292	1.000	-.74	.84
		\$110,000+	.380	.310	.882	-.46	1.22
		Prefer not to answer	1.469	.649	.265	-.29	3.23
	\$70,000-\$89,999	Less than \$30,000	1.066	.481	.290	-.24	2.37
		\$30,000-\$49,999	.875*	.323	.100	.00	1.75
		\$50,000-\$69,999	.233	.270	.977	-.50	.96
		\$90,000-\$109,999	.281	.257	.930	-.42	.98
		\$110,000+	.613	.277	.291	-.14	1.36
		Prefer not to answer	1.702	.634	.106	-.01	3.42
	\$90,000-\$109,999	Less than \$30,000	.785	.494	.689	-.55	2.12
		\$30,000-\$49,999	.593	.342	.593	-.33	1.52

How much influence: Instagram - Performance		\$50,000-\$69,999	-.048	.292	1.000	-.84	.74
		\$70,000-\$89,999	-.281	.257	.930	-.98	.42
		\$110,000+	.332	.299	.924	-.48	1.14
		Prefer not to answer	1.421	.644	.294	-.32	3.16
		\$110,000					
	+	Less than \$30,000	.453	.504	.973	-.91	1.82
		\$30,000-\$49,999	.261	.357	.991	-.71	1.23
		\$50,000-\$69,999	-.380	.310	.882	-1.22	.46
		\$70,000-\$89,999	-.613	.277	.291	-1.36	.14
		\$90,000-\$109,999	-.332	.299	.924	-1.14	.48
	Prefer not to answer	Prefer not to answer	1.089	.652	.636	-.68	2.85
		Less than \$30,000	-.636	.761	.981	-2.70	1.42
		\$30,000-\$49,999	-.828	.672	.882	-2.65	.99
		\$50,000-\$69,999	-1.469	.649	.265	-3.23	.29
		\$70,000-\$89,999	-1.702	.634	.106	-3.42	.01
	Less than \$30,000	\$90,000-\$109,999	-1.421	.644	.294	-3.16	.32
		\$110,000+	-1.089	.652	.636	-2.85	.68
		\$30,000-\$49,999	.658	.705	.967	-1.25	2.57
		\$50,000-\$69,999	-.334	.675	.999	-2.16	1.50
		\$70,000-\$89,999	-.595	.656	.971	-2.37	1.18
	\$30,000- \$49,999	\$90,000-\$109,999	-.375	.669	.998	-2.19	1.44
		\$110,000+	.255	.679	1.000	-1.58	2.09
		Prefer not to answer	1.625	.917	.568	-.86	4.11
		Less than \$30,000	-.658	.705	.967	-2.57	1.25
		\$50,000-\$69,999	-.993	.411	.196	-2.10	.12
	\$50,000-	\$70,000-\$89,999	-1.253*	.378	.018	-2.28	-.23
		\$90,000-\$109,999	-1.033	.400	.134	-2.12	.05
		\$110,000+	-.403	.416	.960	-1.53	.72
		Prefer not to answer	.967	.744	.852	-1.05	2.98
		Less than \$30,000	.334	.675	.999	-1.50	2.16

\$69,999	\$30,000-\$49,999	.993	.411	.196	-.12	2.10
	\$70,000-\$89,999	-.260	.320	.983	-1.13	.61
	\$90,000-\$109,999	-.041	.345	1.000	-.98	.89
	\$110,000+	.590	.364	.669	-.40	1.57
	Prefer not to answer	1.959*	.716	.093	.02	3.90
\$70,000-	Less than \$30,000	.595	.656	.971	-1.18	2.37
\$89,999	\$30,000-\$49,999	1.253*	.378	.018	.23	2.28
	\$50,000-\$69,999	.260	.320	.983	-.61	1.13
	\$90,000-\$109,999	.220	.305	.991	-.61	1.05
	\$110,000+	.850	.326	.129	-.03	1.73
	Prefer not to answer	2.220*	.698	.027	.33	4.11
\$90,000-	Less than \$30,000	.375	.669	.998	-1.44	2.19
\$109,999	\$30,000-\$49,999	1.033	.400	.134	-.05	2.12
	\$50,000-\$69,999	.041	.345	1.000	-.89	.98
	\$70,000-\$89,999	-.220	.305	.991	-1.05	.61
	\$110,000+	.630	.351	.552	-.32	1.58
	Prefer not to answer	2.000*	.709	.075	.08	3.92
\$110,000	Less than \$30,000	-.255	.679	1.000	-2.09	1.58
+	\$30,000-\$49,999	.403	.416	.960	-.72	1.53
	\$50,000-\$69,999	-.590	.364	.669	-1.57	.40
	\$70,000-\$89,999	-.850	.326	.129	-1.73	.03
	\$90,000-\$109,999	-.630	.351	.552	-1.58	.32
	Prefer not to answer	1.370	.719	.478	-.58	3.32
Prefer not	Less than \$30,000	-1.625	.917	.568	-4.11	.86
to answer	\$30,000-\$49,999	-.967	.744	.852	-2.98	1.05
	\$50,000-\$69,999	-1.959*	.716	.093	-3.90	-.02
	\$70,000-\$89,999	-2.220*	.698	.027	-4.11	-.33
	\$90,000-\$109,999	-2.000*	.709	.075	-3.92	-.08
	\$110,000+	-1.370	.719	.478	-3.32	.58

How much influence: Twitter - Performance	Less than \$30,000	\$30,000-\$49,999	.075	.724	1.000	-1.88	2.03
		\$50,000-\$69,999	-.401	.693	.997	-2.28	1.48
		\$70,000-\$89,999	-.878	.673	.850	-2.70	.95
		\$90,000-\$109,999	-.502	.687	.991	-2.36	1.36
		\$110,000+	.136	.697	1.000	-1.75	2.02
		Prefer not to answer	.946	.941	.952	-1.60	3.50
	\$30,000- \$49,999	Less than \$30,000	-.075	.724	1.000	-2.03	1.88
		\$50,000-\$69,999	-.476	.422	.919	-1.62	.67
		\$70,000-\$89,999	-.953	.387	.178	-2.00	.10
		\$90,000-\$109,999	-.577	.410	.798	-1.69	.53
		\$110,000+	.061	.427	1.000	-1.09	1.22
		Prefer not to answer	.871	.763	.915	-1.20	2.94
	\$50,000- \$69,999	Less than \$30,000	.401	.693	.997	-1.48	2.28
		\$30,000-\$49,999	.476	.422	.919	-.67	1.62
		\$70,000-\$89,999	-.478	.328	.770	-1.36	.41
		\$90,000-\$109,999	-.102	.354	1.000	-1.06	.86
		\$110,000+	.536	.373	.781	-.47	1.55
		Prefer not to answer	1.347	.735	.527	-.64	3.34
	\$70,000- \$89,999	Less than \$30,000	.878	.673	.850	-.95	2.70
		\$30,000-\$49,999	.953	.387	.178	-.10	2.00
		\$50,000-\$69,999	.478	.328	.770	-.41	1.36
		\$90,000-\$109,999	.376	.313	.893	-.47	1.22
		\$110,000+	1.014*	.334	.042	.11	1.92
		Prefer not to answer	1.824	.716	.146	-.11	3.76
	\$90,000- \$109,999	Less than \$30,000	.502	.687	.991	-1.36	2.36
		\$30,000-\$49,999	.577	.410	.798	-.53	1.69
		\$50,000-\$69,999	.102	.354	1.000	-.86	1.06
		\$70,000-\$89,999	-.376	.313	.893	-1.22	.47
		\$110,000+	.638	.360	.569	-.34	1.61

		Prefer not to answer	1.449	.728	.424	-.52	3.42
	\$110,000	Less than \$30,000	-.136	.697	1.000	-2.02	1.75
	+	\$30,000-\$49,999	-.061	.427	1.000	-1.22	1.09
		\$50,000-\$69,999	-.536	.373	.781	-1.55	.47
		\$70,000-\$89,999	-1.014*	.334	.042	-1.92	-.11
		\$90,000-\$109,999	-.638	.360	.569	-1.61	.34
		Prefer not to answer	.811	.738	.928	-1.19	2.81
	Prefer not	Less than \$30,000	-.946	.941	.952	-3.50	1.60
	to answer	\$30,000-\$49,999	-.871	.763	.915	-2.94	1.20
		\$50,000-\$69,999	-1.347	.735	.527	-3.34	.64
		\$70,000-\$89,999	-1.824	.716	.146	-3.76	.11
		\$90,000-\$109,999	-1.449	.728	.424	-3.42	.52
		\$110,000+	-.811	.738	.928	-2.81	1.19
How much influence:	Less than	\$30,000-\$49,999	.667	.653	.949	-1.10	2.43
Healthgrades.com -Performance	\$30,000	\$50,000-\$69,999	.240	.619	1.000	-1.44	1.92
		\$70,000-\$89,999	-.241	.598	1.000	-1.86	1.38
		\$90,000-\$109,999	-.036	.614	1.000	-1.70	1.63
		\$110,000+	.696	.624	.923	-.99	2.38
		Prefer not to answer	1.429	.881	.668	-.96	3.81
	\$30,000-	Less than \$30,000	-.667	.653	.949	-2.43	1.10
	\$49,999	\$50,000-\$69,999	-.427	.413	.946	-1.54	.69
		\$70,000-\$89,999	-.908	.381	.209	-1.94	.12
		\$90,000-\$109,999	-.702	.404	.592	-1.80	.39
		\$110,000+	.029	.419	1.000	-1.11	1.16
		Prefer not to answer	.762	.750	.950	-1.27	2.79
	\$50,000-	Less than \$30,000	-.240	.619	1.000	-1.92	1.44
	\$69,999	\$30,000-\$49,999	.427	.413	.946	-.69	1.54
		\$70,000-\$89,999	-.481	.320	.743	-1.35	.39
		\$90,000-\$109,999	-.276	.348	.986	-1.22	.67

		\$110,000+	.456	.365	.875	-.53	1.44
		Prefer not to answer	1.189	.721	.651	-.76	3.14
	\$70,000-	Less than \$30,000	.241	.598	1.000	-1.38	1.86
	\$89,999	\$30,000-\$49,999	.908	.381	.209	-.12	1.94
		\$50,000-\$69,999	.481	.320	.743	-.39	1.35
		\$90,000-\$109,999	.205	.309	.994	-.63	1.04
		\$110,000+	.937*	.329	.069	.05	1.83
		Prefer not to answer	1.670	.703	.214	-.24	3.57
	\$90,000-	Less than \$30,000	.036	.614	1.000	-1.63	1.70
	\$109,999	\$30,000-\$49,999	.702	.404	.592	-.39	1.80
		\$50,000-\$69,999	.276	.348	.986	-.67	1.22
		\$70,000-\$89,999	-.205	.309	.994	-1.04	.63
		\$110,000+	.731	.356	.382	-.23	1.69
		Prefer not to answer	1.464	.716	.390	-.48	3.40
	\$110,000	Less than \$30,000	-.696	.624	.923	-2.38	.99
	+	\$30,000-\$49,999	-.029	.419	1.000	-1.16	1.11
		\$50,000-\$69,999	-.456	.365	.875	-1.44	.53
		\$70,000-\$89,999	-.937*	.329	.069	-1.83	-.05
		\$90,000-\$109,999	-.731	.356	.382	-1.69	.23
		Prefer not to answer	.733	.725	.951	-1.23	2.70
	Prefer not	Less than \$30,000	-1.429	.881	.668	-3.81	.96
	to answer	\$30,000-\$49,999	-.762	.750	.950	-2.79	1.27
		\$50,000-\$69,999	-1.189	.721	.651	-3.14	.76
		\$70,000-\$89,999	-1.670	.703	.214	-3.57	.24
		\$90,000-\$109,999	-1.464	.716	.390	-3.40	.48
		\$110,000+	-.733	.725	.951	-2.70	1.23
The office is on the way to or from	Less than	\$30,000-\$49,999	.033	.553	1.000	-1.46	1.53
your child's school -Performance	\$30,000	\$50,000-\$69,999	-.154	.526	1.000	-1.58	1.27
		\$70,000-\$89,999	-.541	.506	.937	-1.91	.83

	\$90,000-\$109,999	-.361	.519	.993	-1.77	1.04
	\$110,000+	-.013	.527	1.000	-1.44	1.42
	Prefer not to answer	1.200	.746	.677	-.82	3.22
\$30,000-	Less than \$30,000	-.033	.553	1.000	-1.53	1.46
\$49,999	\$50,000-\$69,999	-.188	.352	.998	-1.14	.77
	\$70,000-\$89,999	-.575	.322	.558	-1.45	.30
	\$90,000-\$109,999	-.395	.342	.910	-1.32	.53
	\$110,000+	-.046	.354	1.000	-1.00	.91
	Prefer not to answer	1.167	.636	.525	-.55	2.89
\$50,000-	Less than \$30,000	.154	.526	1.000	-1.27	1.58
\$69,999	\$30,000-\$49,999	.188	.352	.998	-.77	1.14
	\$70,000-\$89,999	-.387	.273	.793	-1.13	.35
	\$90,000-\$109,999	-.207	.297	.993	-1.01	.60
	\$110,000+	.141	.311	.999	-.70	.98
	Prefer not to answer	1.354	.613	.293	-.30	3.01
\$70,000-	Less than \$30,000	.541	.506	.937	-.83	1.91
\$89,999	\$30,000-\$49,999	.575	.322	.558	-.30	1.45
	\$50,000-\$69,999	.387	.273	.793	-.35	1.13
	\$90,000-\$109,999	.180	.259	.993	-.52	.88
	\$110,000+	.528	.275	.469	-.22	1.27
	Prefer not to answer	1.741*	.595	.057	.13	3.35
\$90,000-	Less than \$30,000	.361	.519	.993	-1.04	1.77
\$109,999	\$30,000-\$49,999	.395	.342	.910	-.53	1.32
	\$50,000-\$69,999	.207	.297	.993	-.60	1.01
	\$70,000-\$89,999	-.180	.259	.993	-.88	.52
	\$110,000+	.349	.298	.905	-.46	1.16
	Prefer not to answer	1.561	.606	.138	-.08	3.20
\$110,000	Less than \$30,000	.013	.527	1.000	-1.42	1.44
+	\$30,000-\$49,999	.046	.354	1.000	-.91	1.00

The office is in a safe area of town - Performance	Prefer not to answer	\$50,000-\$69,999	-.141	.311	.999	-.98	.70
		\$70,000-\$89,999	-.528	.275	.469	-1.27	.22
		\$90,000-\$109,999	-.349	.298	.905	-1.16	.46
		Prefer not to answer	1.213	.613	.432	-.45	2.87
		Less than \$30,000	-1.200	.746	.677	-3.22	.82
		\$30,000-\$49,999	-1.167	.636	.525	-2.89	.55
		\$50,000-\$69,999	-1.354	.613	.293	-3.01	.30
		\$70,000-\$89,999	-1.741*	.595	.057	-3.35	-.13
		\$90,000-\$109,999	-1.561	.606	.138	-3.20	.08
		\$110,000+	-1.213	.613	.432	-2.87	.45
		Less than \$30,000	-.317	.383	.982	-1.35	.72
		\$30,000-\$49,999	-.130	.361	1.000	-1.11	.85
		\$50,000-\$69,999	-.356	.346	.947	-1.29	.58
		\$70,000-\$89,999	-.267	.356	.989	-1.23	.70
		\$90,000-\$109,999	-.313	.362	.978	-1.29	.67
		\$110,000+	-.107	.533	1.000	-1.55	1.34
		Prefer not to answer	.317	.383	.982	-.72	1.35
		Less than \$30,000	.187	.259	.991	-.51	.89
		\$30,000-\$49,999	-.039	.238	1.000	-.68	.61
		\$50,000-\$69,999	.049	.252	1.000	-.63	.73
		\$70,000-\$89,999	.004	.261	1.000	-.70	.71
		\$90,000-\$109,999	.210	.471	.999	-1.07	1.48
		\$110,000+	.130	.361	1.000	-.85	1.11
		Prefer not to answer	-.187	.259	.991	-.89	.51
		Less than \$30,000	-.226	.200	.918	-.77	.32
		\$30,000-\$49,999	-.137	.216	.996	-.72	.45
		\$50,000-\$69,999	-.183	.227	.984	-.80	.43
		\$70,000-\$89,999	.023	.453	1.000	-1.20	1.25
		\$90,000-\$109,999	.356	.346	.947	-.58	1.29
		\$110,000+					

The orthodontic provider is in the same office where your child gets cleanings and fillings -Performance	\$89,999	\$30,000-\$49,999	.039	.238	1.000	-.61	.68
		\$50,000-\$69,999	.226	.200	.918	-.32	.77
		\$90,000-\$109,999	.089	.191	.999	-.43	.61
		\$110,000+	.043	.203	1.000	-.51	.59
		Prefer not to answer	.249	.441	.998	-.95	1.44
	\$90,000-	Less than \$30,000	.267	.356	.989	-.70	1.23
	\$109,999	\$30,000-\$49,999	-.049	.252	1.000	-.73	.63
		\$50,000-\$69,999	.137	.216	.996	-.45	.72
		\$70,000-\$89,999	-.089	.191	.999	-.61	.43
		\$110,000+	-.045	.219	1.000	-.64	.55
		Prefer not to answer	.160	.449	1.000	-1.06	1.38
	\$110,000	Less than \$30,000	.313	.362	.978	-.67	1.29
	+	\$30,000-\$49,999	-.004	.261	1.000	-.71	.70
		\$50,000-\$69,999	.183	.227	.984	-.43	.80
		\$70,000-\$89,999	-.043	.203	1.000	-.59	.51
		\$90,000-\$109,999	.045	.219	1.000	-.55	.64
		Prefer not to answer	.205	.454	.999	-1.02	1.43
	Prefer not	Less than \$30,000	.107	.533	1.000	-1.34	1.55
	to answer	\$30,000-\$49,999	-.210	.471	.999	-1.48	1.07
		\$50,000-\$69,999	-.023	.453	1.000	-1.25	1.20
		\$70,000-\$89,999	-.249	.441	.998	-1.44	.95
		\$90,000-\$109,999	-.160	.449	1.000	-1.38	1.06
		\$110,000+	-.205	.454	.999	-1.43	1.02
	Less than	\$30,000-\$49,999	.324	.597	.998	-1.29	1.94
	\$30,000	\$50,000-\$69,999	-.429	.564	.988	-1.96	1.10
		\$70,000-\$89,999	-.635	.543	.905	-2.11	.84
		\$90,000-\$109,999	-.102	.558	1.000	-1.61	1.41
		\$110,000+	.070	.567	1.000	-1.47	1.61
		Prefer not to answer	1.377	.819	.630	-.84	3.59

\$30,000-	Less than \$30,000	-.324	.597	.998	-1.94	1.29
\$49,999	\$50,000-\$69,999	-.753	.391	.465	-1.81	.31
	\$70,000-\$89,999	-.960	.360	.112	-1.94	.02
	\$90,000-\$109,999	-.426	.382	.923	-1.46	.61
	\$110,000+	-.255	.396	.995	-1.33	.82
	Prefer not to answer	1.052	.711	.757	-.87	2.98
\$50,000-	Less than \$30,000	.429	.564	.988	-1.10	1.96
\$69,999	\$30,000-\$49,999	.753	.391	.465	-.31	1.81
	\$70,000-\$89,999	-.206	.303	.994	-1.03	.61
	\$90,000-\$109,999	.327	.328	.955	-.56	1.22
	\$110,000+	.499	.344	.774	-.43	1.43
	Prefer not to answer	1.806	.684	.118	-.05	3.66
\$70,000-	Less than \$30,000	.635	.543	.905	-.84	2.11
\$89,999	\$30,000-\$49,999	.960	.360	.112	-.02	1.94
	\$50,000-\$69,999	.206	.303	.994	-.61	1.03
	\$90,000-\$109,999	.533	.291	.526	-.25	1.32
	\$110,000+	.705	.309	.255	-.13	1.54
	Prefer not to answer	2.012*	.666	.044	.21	3.82
\$90,000-	Less than \$30,000	.102	.558	1.000	-1.41	1.61
\$109,999	\$30,000-\$49,999	.426	.382	.923	-.61	1.46
	\$50,000-\$69,999	-.327	.328	.955	-1.22	.56
	\$70,000-\$89,999	-.533	.291	.526	-1.32	.25
	\$110,000+	.172	.334	.999	-.73	1.08
	Prefer not to answer	1.479	.678	.310	-.36	3.32
\$110,000	Less than \$30,000	-.070	.567	1.000	-1.61	1.47
+	\$30,000-\$49,999	.255	.396	.995	-.82	1.33
	\$50,000-\$69,999	-.499	.344	.774	-1.43	.43
	\$70,000-\$89,999	-.705	.309	.255	-1.54	.13
	\$90,000-\$109,999	-.172	.334	.999	-1.08	.73

The waiting room is comfortable and inviting -Performance	Prefer not to answer	Prefer not to answer	1.307	.686	.479	-.55	3.17
		Less than \$30,000	-1.377	.819	.630	-3.59	.84
		\$30,000-\$49,999	-1.052	.711	.757	-2.98	.87
		\$50,000-\$69,999	-1.806	.684	.118	-3.66	.05
		\$70,000-\$89,999	-2.012*	.666	.044	-3.82	-.21
		\$90,000-\$109,999	-1.479	.678	.310	-3.32	.36
		\$110,000+	-1.307	.686	.479	-3.17	.55
	Less than \$30,000	\$30,000-\$49,999	-.067	.374	1.000	-1.08	.95
		\$50,000-\$69,999	-.127	.352	1.000	-1.08	.83
		\$70,000-\$89,999	-.070	.338	1.000	-.99	.85
		\$90,000-\$109,999	-.011	.348	1.000	-.95	.93
		\$110,000+	.083	.354	1.000	-.87	1.04
		Prefer not to answer	.119	.521	1.000	-1.29	1.53
	\$30,000-\$49,999	Less than \$30,000	.067	.374	1.000	-.95	1.08
		\$50,000-\$69,999	-.060	.253	1.000	-.75	.63
		\$70,000-\$89,999	-.004	.233	1.000	-.64	.63
		\$90,000-\$109,999	.055	.246	1.000	-.61	.72
		\$110,000+	.150	.255	.997	-.54	.84
		Prefer not to answer	.186	.460	1.000	-1.06	1.43
	\$50,000-\$69,999	Less than \$30,000	.127	.352	1.000	-.83	1.08
		\$30,000-\$49,999	.060	.253	1.000	-.63	.75
		\$70,000-\$89,999	.056	.196	1.000	-.47	.59
		\$90,000-\$109,999	.115	.212	.998	-.46	.69
		\$110,000+	.210	.221	.964	-.39	.81
		Prefer not to answer	.246	.442	.998	-.95	1.44
	\$70,000-\$89,999	Less than \$30,000	.070	.338	1.000	-.85	.99
		\$30,000-\$49,999	.004	.233	1.000	-.63	.64
		\$50,000-\$69,999	-.056	.196	1.000	-.59	.47
		\$90,000-\$109,999	.059	.188	1.000	-.45	.57

The waiting room has entertainment for children (i.e. TVs, iPads, games, books etc) -Performance		\$110,000+	.154	.199	.987	-.38	.69
		Prefer not to answer	.189	.431	.999	-.98	1.36
	\$90,000-\$109,999	Less than \$30,000	.011	.348	1.000	-.93	.95
		\$30,000-\$49,999	-.055	.246	1.000	-.72	.61
		\$50,000-\$69,999	-.115	.212	.998	-.69	.46
		\$70,000-\$89,999	-.059	.188	1.000	-.57	.45
		\$110,000+	.095	.214	.999	-.48	.67
		Prefer not to answer	.131	.439	1.000	-1.06	1.32
	\$110,000+	Less than \$30,000	-.083	.354	1.000	-1.04	.87
		\$30,000-\$49,999	-.150	.255	.997	-.84	.54
		\$50,000-\$69,999	-.210	.221	.964	-.81	.39
		\$70,000-\$89,999	-.154	.199	.987	-.69	.38
		\$90,000-\$109,999	-.095	.214	.999	-.67	.48
		Prefer not to answer	.036	.443	1.000	-1.17	1.24
	Prefer not to answer	Less than \$30,000	-.119	.521	1.000	-1.53	1.29
		\$30,000-\$49,999	-.186	.460	1.000	-1.43	1.06
		\$50,000-\$69,999	-.246	.442	.998	-1.44	.95
		\$70,000-\$89,999	-.189	.431	.999	-1.36	.98
		\$90,000-\$109,999	-.131	.439	1.000	-1.32	1.06
		\$110,000+	-.036	.443	1.000	-1.24	1.17
	Less than \$30,000	\$30,000-\$49,999	-.167	.481	1.000	-1.47	1.14
		\$50,000-\$69,999	-.225	.458	.999	-1.46	1.01
		\$70,000-\$89,999	-.388	.440	.975	-1.58	.80
		\$90,000-\$109,999	-.161	.451	1.000	-1.38	1.06
		\$110,000+	-.267	.458	.997	-1.51	.97
		Prefer not to answer	.400	.649	.996	-1.36	2.16
	\$30,000-\$49,999	Less than \$30,000	.167	.481	1.000	-1.14	1.47
		\$50,000-\$69,999	-.058	.306	1.000	-.89	.77
		\$70,000-\$89,999	-.222	.280	.986	-.98	.54

	\$90,000-\$109,999	.005	.297	1.000	-.80	.81
	\$110,000+	-.100	.306	1.000	-.93	.73
	Prefer not to answer	.567	.553	.948	-.93	2.06
\$50,000-	Less than \$30,000	.225	.458	.999	-1.01	1.46
\$69,999	\$30,000-\$49,999	.058	.306	1.000	-.77	.89
	\$70,000-\$89,999	-.163	.238	.993	-.81	.48
	\$90,000-\$109,999	.064	.258	1.000	-.63	.76
	\$110,000+	-.042	.269	1.000	-.77	.69
	Prefer not to answer	.625	.533	.904	-.82	2.07
\$70,000-	Less than \$30,000	.388	.440	.975	-.80	1.58
\$89,999	\$30,000-\$49,999	.222	.280	.986	-.54	.98
	\$50,000-\$69,999	.163	.238	.993	-.48	.81
	\$90,000-\$109,999	.227	.225	.952	-.38	.84
	\$110,000+	.122	.238	.999	-.52	.77
	Prefer not to answer	.788	.518	.731	-.61	2.19
\$90,000-	Less than \$30,000	.161	.451	1.000	-1.06	1.38
\$109,999	\$30,000-\$49,999	-.005	.297	1.000	-.81	.80
	\$50,000-\$69,999	-.064	.258	1.000	-.76	.63
	\$70,000-\$89,999	-.227	.225	.952	-.84	.38
	\$110,000+	-.105	.258	1.000	-.80	.59
	Prefer not to answer	.561	.527	.938	-.87	1.99
\$110,000	Less than \$30,000	.267	.458	.997	-.97	1.51
+	\$30,000-\$49,999	.100	.306	1.000	-.73	.93
	\$50,000-\$69,999	.042	.269	1.000	-.69	.77
	\$70,000-\$89,999	-.122	.238	.999	-.77	.52
	\$90,000-\$109,999	.105	.258	1.000	-.59	.80
	Prefer not to answer	.667	.533	.873	-.78	2.11
Prefer not	Less than \$30,000	-.400	.649	.996	-2.16	1.36
to answer	\$30,000-\$49,999	-.567	.553	.948	-2.06	.93

Complimentary snacks are provided in the waiting room -Performance		\$50,000-\$69,999	-.625	.533	.904	-2.07	.82
		\$70,000-\$89,999	-.788	.518	.731	-2.19	.61
		\$90,000-\$109,999	-.561	.527	.938	-1.99	.87
		\$110,000+	-.667	.533	.873	-2.11	.78
	Less than \$30,000	\$30,000-\$49,999	.034	.583	1.000	-1.54	1.61
		\$50,000-\$69,999	-.163	.552	1.000	-1.66	1.33
		\$70,000-\$89,999	-.667	.532	.872	-2.11	.77
		\$90,000-\$109,999	-.291	.547	.998	-1.77	1.19
		\$110,000+	-.065	.555	1.000	-1.57	1.44
		Prefer not to answer	.429	.784	.998	-1.69	2.55
	\$30,000- \$49,999	Less than \$30,000	-.034	.583	1.000	-1.61	1.54
		\$50,000-\$69,999	-.198	.373	.998	-1.21	.81
		\$70,000-\$89,999	-.701	.342	.387	-1.63	.23
		\$90,000-\$109,999	-.325	.365	.974	-1.31	.66
		\$110,000+	-.100	.377	1.000	-1.12	.92
		Prefer not to answer	.394	.670	.997	-1.42	2.21
	\$50,000- \$69,999	Less than \$30,000	.163	.552	1.000	-1.33	1.66
		\$30,000-\$49,999	.198	.373	.998	-.81	1.21
		\$70,000-\$89,999	-.503	.286	.575	-1.28	.27
		\$90,000-\$109,999	-.128	.312	1.000	-.97	.72
		\$110,000+	.098	.326	1.000	-.79	.98
		Prefer not to answer	.592	.642	.969	-1.15	2.33
	\$70,000- \$89,999	Less than \$30,000	.667	.532	.872	-.77	2.11
		\$30,000-\$49,999	.701	.342	.387	-.23	1.63
		\$50,000-\$69,999	.503	.286	.575	-.27	1.28
		\$90,000-\$109,999	.376	.276	.821	-.37	1.12
		\$110,000+	.601	.292	.378	-.19	1.39
		Prefer not to answer	1.095	.626	.582	-.60	2.79
	\$90,000-	Less than \$30,000	.291	.547	.998	-1.19	1.77

Parking options are convenient - Performance	\$109,999	\$30,000-\$49,999	.325	.365	.974	-.66	1.31
		\$50,000-\$69,999	.128	.312	1.000	-.72	.97
		\$70,000-\$89,999	-.376	.276	.821	-1.12	.37
		\$110,000+	.226	.318	.992	-.63	1.09
		Prefer not to answer	.719	.638	.919	-1.01	2.45
	\$110,000	Less than \$30,000	.065	.555	1.000	-1.44	1.57
	+	\$30,000-\$49,999	.100	.377	1.000	-.92	1.12
		\$50,000-\$69,999	-.098	.326	1.000	-.98	.79
		\$70,000-\$89,999	-.601	.292	.378	-1.39	.19
		\$90,000-\$109,999	-.226	.318	.992	-1.09	.63
		Prefer not to answer	.494	.645	.988	-1.25	2.24
	Prefer not	Less than \$30,000	-.429	.784	.998	-2.55	1.69
	to answer	\$30,000-\$49,999	-.394	.670	.997	-2.21	1.42
		\$50,000-\$69,999	-.592	.642	.969	-2.33	1.15
		\$70,000-\$89,999	-1.095	.626	.582	-2.79	.60
		\$90,000-\$109,999	-.719	.638	.919	-2.45	1.01
		\$110,000+	-.494	.645	.988	-2.24	1.25
	Less than	\$30,000-\$49,999	-.117	.428	1.000	-1.27	1.04
	\$30,000	\$50,000-\$69,999	.130	.402	1.000	-.96	1.22
		\$70,000-\$89,999	-.215	.386	.998	-1.26	.83
		\$90,000-\$109,999	.078	.397	1.000	-1.00	1.15
		\$110,000+	-.229	.404	.998	-1.32	.87
		Prefer not to answer	.464	.595	.987	-1.15	2.08
	\$30,000-	Less than \$30,000	.117	.428	1.000	-1.04	1.27
	\$49,999	\$50,000-\$69,999	.247	.289	.979	-.54	1.03
		\$70,000-\$89,999	-.098	.266	1.000	-.82	.62
		\$90,000-\$109,999	.194	.282	.993	-.57	.96
		\$110,000+	-.113	.291	1.000	-.90	.68
		Prefer not to answer	.581	.526	.926	-.84	2.00

\$50,000-	Less than \$30,000	-.130	.402	1.000	-1.22	.96
\$69,999	\$30,000-\$49,999	-.247	.289	.979	-1.03	.54
	\$70,000-\$89,999	-.345	.223	.717	-.95	.26
	\$90,000-\$109,999	-.052	.242	1.000	-.71	.60
	\$110,000+	-.359	.253	.791	-1.04	.33
	Prefer not to answer	.334	.505	.994	-1.03	1.70
\$70,000-	Less than \$30,000	.215	.386	.998	-.83	1.26
\$89,999	\$30,000-\$49,999	.098	.266	1.000	-.62	.82
	\$50,000-\$69,999	.345	.223	.717	-.26	.95
	\$90,000-\$109,999	.292	.213	.817	-.29	.87
	\$110,000+	-.014	.226	1.000	-.63	.60
	Prefer not to answer	.679	.492	.813	-.65	2.01
\$90,000-	Less than \$30,000	-.078	.397	1.000	-1.15	1.00
\$109,999	\$30,000-\$49,999	-.194	.282	.993	-.96	.57
	\$50,000-\$69,999	.052	.242	1.000	-.60	.71
	\$70,000-\$89,999	-.292	.213	.817	-.87	.29
	\$110,000+	-.307	.244	.871	-.97	.35
	Prefer not to answer	.387	.501	.987	-.97	1.74
\$110,000	Less than \$30,000	.229	.404	.998	-.87	1.32
+	\$30,000-\$49,999	.113	.291	1.000	-.68	.90
	\$50,000-\$69,999	.359	.253	.791	-.33	1.04
	\$70,000-\$89,999	.014	.226	1.000	-.60	.63
	\$90,000-\$109,999	.307	.244	.871	-.35	.97
	Prefer not to answer	.693	.507	.818	-.68	2.07
Prefer not	Less than \$30,000	-.464	.595	.987	-2.08	1.15
to answer	\$30,000-\$49,999	-.581	.526	.926	-2.00	.84
	\$50,000-\$69,999	-.334	.505	.994	-1.70	1.03
	\$70,000-\$89,999	-.679	.492	.813	-2.01	.65
	\$90,000-\$109,999	-.387	.501	.987	-1.74	.97

How long do you to travel to take your child to their orthodontic provider? -Performance		\$110,000+	-.693	.507	.818	-2.07	.68
	Less than	\$30,000-\$49,999	-.017	.482	1.000	-1.32	1.29
	\$30,000	\$50,000-\$69,999	-.743	.454	.657	-1.97	.48
		\$70,000-\$89,999	-1.113	.435	.143	-2.29	.07
		\$90,000-\$109,999	-.894	.447	.419	-2.11	.32
		\$110,000+	-.292	.455	.995	-1.52	.94
		Prefer not to answer	.274	.671	1.000	-1.54	2.09
	\$30,000-	Less than \$30,000	.017	.482	1.000	-1.29	1.32
	\$49,999	\$50,000-\$69,999	-.727	.326	.283	-1.61	.16
		\$70,000-\$89,999	-1.096*	.300	.006	-1.91	-.28
		\$90,000-\$109,999	-.877*	.317	.087	-1.74	-.02
		\$110,000+	-.275	.328	.981	-1.16	.61
		Prefer not to answer	.290	.592	.999	-1.31	1.89
	\$50,000-	Less than \$30,000	.743	.454	.657	-.48	1.97
	\$69,999	\$30,000-\$49,999	.727	.326	.283	-.16	1.61
		\$70,000-\$89,999	-.369	.251	.763	-1.05	.31
		\$90,000-\$109,999	-.150	.272	.998	-.89	.59
		\$110,000+	.452	.285	.693	-.32	1.22
		Prefer not to answer	1.017	.569	.558	-.52	2.56
	\$70,000-	Less than \$30,000	1.113	.435	.143	-.07	2.29
	\$89,999	\$30,000-\$49,999	1.096*	.300	.006	.28	1.91
		\$50,000-\$69,999	.369	.251	.763	-.31	1.05
		\$90,000-\$109,999	.219	.240	.971	-.43	.87
		\$110,000+	.821*	.255	.024	.13	1.51
		Prefer not to answer	1.387	.555	.163	-.12	2.89
	\$90,000-	Less than \$30,000	.894	.447	.419	-.32	2.11
	\$109,999	\$30,000-\$49,999	.877*	.317	.087	.02	1.74
		\$50,000-\$69,999	.150	.272	.998	-.59	.89
		\$70,000-\$89,999	-.219	.240	.971	-.87	.43

			\$110,000+	.602	.275	.306	-.14	1.35
			Prefer not to answer	1.167	.565	.375	-.36	2.70
How many miles do you travel to take your child to their orthodontic provider? -Performance	+	\$110,000	Less than \$30,000	.292	.455	.995	-.94	1.52
			\$30,000-\$49,999	.275	.328	.981	-.61	1.16
			\$50,000-\$69,999	-.452	.285	.693	-1.22	.32
			\$70,000-\$89,999	-.821*	.255	.024	-1.51	-.13
			\$90,000-\$109,999	-.602	.275	.306	-1.35	.14
			Prefer not to answer	.565	.571	.956	-.98	2.11
		Prefer not to answer	Less than \$30,000	-.274	.671	1.000	-2.09	1.54
			\$30,000-\$49,999	-.290	.592	.999	-1.89	1.31
			\$50,000-\$69,999	-1.017	.569	.558	-2.56	.52
			\$70,000-\$89,999	-1.387	.555	.163	-2.89	.12
			\$90,000-\$109,999	-1.167	.565	.375	-2.70	.36
			\$110,000+	-.565	.571	.956	-2.11	.98
		Less than \$30,000	\$30,000-\$49,999	-.033	.450	1.000	-1.25	1.19
			\$50,000-\$69,999	-.560	.424	.842	-1.71	.59
			\$70,000-\$89,999	-.994	.407	.184	-2.10	.11
			\$90,000-\$109,999	-.603	.418	.778	-1.74	.53
			\$110,000+	-.271	.426	.996	-1.42	.88
			Prefer not to answer	.071	.627	1.000	-1.63	1.77
		\$30,000-\$49,999	Less than \$30,000	.033	.450	1.000	-1.19	1.25
			\$50,000-\$69,999	-.527	.305	.597	-1.35	.30
			\$70,000-\$89,999	-.961*	.280	.012	-1.72	-.20
			\$90,000-\$109,999	-.570	.297	.467	-1.37	.23
			\$110,000+	-.238	.307	.987	-1.07	.59
			Prefer not to answer	.105	.554	1.000	-1.39	1.60
		\$50,000-\$69,999	Less than \$30,000	.560	.424	.842	-.59	1.71
			\$30,000-\$49,999	.527	.305	.597	-.30	1.35
			\$70,000-\$89,999	-.434	.235	.517	-1.07	.20

		\$90,000-\$109,999	-.043	.254	1.000	-.73	.65
		\$110,000+	.289	.266	.932	-.43	1.01
		Prefer not to answer	.631	.532	.899	-.81	2.07
\$70,000-		Less than \$30,000	.994	.407	.184	-.11	2.10
\$89,999		\$30,000-\$49,999	.961*	.280	.012	.20	1.72
		\$50,000-\$69,999	.434	.235	.517	-.20	1.07
		\$90,000-\$109,999	.391	.225	.590	-.22	1.00
		\$110,000+	.723*	.238	.041	.08	1.37
		Prefer not to answer	1.066	.519	.383	-.34	2.47
\$90,000-		Less than \$30,000	.603	.418	.778	-.53	1.74
\$109,999		\$30,000-\$49,999	.570	.297	.467	-.23	1.37
		\$50,000-\$69,999	.043	.254	1.000	-.65	.73
		\$70,000-\$89,999	-.391	.225	.590	-1.00	.22
		\$110,000+	.333	.257	.855	-.36	1.03
		Prefer not to answer	.675	.528	.861	-.75	2.10
\$110,000		Less than \$30,000	.271	.426	.996	-.88	1.42
+		\$30,000-\$49,999	.238	.307	.987	-.59	1.07
		\$50,000-\$69,999	-.289	.266	.932	-1.01	.43
		\$70,000-\$89,999	-.723*	.238	.041	-1.37	-.08
		\$90,000-\$109,999	-.333	.257	.855	-1.03	.36
		Prefer not to answer	.342	.534	.995	-1.10	1.79
Prefer not		Less than \$30,000	-.071	.627	1.000	-1.77	1.63
to answer		\$30,000-\$49,999	-.105	.554	1.000	-1.60	1.39
		\$50,000-\$69,999	-.631	.532	.899	-2.07	.81
		\$70,000-\$89,999	-1.066	.519	.383	-2.47	.34
		\$90,000-\$109,999	-.675	.528	.861	-2.10	.75
		\$110,000+	-.342	.534	.995	-1.79	1.10
How well does your orthodontic	Less than	\$30,000-\$49,999	-.117	.329	1.000	-1.01	.78
provider perform in the following	\$30,000	\$50,000-\$69,999	.183	.310	.997	-.66	1.02

areas? The doctor is up to date...

	\$70,000-\$89,999	-.011	.297	1.000	-.82	.79
	\$90,000-\$109,999	-.003	.306	1.000	-.83	.83
	\$110,000+	-.292	.311	.966	-1.13	.55
	Prefer not to answer	.083	.459	1.000	-1.16	1.33
\$30,000-	Less than \$30,000	.117	.329	1.000	-.78	1.01
\$49,999	\$50,000-\$69,999	.300	.223	.829	-.30	.90
	\$70,000-\$89,999	.106	.205	.999	-.45	.66
	\$90,000-\$109,999	.114	.217	.998	-.47	.70
	\$110,000+	-.175	.224	.987	-.78	.43
	Prefer not to answer	.200	.405	.999	-.90	1.30
\$50,000-	Less than \$30,000	-.183	.310	.997	-1.02	.66
\$69,999	\$30,000-\$49,999	-.300	.223	.829	-.90	.30
	\$70,000-\$89,999	-.194	.172	.919	-.66	.27
	\$90,000-\$109,999	-.186	.186	.954	-.69	.32
	\$110,000+	-.475	.195	.187	-1.00	.05
	Prefer not to answer	-.100	.389	1.000	-1.15	.95
\$70,000-	Less than \$30,000	.011	.297	1.000	-.79	.82
\$89,999	\$30,000-\$49,999	-.106	.205	.999	-.66	.45
	\$50,000-\$69,999	.194	.172	.919	-.27	.66
	\$90,000-\$109,999	.008	.164	1.000	-.44	.45
	\$110,000+	-.281	.174	.674	-.75	.19
	Prefer not to answer	.094	.379	1.000	-.93	1.12
\$90,000-	Less than \$30,000	.003	.306	1.000	-.83	.83
\$109,999	\$30,000-\$49,999	-.114	.217	.998	-.70	.47
	\$50,000-\$69,999	.186	.186	.954	-.32	.69
	\$70,000-\$89,999	-.008	.164	1.000	-.45	.44
	\$110,000+	-.289	.188	.724	-.80	.22
	Prefer not to answer	.086	.386	1.000	-.96	1.13
\$110,000	Less than \$30,000	.292	.311	.966	-.55	1.13

How well does your orthodontic provider perform in the following areas? The estimated treatme...	+	\$30,000-\$49,999	.175	.224	.987	-.43	.78
		\$50,000-\$69,999	.475	.195	.187	-.05	1.00
		\$70,000-\$89,999	.281	.174	.674	-.19	.75
		\$90,000-\$109,999	.289	.188	.724	-.22	.80
		Prefer not to answer	.375	.390	.962	-.68	1.43
	Prefer not to answer	Less than \$30,000	-.083	.459	1.000	-1.33	1.16
		\$30,000-\$49,999	-.200	.405	.999	-1.30	.90
		\$50,000-\$69,999	.100	.389	1.000	-.95	1.15
		\$70,000-\$89,999	-.094	.379	1.000	-1.12	.93
		\$90,000-\$109,999	-.086	.386	1.000	-1.13	.96
		\$110,000+	-.375	.390	.962	-1.43	.68
		Less than \$30,000	.163	.425	1.000	-.99	1.31
		\$30,000-\$49,999	.145	.401	1.000	-.94	1.23
		\$70,000-\$89,999	-.017	.385	1.000	-1.06	1.03
		\$90,000-\$109,999	.015	.396	1.000	-1.06	1.09
		\$110,000+	.063	.404	1.000	-1.03	1.16
		Prefer not to answer	-.325	.581	.998	-1.90	1.25
	\$30,000-\$49,999	Less than \$30,000	-.163	.425	1.000	-1.31	.99
		\$50,000-\$69,999	-.018	.281	1.000	-.78	.74
		\$70,000-\$89,999	-.180	.258	.993	-.88	.52
		\$90,000-\$109,999	-.148	.275	.998	-.89	.60
		\$110,000+	-.100	.286	1.000	-.87	.67
		Prefer not to answer	-.488	.506	.961	-1.86	.88
	\$50,000-\$69,999	Less than \$30,000	-.145	.401	1.000	-1.23	.94
		\$30,000-\$49,999	.018	.281	1.000	-.74	.78
		\$70,000-\$89,999	-.162	.215	.989	-.75	.42
		\$90,000-\$109,999	-.130	.235	.998	-.77	.51
		\$110,000+	-.082	.248	1.000	-.75	.59
		Prefer not to answer	-.469	.485	.961	-1.78	.84

How well does your orthodontic provider perform in the following areas? The doctor has exampl...	\$70,000-\$89,999	Less than \$30,000	.017	.385	1.000	-1.03	1.06
	\$89,999	\$30,000-\$49,999	.180	.258	.993	-.52	.88
		\$50,000-\$69,999	.162	.215	.989	-.42	.75
		\$90,000-\$109,999	.032	.207	1.000	-.53	.59
		\$110,000+	.080	.221	1.000	-.52	.68
		Prefer not to answer	-.308	.472	.995	-1.59	.97
	\$90,000-\$109,999	Less than \$30,000	-.015	.396	1.000	-1.09	1.06
	\$109,999	\$30,000-\$49,999	.148	.275	.998	-.60	.89
		\$50,000-\$69,999	.130	.235	.998	-.51	.77
		\$70,000-\$89,999	-.032	.207	1.000	-.59	.53
		\$110,000+	.048	.240	1.000	-.60	.70
		Prefer not to answer	-.339	.481	.992	-1.64	.96
	\$110,000+	Less than \$30,000	-.063	.404	1.000	-1.16	1.03
	+	\$30,000-\$49,999	.100	.286	1.000	-.67	.87
		\$50,000-\$69,999	.082	.248	1.000	-.59	.75
		\$70,000-\$89,999	-.080	.221	1.000	-.68	.52
		\$90,000-\$109,999	-.048	.240	1.000	-.70	.60
		Prefer not to answer	-.387	.488	.985	-1.71	.93
	Prefer not to answer	Less than \$30,000	.325	.581	.998	-1.25	1.90
		\$30,000-\$49,999	.488	.506	.961	-.88	1.86
		\$50,000-\$69,999	.469	.485	.961	-.84	1.78
		\$70,000-\$89,999	.308	.472	.995	-.97	1.59
		\$90,000-\$109,999	.339	.481	.992	-.96	1.64
		\$110,000+	.387	.488	.985	-.93	1.71
		\$30,000-\$49,999	.325	.390	.981	-.73	1.38
		\$50,000-\$69,999	.263	.366	.991	-.73	1.25
		\$70,000-\$89,999	.213	.351	.997	-.74	1.16
		\$90,000-\$109,999	.170	.361	.999	-.81	1.15
		\$110,000+	.126	.368	1.000	-.87	1.12

	Prefer not to answer	-.488	.541	.972	-1.95	.98
\$30,000-	Less than \$30,000	-.325	.390	.981	-1.38	.73
\$49,999	\$50,000-\$69,999	-.061	.265	1.000	-.78	.66
	\$70,000-\$89,999	-.112	.245	.999	-.77	.55
	\$90,000-\$109,999	-.155	.259	.997	-.86	.55
	\$110,000+	-.199	.269	.990	-.93	.53
	Prefer not to answer	-.813	.479	.618	-2.11	.48
\$50,000-	Less than \$30,000	-.263	.366	.991	-1.25	.73
\$69,999	\$30,000-\$49,999	.061	.265	1.000	-.66	.78
	\$70,000-\$89,999	-.051	.203	1.000	-.60	.50
	\$90,000-\$109,999	-.094	.219	1.000	-.69	.50
	\$110,000+	-.137	.231	.997	-.76	.49
	Prefer not to answer	-.751	.459	.658	-1.99	.49
\$70,000-	Less than \$30,000	-.213	.351	.997	-1.16	.74
\$89,999	\$30,000-\$49,999	.112	.245	.999	-.55	.77
	\$50,000-\$69,999	.051	.203	1.000	-.50	.60
	\$90,000-\$109,999	-.043	.194	1.000	-.57	.48
	\$110,000+	-.087	.207	1.000	-.65	.47
	Prefer not to answer	-.701	.447	.703	-1.91	.51
\$90,000-	Less than \$30,000	-.170	.361	.999	-1.15	.81
\$109,999	\$30,000-\$49,999	.155	.259	.997	-.55	.86
	\$50,000-\$69,999	.094	.219	1.000	-.50	.69
	\$70,000-\$89,999	.043	.194	1.000	-.48	.57
	\$110,000+	-.044	.223	1.000	-.65	.56
	Prefer not to answer	-.658	.455	.777	-1.89	.57
\$110,000	Less than \$30,000	-.126	.368	1.000	-1.12	.87
+	\$30,000-\$49,999	.199	.269	.990	-.53	.93
	\$50,000-\$69,999	.137	.231	.997	-.49	.76
	\$70,000-\$89,999	.087	.207	1.000	-.47	.65

		\$90,000-\$109,999	.044	.223	1.000	-.56	.65
		Prefer not to answer	-.614	.461	.836	-1.86	.63
Is your child's orthodontic provider an Orthodontist or a General Dentist?	Prefer not to answer	Less than \$30,000	.488	.541	.972	-.98	1.95
		\$30,000-\$49,999	.813	.479	.618	-.48	2.11
		\$50,000-\$69,999	.751	.459	.658	-.49	1.99
		\$70,000-\$89,999	.701	.447	.703	-.51	1.91
		\$90,000-\$109,999	.658	.455	.777	-.57	1.89
		\$110,000+	.614	.461	.836	-.63	1.86
	Less than \$30,000	\$30,000-\$49,999	.333	.179	.509	-.15	.82
		\$50,000-\$69,999	.160	.169	.964	-.30	.62
		\$70,000-\$89,999	.182	.162	.919	-.26	.62
		\$90,000-\$109,999	.172	.166	.945	-.28	.62
		\$110,000+	.188	.169	.926	-.27	.65
		Prefer not to answer	.500	.250	.415	-.18	1.18
	\$30,000- \$49,999	Less than \$30,000	-.333	.179	.509	-.82	.15
		\$50,000-\$69,999	-.173	.121	.785	-.50	.15
		\$70,000-\$89,999	-.151	.111	.825	-.45	.15
		\$90,000-\$109,999	-.161	.118	.821	-.48	.16
		\$110,000+	-.146	.122	.896	-.48	.18
		Prefer not to answer	.167	.220	.989	-.43	.76
	\$50,000- \$69,999	Less than \$30,000	-.160	.169	.964	-.62	.30
		\$30,000-\$49,999	.173	.121	.785	-.15	.50
		\$70,000-\$89,999	.022	.094	1.000	-.23	.28
		\$90,000-\$109,999	.012	.101	1.000	-.26	.29
		\$110,000+	.028	.106	1.000	-.26	.31
		Prefer not to answer	.340	.212	.679	-.23	.91
	\$70,000- \$89,999	Less than \$30,000	-.182	.162	.919	-.62	.26
		\$30,000-\$49,999	.151	.111	.825	-.15	.45
		\$50,000-\$69,999	-.022	.094	1.000	-.28	.23

		\$90,000-\$109,999	-.010	.089	1.000	-.25	.23
		\$110,000+	.005	.095	1.000	-.25	.26
		Prefer not to answer	.318	.206	.721	-.24	.88
\$90,000-\$109,999	Less than \$30,000		-.172	.166	.945	-.62	.28
	\$30,000-\$49,999		.161	.118	.821	-.16	.48
	\$50,000-\$69,999		-.012	.101	1.000	-.29	.26
	\$70,000-\$89,999		.010	.089	1.000	-.23	.25
	\$110,000+		.015	.102	1.000	-.26	.29
	Prefer not to answer		.328	.210	.708	-.24	.90
	Less than \$30,000		-.188	.169	.926	-.65	.27
\$110,000+	\$30,000-\$49,999		.146	.122	.896	-.18	.48
	\$50,000-\$69,999		-.028	.106	1.000	-.31	.26
	\$70,000-\$89,999		-.005	.095	1.000	-.26	.25
	\$90,000-\$109,999		-.015	.102	1.000	-.29	.26
	Prefer not to answer		.313	.212	.761	-.26	.89
	Less than \$30,000		-.500	.250	.415	-1.18	.18
	\$30,000-\$49,999		-.167	.220	.989	-.76	.43
Prefer not to answer	\$50,000-\$69,999		-.340	.212	.679	-.91	.23
	\$70,000-\$89,999		-.318	.206	.721	-.88	.24
	\$90,000-\$109,999		-.328	.210	.708	-.90	.24
	\$110,000+		-.313	.212	.761	-.89	.26
	Less than \$30,000		.017	.388	1.000	-1.03	1.07
	\$30,000-\$49,999		.202	.366	.998	-.79	1.19
	\$50,000-\$69,999		-.155	.351	.999	-1.10	.79
Board certification is not a legal requirement to practice, however some orthodontists choose to...	\$70,000-\$89,999		-.083	.361	1.000	-1.06	.90
	\$90,000-\$109,999		-.167	.367	.999	-1.16	.83
	Prefer not to answer		.202	.540	1.000	-1.26	1.67
	Less than \$30,000		-.017	.388	1.000	-1.07	1.03
	\$30,000-\$49,999		.186	.263	.992	-.53	.90
	\$50,000-\$69,999						

	\$70,000-\$89,999	-.171	.242	.992	-.83	.48
	\$90,000-\$109,999	-.100	.257	1.000	-.80	.60
	\$110,000+	-.183	.264	.993	-.90	.53
	Prefer not to answer	.186	.477	1.000	-1.11	1.48
\$50,000-	Less than \$30,000	-.202	.366	.998	-1.19	.79
\$69,999	\$30,000-\$49,999	-.186	.263	.992	-.90	.53
	\$70,000-\$89,999	-.357	.204	.584	-.91	.20
	\$90,000-\$109,999	-.286	.222	.858	-.89	.32
	\$110,000+	-.369	.231	.683	-.99	.26
	Prefer not to answer	.000	.459	1.000	-1.24	1.24
\$70,000-	Less than \$30,000	.155	.351	.999	-.79	1.10
\$89,999	\$30,000-\$49,999	.171	.242	.992	-.48	.83
	\$50,000-\$69,999	.357	.204	.584	-.20	.91
	\$90,000-\$109,999	.071	.196	1.000	-.46	.60
	\$110,000+	-.012	.206	1.000	-.57	.54
	Prefer not to answer	.357	.447	.985	-.85	1.57
\$90,000-	Less than \$30,000	.083	.361	1.000	-.90	1.06
\$109,999	\$30,000-\$49,999	.100	.257	1.000	-.60	.80
	\$50,000-\$69,999	.286	.222	.858	-.32	.89
	\$70,000-\$89,999	-.071	.196	1.000	-.60	.46
	\$110,000+	-.083	.224	1.000	-.69	.52
	Prefer not to answer	.286	.456	.996	-.95	1.52
\$110,000	Less than \$30,000	.167	.367	.999	-.83	1.16
+	\$30,000-\$49,999	.183	.264	.993	-.53	.90
	\$50,000-\$69,999	.369	.231	.683	-.26	.99
	\$70,000-\$89,999	.012	.206	1.000	-.54	.57
	\$90,000-\$109,999	.083	.224	1.000	-.52	.69
	Prefer not to answer	.369	.460	.985	-.88	1.61
Prefer not	Less than \$30,000	-.202	.540	1.000	-1.67	1.26

Is your child's orthodontic provider board certified?	to answer	\$30,000-\$49,999	-.186	.477	1.000	-1.48	1.11
		\$50,000-\$69,999	.000	.459	1.000	-1.24	1.24
		\$70,000-\$89,999	-.357	.447	.985	-1.57	.85
		\$90,000-\$109,999	-.286	.456	.996	-1.52	.95
		\$110,000+	-.369	.460	.985	-1.61	.88
	Less than \$30,000	\$30,000-\$49,999	.233	.228	.948	-.38	.85
		\$50,000-\$69,999	.327	.215	.732	-.25	.91
		\$70,000-\$89,999	.373	.206	.543	-.19	.93
		\$90,000-\$109,999	.425	.212	.412	-.15	1.00
		\$110,000+	.479	.216	.287	-.10	1.06
	\$30,000-\$49,999	Prefer not to answer	-.048	.318	1.000	-.91	.81
		Less than \$30,000	-.233	.228	.948	-.85	.38
		\$50,000-\$69,999	.093	.154	.997	-.32	.51
		\$70,000-\$89,999	.139	.142	.958	-.24	.52
		\$90,000-\$109,999	.192	.150	.862	-.21	.60
	\$50,000-\$69,999	\$110,000+	.246	.155	.694	-.18	.67
		Prefer not to answer	-.281	.280	.953	-1.04	.48
		Less than \$30,000	-.327	.215	.732	-.91	.25
		\$30,000-\$49,999	-.093	.154	.997	-.51	.32
		\$70,000-\$89,999	.046	.119	1.000	-.28	.37
	\$70,000-\$89,999	\$90,000-\$109,999	.099	.129	.988	-.25	.45
		\$110,000+	.153	.135	.918	-.21	.52
		Prefer not to answer	-.374	.270	.808	-1.10	.36
		Less than \$30,000	-.373	.206	.543	-.93	.19
		\$30,000-\$49,999	-.139	.142	.958	-.52	.24
		\$50,000-\$69,999	-.046	.119	1.000	-.37	.28
		\$90,000-\$109,999	.053	.114	.999	-.26	.36
		\$110,000+	.107	.121	.975	-.22	.43
		Prefer not to answer	-.420	.263	.683	-1.13	.29

How much does your orthodontic provider charge compared to other providers in your area?	\$90,000-	Less than \$30,000	-.425	.212	.412	-1.00	.15
	\$109,999	\$30,000-\$49,999	-.192	.150	.862	-.60	.21
		\$50,000-\$69,999	-.099	.129	.988	-.45	.25
		\$70,000-\$89,999	-.053	.114	.999	-.36	.26
		\$110,000+	.054	.130	1.000	-.30	.41
		Prefer not to answer	-.473	.267	.570	-1.20	.25
	\$110,000	Less than \$30,000	-.479	.216	.287	-1.06	.10
	+	\$30,000-\$49,999	-.246	.155	.694	-.67	.18
		\$50,000-\$69,999	-.153	.135	.918	-.52	.21
		\$70,000-\$89,999	-.107	.121	.975	-.43	.22
		\$90,000-\$109,999	-.054	.130	1.000	-.41	.30
		Prefer not to answer	-.527	.270	.450	-1.26	.21
	Prefer not	Less than \$30,000	.048	.318	1.000	-.81	.91
	to answer	\$30,000-\$49,999	.281	.280	.953	-.48	1.04
		\$50,000-\$69,999	.374	.270	.808	-.36	1.10
		\$70,000-\$89,999	.420	.263	.683	-.29	1.13
		\$90,000-\$109,999	.473	.267	.570	-.25	1.20
		\$110,000+	.527	.270	.450	-.21	1.26
	Less than	\$30,000-\$49,999	.183	.250	.990	-.49	.86
	\$30,000	\$50,000-\$69,999	.257	.235	.930	-.38	.89
		\$70,000-\$89,999	.240	.226	.938	-.37	.85
		\$90,000-\$109,999	.158	.232	.994	-.47	.79
		\$110,000+	.167	.236	.992	-.47	.81
		Prefer not to answer	.417	.348	.895	-.53	1.36
	\$30,000-	Less than \$30,000	-.183	.250	.990	-.86	.49
	\$49,999	\$50,000-\$69,999	.073	.169	.999	-.38	.53
		\$70,000-\$89,999	.057	.155	1.000	-.36	.48
		\$90,000-\$109,999	-.025	.165	1.000	-.47	.42
		\$110,000+	-.017	.170	1.000	-.48	.44

	Prefer not to answer	.233	.307	.988	-.60	1.06
\$50,000-	Less than \$30,000	-.257	.235	.930	-.89	.38
\$69,999	\$30,000-\$49,999	-.073	.169	.999	-.53	.38
	\$70,000-\$89,999	-.016	.130	1.000	-.37	.34
	\$90,000-\$109,999	-.099	.141	.993	-.48	.28
	\$110,000+	-.090	.148	.997	-.49	.31
	Prefer not to answer	.160	.295	.998	-.64	.96
\$70,000-	Less than \$30,000	-.240	.226	.938	-.85	.37
\$89,999	\$30,000-\$49,999	-.057	.155	1.000	-.48	.36
	\$50,000-\$69,999	.016	.130	1.000	-.34	.37
	\$90,000-\$109,999	-.082	.125	.995	-.42	.26
	\$110,000+	-.074	.132	.998	-.43	.28
	Prefer not to answer	.176	.288	.996	-.60	.96
\$90,000-	Less than \$30,000	-.158	.232	.994	-.79	.47
\$109,999	\$30,000-\$49,999	.025	.165	1.000	-.42	.47
	\$50,000-\$69,999	.099	.141	.993	-.28	.48
	\$70,000-\$89,999	.082	.125	.995	-.26	.42
	\$110,000+	.009	.143	1.000	-.38	.40
	Prefer not to answer	.259	.293	.975	-.53	1.05
\$110,000	Less than \$30,000	-.167	.236	.992	-.81	.47
+	\$30,000-\$49,999	.017	.170	1.000	-.44	.48
	\$50,000-\$69,999	.090	.148	.997	-.31	.49
	\$70,000-\$89,999	.074	.132	.998	-.28	.43
	\$90,000-\$109,999	-.009	.143	1.000	-.40	.38
	Prefer not to answer	.250	.296	.980	-.55	1.05
Prefer not	Less than \$30,000	-.417	.348	.895	-1.36	.53
to answer	\$30,000-\$49,999	-.233	.307	.988	-1.06	.60
	\$50,000-\$69,999	-.160	.295	.998	-.96	.64
	\$70,000-\$89,999	-.176	.288	.996	-.96	.60

How satisfied are you with your child's orthodontic treatment so far?	Less than \$30,000	\$90,000-\$109,999	-.259	.293	.975	-1.05	.53
		\$110,000+	-.250	.296	.980	-1.05	.55
		\$30,000-\$49,999	-.933*	.330	.074	-1.83	-.04
		\$50,000-\$69,999	-.427	.311	.816	-1.27	.41
		\$70,000-\$89,999	-.820*	.298	.090	-1.63	-.01
		\$90,000-\$109,999	-.977*	.306	.026	-1.81	-.15
	\$30,000-\$49,999	\$110,000+	-1.042*	.312	.016	-1.89	-.20
		Prefer not to answer	-.667	.460	.774	-1.91	.58
		Less than \$30,000	.933*	.330	.074	.04	1.83
		\$50,000-\$69,999	.507	.223	.262	-.10	1.11
		\$70,000-\$89,999	.114	.205	.998	-.44	.67
		\$90,000-\$109,999	-.044	.217	1.000	-.63	.54
	\$50,000-\$69,999	\$110,000+	-.108	.225	.999	-.72	.50
		Prefer not to answer	.267	.406	.995	-.83	1.37
		Less than \$30,000	.427	.311	.816	-.41	1.27
		\$30,000-\$49,999	-.507	.223	.262	-1.11	.10
		\$70,000-\$89,999	-.393	.172	.257	-.86	.07
		\$90,000-\$109,999	-.550*	.187	.053	-1.06	-.05
	\$70,000-\$89,999	\$110,000+	-.615*	.195	.030	-1.14	-.09
		Prefer not to answer	-.240	.390	.996	-1.30	.82
		Less than \$30,000	.820*	.298	.090	.01	1.63
		\$30,000-\$49,999	-.114	.205	.998	-.67	.44
		\$50,000-\$69,999	.393	.172	.257	-.07	.86
		\$90,000-\$109,999	-.157	.165	.963	-.60	.29
	\$90,000-\$109,999	\$110,000+	-.222	.174	.864	-.69	.25
		Prefer not to answer	.153	.380	1.000	-.88	1.18
		Less than \$30,000	.977*	.306	.026	.15	1.81
		\$30,000-\$49,999	.044	.217	1.000	-.54	.63
		\$50,000-\$69,999	.550*	.187	.053	.05	1.06

		\$70,000-\$89,999	.157	.165	.963	-.29	.60
		\$110,000+	-.065	.189	1.000	-.58	.45
		Prefer not to answer	.310	.387	.985	-.74	1.36
\$110,000	Less than \$30,000	1.042*	.312	.016	.20	1.89	
+	\$30,000-\$49,999	.108	.225	.999	-.50	.72	
	\$50,000-\$69,999	.615*	.195	.030	.09	1.14	
	\$70,000-\$89,999	.222	.174	.864	-.25	.69	
	\$90,000-\$109,999	.065	.189	1.000	-.45	.58	
	Prefer not to answer	.375	.391	.962	-.68	1.43	
Prefer not	Less than \$30,000	.667	.460	.774	-.58	1.91	
to answer	\$30,000-\$49,999	-.267	.406	.995	-1.37	.83	
	\$50,000-\$69,999	.240	.390	.996	-.82	1.30	
	\$70,000-\$89,999	-.153	.380	1.000	-1.18	.88	
	\$90,000-\$109,999	-.310	.387	.985	-1.36	.74	
	\$110,000+	-.375	.391	.962	-1.43	.68	
How likely are you to recommend	Less than	\$30,000-\$49,999	-.800	.312	.141	-1.64	.04
your child's orthodontist to your	\$30,000	\$50,000-\$69,999	-.333	.294	.917	-1.13	.46
friends or family?		\$70,000-\$89,999	-.569	.282	.405	-1.33	.19
		\$90,000-\$109,999	-.816*	.290	.076	-1.60	-.03
		\$110,000+	-.708	.295	.201	-1.51	.09
		Prefer not to answer	-.190	.434	.999	-1.37	.99
	\$30,000-	Less than \$30,000	.800	.312	.141	-.04	1.64
	\$49,999	\$50,000-\$69,999	.467	.211	.292	-.10	1.04
		\$70,000-\$89,999	.231	.194	.896	-.29	.76
		\$90,000-\$109,999	-.016	.205	1.000	-.57	.54
		\$110,000+	.092	.213	1.000	-.48	.67
		Prefer not to answer	.610	.383	.689	-.43	1.65
	\$50,000-	Less than \$30,000	.333	.294	.917	-.46	1.13

\$69,999	\$30,000-\$49,999	-.467	.211	.292	-1.04	.10
	\$70,000-\$89,999	-.235	.163	.776	-.68	.21
	\$90,000-\$109,999	-.483*	.176	.092	-.96	-.01
	\$110,000+	-.375	.185	.397	-.87	.12
	Prefer not to answer	.143	.369	1.000	-.86	1.14
\$70,000-	Less than \$30,000	.569	.282	.405	-.19	1.33
\$89,999	\$30,000-\$49,999	-.231	.194	.896	-.76	.29
	\$50,000-\$69,999	.235	.163	.776	-.21	.68
	\$90,000-\$109,999	-.247	.156	.688	-.67	.17
	\$110,000+	-.140	.165	.980	-.59	.31
	Prefer not to answer	.378	.359	.941	-.59	1.35
\$90,000-	Less than \$30,000	.816*	.290	.076	.03	1.60
\$109,999	\$30,000-\$49,999	.016	.205	1.000	-.54	.57
	\$50,000-\$69,999	.483*	.176	.092	.01	.96
	\$70,000-\$89,999	.247	.156	.688	-.17	.67
	\$110,000+	.108	.178	.997	-.37	.59
	Prefer not to answer	.626	.365	.608	-.36	1.62
\$110,000	Less than \$30,000	.708	.295	.201	-.09	1.51
+	\$30,000-\$49,999	-.092	.213	1.000	-.67	.48
	\$50,000-\$69,999	.375	.185	.397	-.12	.87
	\$70,000-\$89,999	.140	.165	.980	-.31	.59
	\$90,000-\$109,999	-.108	.178	.997	-.59	.37
	Prefer not to answer	.518	.369	.801	-.48	1.52
Prefer not	Less than \$30,000	.190	.434	.999	-.99	1.37
to answer	\$30,000-\$49,999	-.610	.383	.689	-1.65	.43
	\$50,000-\$69,999	-.143	.369	1.000	-1.14	.86
	\$70,000-\$89,999	-.378	.359	.941	-1.35	.59

\$90,000-\$109,999	-.626	.365	.608	-1.62	.36
\$110,000+	-.518	.369	.801	-1.52	.48

*, The mean difference is significant at the 0.10 level.

Table A 19

Descriptives Performance Amount Charged by Orthodontic Provider

		95% Confidence Interval for Mean							
		N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
The doctor smiles and says hello- Performance	Significantly less than average	38	5.16	1.263	.205	4.74	5.57	2	6
	Average	164	5.04	.996	.078	4.88	5.19	2	6
	Significantly more than average	72	5.35	.875	.103	5.14	5.55	2	6
	Unsure	14	5.29	.914	.244	4.76	5.81	4	6
	Total	288	5.14	1.007	.059	5.03	5.26	2	6
The doctor develops a personal connection with you and your child- Performance	Significantly less than average	38	5.11	1.008	.163	4.77	5.44	2	6
	Average	166	4.92	1.081	.084	4.75	5.08	1	6
	Significantly more than average	72	5.33	.805	.095	5.14	5.52	3	6
	Unsure	14	4.57	1.222	.327	3.87	5.28	2	6
	Total	290	5.03	1.032	.061	4.91	5.15	1	6
The doctor avoids using complex dental terminology- Performance	Significantly less than average	38	4.97	1.325	.215	4.54	5.41	1	6
	Average	166	4.86	1.055	.082	4.70	5.02	1	6
	Significantly more than average	72	5.19	.929	.109	4.98	5.41	2	6
	Unsure	14	5.00	.877	.234	4.49	5.51	4	6
	Total	290	4.97	1.062	.062	4.84	5.09	1	6
The doctor thoroughly explains the diagnosis and treatment plan- Performance	Significantly less than average	38	5.16	1.053	.171	4.81	5.50	1	6
	Average	165	5.15	.954	.074	5.00	5.30	1	6
	Significantly more than average	72	5.29	.879	.104	5.09	5.50	3	6
	Unsure	14	5.36	.745	.199	4.93	5.79	4	6

The doctor explains things in a way that are easy to understand- Performance	Total	289	5.20	.939	.055	5.09	5.31	1	6
	Significantly less than average	38	5.18	1.205	.195	4.79	5.58	1	6
	Average	166	5.01	1.109	.086	4.84	5.18	1	6
	Significantly more than average	71	5.24	1.048	.124	4.99	5.49	1	6
	Unsure	14	5.14	.770	.206	4.70	5.59	4	6
The doctor presents multiple treatment options- Performance	Total	289	5.09	1.094	.064	4.97	5.22	1	6
	Significantly less than average	38	4.95	1.293	.210	4.52	5.37	1	6
	Average	166	4.92	1.027	.080	4.76	5.08	1	6
	Significantly more than average	72	5.22	.892	.105	5.01	5.43	3	6
	Unsure	14	4.57	1.284	.343	3.83	5.31	2	6
The doctor listens intently to your concerns- Performance	Total	290	4.98	1.054	.062	4.86	5.10	1	6
	Significantly less than average	38	5.11	1.181	.192	4.72	5.49	1	6
	Average	165	5.01	1.033	.080	4.85	5.16	1	6
	Significantly more than average	71	5.35	1.043	.124	5.11	5.60	1	6
	Unsure	14	5.14	.949	.254	4.59	5.69	3	6
The doctor avoids “over-selling” orthodontic treatment- Performance	Total	288	5.11	1.057	.062	4.99	5.23	1	6
	Significantly less than average	38	5.05	1.229	.199	4.65	5.46	2	6
	Average	165	4.89	1.115	.087	4.72	5.06	1	6
	Significantly more than average	72	5.19	.914	.108	4.98	5.41	3	6
	Unsure	13	5.00	1.000	.277	4.40	5.60	3	6
The doctor is straightforward with the risks and benefits of treatment- Performance	Total	288	4.99	1.082	.064	4.87	5.12	1	6
	Significantly less than average	38	5.26	1.155	.187	4.88	5.64	2	6
	Average	165	5.05	1.041	.081	4.89	5.21	1	6
	Significantly more than average	72	5.26	.839	.099	5.07	5.46	3	6
	Unsure	14	5.21	.579	.155	4.88	5.55	4	6
The doctor remembers conversations about treatment progress from	Total	289	5.14	.994	.058	5.02	5.25	1	6
	Significantly less than average	38	4.97	1.305	.212	4.54	5.40	1	6
	Average	165	4.83	1.208	.094	4.64	5.02	1	6
	Significantly more than average	72	5.28	.826	.097	5.08	5.47	3	6

previous appointments- Performance	Unsure	14	4.36	1.277	.341	3.62	5.09	1	6
	Total	289	4.94	1.159	.068	4.80	5.07	1	6
The doctor spends adequate time with my child at each appointment- Performance	Significantly less than average	38	5.05	1.064	.173	4.70	5.40	2	6
	Average	166	4.94	1.127	.087	4.77	5.11	1	6
	Significantly more than average	72	5.35	.842	.099	5.15	5.55	3	6
	Unsure	14	4.79	1.051	.281	4.18	5.39	2	6
	Total	290	5.05	1.061	.062	4.93	5.17	1	6
The doctor is kind to his staff- Performance	Significantly less than average	38	5.18	1.205	.195	4.79	5.58	1	6
	Average	166	5.06	1.037	.080	4.90	5.22	2	6
	Significantly more than average	72	5.36	.909	.107	5.15	5.57	2	6
	Unsure	14	5.07	.730	.195	4.65	5.49	4	6
	Total	290	5.15	1.021	.060	5.03	5.27	1	6
The doctor takes a personal interest in your child and remembers personal things about them such as hobbies, activities they are involved in etc. - Performance	Significantly less than average	38	5.03	1.305	.212	4.60	5.46	1	6
	Average	166	4.73	1.192	.092	4.55	4.92	1	6
	Significantly more than average	72	5.26	.872	.103	5.06	5.47	2	6
	Unsure	14	4.36	1.393	.372	3.55	5.16	1	6
	Total	290	4.89	1.169	.069	4.75	5.02	1	6
There are multiple available appointment openings to choose from- Performance	Significantly less than average	38	5.00	1.139	.185	4.63	5.37	1	6
	Average	166	4.78	1.262	.098	4.58	4.97	1	6
	Significantly more than average	72	5.11	.987	.116	4.88	5.34	2	6
	Unsure	14	4.79	.975	.261	4.22	5.35	2	6
	Total	290	4.89	1.174	.069	4.75	5.03	1	6
The office is available for appointments before or after typical work week hours (i.e. before 9am, after 5pm, weekends)- Performance	Significantly less than average	38	4.89	1.391	.226	4.44	5.35	1	6
	Average	165	4.60	1.263	.098	4.41	4.79	1	6
	Significantly more than average	72	5.03	1.074	.127	4.78	5.28	1	6
	Unsure	14	4.50	1.160	.310	3.83	5.17	2	6
	Total	289	4.74	1.241	.073	4.60	4.88	1	6
There are prizes/incentives	Significantly less than average	37	4.49	1.660	.273	3.93	5.04	1	6

for good patient	Average	162	4.67	1.276	.100	4.47	4.86	1	6
compliance.- i.e.: no missed	Significantly more than average	71	5.15	.936	.111	4.93	5.38	2	6
appointments, good	Unsure	14	3.79	1.805	.482	2.74	4.83	1	6
brushing habits, no broken	Total	284	4.72	1.320	.078	4.57	4.88	1	6
brackets etc. - Performance									
The office has excellent	Significantly less than average	38	5.47	.762	.124	5.22	5.72	3	6
customer service.-	Average	166	4.98	1.044	.081	4.82	5.14	2	6
Performance	Significantly more than average	72	5.31	.988	.116	5.07	5.54	2	6
	Unsure	14	4.64	1.082	.289	4.02	5.27	2	6
	Total	290	5.11	1.018	.060	4.99	5.22	2	6
The office staff is friendly.-	Significantly less than average	38	5.26	.860	.140	4.98	5.55	3	6
Performance	Average	166	5.07	1.024	.080	4.92	5.23	2	6
	Significantly more than average	72	5.29	.813	.096	5.10	5.48	3	6
	Unsure	14	5.07	.616	.165	4.72	5.43	4	6
	Total	290	5.15	.940	.055	5.04	5.26	2	6
The office has an overall	Significantly less than average	38	5.13	1.143	.185	4.76	5.51	1	6
nice feel.- Performance	Average	166	5.06	.989	.077	4.91	5.21	2	6
	Significantly more than average	72	5.31	.944	.111	5.08	5.53	2	6
	Unsure	14	5.00	.877	.234	4.49	5.51	4	6
	Total	290	5.13	.995	.058	5.01	5.24	1	6
Minimal wait time for	Significantly less than average	38	5.18	1.111	.180	4.82	5.55	1	6
scheduled adjustment visits-	Average	165	4.77	1.161	.090	4.59	4.95	1	6
Performance	Significantly more than average	72	5.04	1.013	.119	4.80	5.28	1	6
	Unsure	14	4.93	1.328	.355	4.16	5.70	1	6
	Total	289	4.90	1.134	.067	4.77	5.03	1	6
Adjustment visits are short.-	Significantly less than average	38	5.24	1.076	.175	4.88	5.59	2	6
Performance	Average	164	4.85	1.092	.085	4.69	5.02	1	6
	Significantly more than average	71	5.14	.961	.114	4.91	5.37	2	6
	Unsure	14	4.93	1.439	.385	4.10	5.76	1	6

My child is seen by the same assistant at each visit.- Performance	Total	287	4.98	1.084	.064	4.85	5.11	1	6
	Significantly less than average	38	5.24	1.051	.170	4.89	5.58	1	6
	Average	165	4.71	1.164	.091	4.53	4.89	1	6
	Significantly more than average	72	5.10	1.128	.133	4.83	5.36	2	6
	Unsure	14	4.21	1.424	.381	3.39	5.04	1	6
The doctor accepts my insurance- Performance	Total	289	4.85	1.176	.069	4.72	4.99	1	6
	Significantly less than average	36	5.42	1.105	.184	5.04	5.79	1	6
	Average	165	4.99	1.137	.089	4.81	5.16	1	6
	Significantly more than average	70	5.11	.956	.114	4.89	5.34	2	6
	Unsure	13	5.54	.776	.215	5.07	6.01	4	6
The doctor offers flexible payment plan options- Performance	Total	284	5.10	1.085	.064	4.97	5.23	1	6
	Significantly less than average	38	5.13	1.070	.174	4.78	5.48	2	6
	Average	164	4.86	1.187	.093	4.68	5.04	1	6
	Significantly more than average	72	5.11	1.108	.131	4.85	5.37	1	6
	Unsure	11	5.18	1.168	.352	4.40	5.97	2	6
The doctor offers interest free financing on cost of treatment- Performance	Total	285	4.97	1.153	.068	4.84	5.11	1	6
	Significantly less than average	38	4.97	1.284	.208	4.55	5.40	2	6
	Average	156	4.83	1.170	.094	4.64	5.01	1	6
	Significantly more than average	70	5.01	1.123	.134	4.75	5.28	1	6
	Unsure	11	5.27	1.009	.304	4.59	5.95	3	6
The total cost of orthodontic treatment- Performance	Total	275	4.91	1.168	.070	4.77	5.05	1	6
	Significantly less than average	38	5.05	1.038	.168	4.71	5.39	2	6
	Average	165	4.72	1.087	.085	4.55	4.88	1	6
	Significantly more than average	72	5.03	1.113	.131	4.77	5.29	2	6
	Unsure	13	4.54	.967	.268	3.95	5.12	3	6
The doctor offers a discount for payment up front- Performance	Total	288	4.83	1.089	.064	4.70	4.96	1	6
	Significantly less than average	38	5.13	1.234	.200	4.73	5.54	1	6
	Average	156	4.70	1.341	.107	4.49	4.91	1	6
	Significantly more than average	71	5.01	1.102	.131	4.75	5.27	1	6

	Unsure	12	3.83	1.642	.474	2.79	4.88	1	6
	Total	277	4.80	1.305	.078	4.65	4.96	1	6
How much influence:	Significantly less than average	38	4.53	1.589	.258	4.00	5.05	1	6
Family member -	Average	163	4.39	1.600	.125	4.14	4.63	1	6
Performance	Significantly more than average	71	4.94	1.286	.153	4.64	5.25	1	6
	Unsure	12	4.00	1.954	.564	2.76	5.24	1	6
	Total	284	4.53	1.556	.092	4.35	4.71	1	6
How much influence: Close	Significantly less than average	37	4.68	1.564	.257	4.15	5.20	1	6
friend -Performance	Average	164	4.50	1.451	.113	4.28	4.72	1	6
	Significantly more than average	71	4.83	1.331	.158	4.52	5.15	1	6
	Unsure	13	3.92	2.178	.604	2.61	5.24	1	6
	Total	285	4.58	1.482	.088	4.41	4.75	1	6
How much influence: Your	Significantly less than average	38	4.74	1.288	.209	4.31	5.16	1	6
child's dentist -Performance	Average	165	4.72	1.346	.105	4.51	4.93	1	6
	Significantly more than average	71	5.14	1.099	.130	4.88	5.40	1	6
	Unsure	12	4.83	1.528	.441	3.86	5.80	1	6
	Total	286	4.83	1.295	.077	4.68	4.98	1	6
How much influence: Other	Significantly less than average	38	4.63	1.567	.254	4.12	5.15	1	6
parents who have children	Average	161	4.56	1.332	.105	4.35	4.77	1	6
with braces -Performance	Significantly more than average	72	4.89	1.273	.150	4.59	5.19	1	6
	Unsure	13	4.00	1.871	.519	2.87	5.13	1	6
	Total	284	4.63	1.384	.082	4.47	4.79	1	6
How much influence: Yelp	Significantly less than average	38	4.18	1.722	.279	3.62	4.75	1	6
ratings -Performance.	Average	161	3.72	1.841	.145	3.43	4.01	1	6
	Significantly more than average	71	4.30	1.685	.200	3.90	4.69	1	6
	Unsure	11	2.36	1.912	.576	1.08	3.65	1	5
	Total	281	3.88	1.825	.109	3.66	4.09	1	6
How much influence:	Significantly less than average	38	4.37	1.699	.276	3.81	4.93	1	6
Facebook reviews	Average	163	3.69	1.775	.139	3.42	3.97	1	6

How much influence: Angie's List -Performance	Significantly more than average	68	4.44	1.470	.178	4.09	4.80	1	6
	Unsure	11	2.36	2.014	.607	1.01	3.72	1	6
	Total	280	3.91	1.760	.105	3.71	4.12	1	6
	Significantly less than average	38	4.21	1.727	.280	3.64	4.78	1	6
	Average	159	3.77	1.877	.149	3.47	4.06	1	6
	Significantly more than average	70	4.19	1.671	.200	3.79	4.58	1	6
	Unsure	11	1.91	1.814	.547	.69	3.13	1	6
	Total	278	3.86	1.850	.111	3.64	4.08	1	6
	Significantly less than average	38	4.32	1.629	.264	3.78	4.85	1	6
	Average	162	3.81	1.850	.145	3.52	4.10	1	6
How much influence: Google Reviews - Performance	Significantly more than average	71	4.48	1.423	.169	4.14	4.82	1	6
	Unsure	11	1.91	1.578	.476	.85	2.97	1	5
	Total	282	3.97	1.779	.106	3.76	4.18	1	6
	Significantly less than average	38	4.55	1.589	.258	4.03	5.07	1	6
	Average	162	4.30	1.536	.121	4.06	4.53	1	6
How much influence: Dental office's website - Performance	Significantly more than average	69	4.57	1.289	.155	4.26	4.87	1	6
	Unsure	12	2.92	1.881	.543	1.72	4.11	1	6
	Total	281	4.34	1.529	.091	4.16	4.52	1	6
	Significantly less than average	38	3.87	1.891	.307	3.25	4.49	1	6
	Average	160	3.65	1.820	.144	3.37	3.93	1	6
How much influence: Instagram -Performance	Significantly more than average	70	4.37	1.553	.186	4.00	4.74	1	6
	Unsure	11	1.64	1.433	.432	.67	2.60	1	5
	Total	279	3.78	1.823	.109	3.57	4.00	1	6
	Significantly less than average	38	3.84	1.717	.279	3.28	4.41	1	6
	Average	161	3.69	1.908	.150	3.39	3.99	1	6
How much influence: Twitter -Performance	Significantly more than average	70	4.14	1.653	.198	3.75	4.54	1	6
	Unsure	11	1.91	1.640	.495	.81	3.01	1	5
	Total	280	3.75	1.851	.111	3.54	3.97	1	6
	Significantly less than average	38	4.18	1.843	.299	3.58	4.79	1	6

Healthgrades.com - Performance	Average	162	3.64	1.813	.142	3.36	3.92	1	6
	Significantly more than average	71	4.30	1.580	.188	3.92	4.67	1	6
	Unsure	11	2.00	1.844	.556	.76	3.24	1	6
	Total	282	3.82	1.816	.108	3.60	4.03	1	6
The office is on the way to or from your child's school -Performance	Significantly less than average	38	4.47	1.589	.258	3.95	5.00	1	6
	Average	161	4.30	1.605	.126	4.05	4.55	1	6
	Significantly more than average	71	4.77	1.267	.150	4.47	5.07	1	6
	Unsure	14	4.00	1.569	.419	3.09	4.91	1	6
The office is in a safe area of town -Performance	Total	284	4.43	1.531	.091	4.25	4.61	1	6
	Significantly less than average	38	4.92	1.194	.194	4.53	5.31	2	6
	Average	166	5.00	1.117	.087	4.83	5.17	1	6
	Significantly more than average	72	5.15	1.016	.120	4.91	5.39	3	6
The orthodontic provider is in the same office where your child gets cleanings and fillings -Performance	Unsure	14	4.79	1.369	.366	4.00	5.58	1	6
	Total	290	5.02	1.114	.065	4.89	5.15	1	6
	Significantly less than average	38	4.37	1.601	.260	3.84	4.89	1	6
	Average	164	4.15	1.815	.142	3.87	4.43	1	6
The waiting room is comfortable and inviting - Performance	Significantly more than average	72	4.72	1.426	.168	4.39	5.06	1	6
	Unsure	12	3.42	2.065	.596	2.10	4.73	1	6
	Total	286	4.29	1.726	.102	4.09	4.49	1	6
	Significantly less than average	38	4.74	1.155	.187	4.36	5.12	2	6
The waiting room has entertainment for children (i.e. TVs, iPads, games, books etc) -Performance	Average	165	4.79	1.118	.087	4.62	4.97	1	6
	Significantly more than average	71	5.13	.985	.117	4.89	5.36	2	6
	Unsure	14	4.79	.893	.239	4.27	5.30	3	6
	Total	288	4.87	1.087	.064	4.74	4.99	1	6
	Significantly less than average	38	4.55	1.622	.263	4.02	5.09	1	6
	Average	162	4.58	1.255	.099	4.39	4.77	1	6
	Significantly more than average	72	4.92	1.230	.145	4.63	5.21	1	6
	Unsure	13	4.08	1.256	.348	3.32	4.84	1	6
	Total	285	4.64	1.311	.078	4.49	4.79	1	6

Complimentary snacks are provided in the waiting room -Performance	Significantly less than average	38	4.37	1.731	.281	3.80	4.94	1	6
	Average	159	4.17	1.588	.126	3.92	4.42	1	6
	Significantly more than average	71	4.66	1.330	.158	4.35	4.98	1	6
	Unsure	12	3.25	2.221	.641	1.84	4.66	1	6
	Total	280	4.28	1.598	.096	4.09	4.47	1	6
Parking options are convenient -Performance	Significantly less than average	38	4.68	1.297	.210	4.26	5.11	2	6
	Average	166	4.82	1.217	.094	4.63	5.01	1	6
	Significantly more than average	72	4.88	1.288	.152	4.57	5.18	1	6
	Unsure	14	4.79	1.424	.381	3.96	5.61	1	6
	Total	290	4.81	1.251	.073	4.67	4.96	1	6
How long do you to travel to take your child to their orthodontic provider? -Performance	Significantly less than average	38	3.29	1.541	.250	2.78	3.80	1	6
	Average	166	2.98	1.388	.108	2.76	3.19	1	6
	Significantly more than average	72	3.49	1.501	.177	3.13	3.84	1	6
	Unsure	14	1.93	1.072	.286	1.31	2.55	1	5
	Total	290	3.09	1.458	.086	2.92	3.26	1	6
How many miles do you travel to take your child to their orthodontic provider? -Performance	Significantly less than average	38	3.63	1.567	.254	3.12	4.15	1	6
	Average	166	2.93	1.234	.096	2.74	3.12	1	6
	Significantly more than average	72	3.29	1.358	.160	2.97	3.61	1	6
	Unsure	14	1.79	.975	.261	1.22	2.35	1	4
	Total	290	3.06	1.351	.079	2.90	3.21	1	6
How well does your orthodontic provider perform in the following areas? The doctor is up to date...	Significantly less than average	38	4.97	1.078	.175	4.62	5.33	3	6
	Average	166	5.04	.993	.077	4.89	5.19	2	6
	Significantly more than average	72	5.38	.795	.094	5.19	5.56	3	6
	Unsure	14	5.00	.961	.257	4.45	5.55	3	6
	Total	290	5.11	.965	.057	5.00	5.23	2	6
How well does your orthodontic provider perform in the following areas? The estimated	Significantly less than average	38	4.87	1.095	.178	4.51	5.23	1	6
	Average	161	4.63	1.243	.098	4.44	4.83	1	6
	Significantly more than average	71	5.08	1.025	.122	4.84	5.33	2	6
	Unsure	12	4.58	1.443	.417	3.67	5.50	1	6

treatme...	Total	282	4.78	1.191	.071	4.64	4.92	1	6
How well does your	Significantly less than average	38	4.82	1.312	.213	4.38	5.25	2	6
orthodontic provider	Average	165	4.89	1.088	.085	4.72	5.06	2	6
perform in the following	Significantly more than average	71	5.04	1.101	.131	4.78	5.30	1	6
areas? The doctor has	Unsure	14	4.50	1.286	.344	3.76	5.24	1	6
exampl...	Total	288	4.90	1.132	.067	4.77	5.03	1	6
Board certification is not a	Significantly less than average	38	4.84	1.443	.234	4.37	5.32	1	6
legal requirement to	Average	164	4.96	1.059	.083	4.79	5.12	2	6
practice, however some	Significantly more than average	71	5.18	.990	.118	4.95	5.42	2	6
orthodontists choose to...	Unsure	13	4.23	1.481	.411	3.34	5.13	2	6
	Total	286	4.97	1.133	.067	4.83	5.10	1	6
How satisfied are you with	Significantly less than average	38	5.24	.971	.157	4.92	5.56	2	6
your child's orthodontic	Average	166	5.02	1.038	.081	4.86	5.18	1	6
treatment so far?	Significantly more than average	72	5.36	.844	.100	5.16	5.56	3	6
	Unsure	14	4.86	1.027	.275	4.26	5.45	3	6
	Total	290	5.13	.992	.058	5.01	5.24	1	6
How likely are you to	Significantly less than average	38	5.21	1.044	.169	4.87	5.55	2	6
recommend your child's	Average	166	5.20	.911	.071	5.07	5.34	1	6
orthodontist to your friends	Significantly more than average	72	5.43	.885	.104	5.22	5.64	3	6
or family?	Unsure	14	5.14	1.027	.275	4.55	5.74	3	6
	Total	290	5.26	.929	.055	5.15	5.37	1	6
Is your child's orthodontic	Significantly less than average	38	1.21	.474	.077	1.05	1.37	1	3
provider an Orthodontist or	Average	166	1.32	.517	.040	1.24	1.40	1	3
a General Dentist?	Significantly more than average	72	1.28	.481	.057	1.16	1.39	1	3
	Unsure	14	1.57	.852	.228	1.08	2.06	1	3
	Total	290	1.31	.525	.031	1.25	1.37	1	3
Is your child's orthodontic	Significantly less than average	38	1.26	.644	.105	1.05	1.47	1	3
provider board certified?	Average	166	1.36	.706	.055	1.25	1.47	1	3
	Significantly more than average	72	1.14	.454	.053	1.03	1.25	1	3

Unsure	14	1.79	.975	.261	1.22	2.35	1	3
Total	290	1.31	.672	.039	1.24	1.39	1	3

Table A 20

ANOVA Performance Level Amount Charged by Orthodontic Provider

		Sum of Squares	df	Mean Square	F	Sig.
The doctor smiles and says hello- Performance	Between Groups	5.153	3	1.718	1.706	.166
	Within Groups	286.010	284	1.007		
	Total	291.163	287			
The doctor develops a personal connection with you and your child- Performance	Between Groups	11.953	3	3.984	3.852	.010
	Within Groups	295.827	286	1.034		
	Total	307.779	289			
The doctor avoids using complex dental terminology- Performance	Between Groups	5.590	3	1.863	1.665	.175
	Within Groups	320.065	286	1.119		
	Total	325.655	289			
The doctor thoroughly explains the diagnosis and treatment plan- Performance	Between Groups	1.404	3	.468	.528	.663
	Within Groups	252.354	285	.885		
	Total	253.758	288			
The doctor explains things in a way that are easy to understand- Performance	Between Groups	3.129	3	1.043	.871	.457
	Within Groups	341.348	285	1.198		
	Total	344.478	288			
The doctor presents multiple treatment options- Performance	Between Groups	7.164	3	2.388	2.177	.091
	Within Groups	313.750	286	1.097		
	Total	320.914	289			
The doctor listens intently to your concerns- Performance	Between Groups	5.960	3	1.987	1.794	.148
	Within Groups	314.484	284	1.107		
	Total	320.444	287			
The doctor avoids “over-selling” orthodontic treatment- Performance	Between Groups	4.777	3	1.592	1.365	.254
	Within Groups	331.209	284	1.166		

	Total	335.986	287			
The doctor is straightforward with the risks and benefits of treatment- Performance	Between Groups	3.140	3	1.047	1.060	.366
	Within Groups	281.324	285	.987		
	Total	284.464	288			
The doctor remembers conversations about treatment progress from previous appointments- Performance	Between Groups	14.998	3	4.999	3.831	.010
	Within Groups	371.881	285	1.305		
	Total	386.879	288			
The doctor spends adequate time with my child at each appointment- Performance	Between Groups	9.355	3	3.118	2.823	.039
	Within Groups	315.969	286	1.105		
	Total	325.324	289			
The doctor is kind to his staff- Performance	Between Groups	4.676	3	1.559	1.503	.214
	Within Groups	296.648	286	1.037		
	Total	301.324	289			
The doctor takes a personal interest in your child and remembers personal things about them such as hobbies, activities they are involved in etc. - Performance	Between Groups	18.733	3	6.244	4.743	.003
	Within Groups	376.511	286	1.316		
	Total	395.245	289			
There are multiple available appointment openings to choose from- Performance	Between Groups	6.248	3	2.083	1.519	.210
	Within Groups	392.221	286	1.371		
	Total	398.469	289			
The office is available for appointments before or after typical work week hours (i.e. before 9am, after 5pm, weekends)- Performance	Between Groups	10.913	3	3.638	2.396	.068
	Within Groups	432.623	285	1.518		
	Total	443.536	288			
There are prizes/incentives for good patient compliance.- i.e.: no missed appointments, good brushing habits, no broken brackets etc. - Performance	Between Groups	28.128	3	9.376	5.647	.001
	Within Groups	464.896	280	1.660		
	Total	493.025	283			
The office has excellent customer service.-	Between Groups	13.817	3	4.606	4.608	.004

Performance	Within Groups	285.869	286	1.000		
	Total	299.686	289			
The office staff is friendly.- Performance	Between Groups	3.020	3	1.007	1.141	.333
	Within Groups	252.305	286	.882		
	Total	255.324	289			
The office has an overall nice feel.- Performance	Between Groups	3.262	3	1.087	1.099	.350
	Within Groups	283.017	286	.990		
	Total	286.279	289			
Minimal wait time for scheduled adjustment visits- Performance	Between Groups	7.327	3	2.442	1.919	.127
	Within Groups	362.763	285	1.273		
	Total	370.090	288			
Adjustment visits are short.- Performance	Between Groups	6.998	3	2.333	2.007	.113
	Within Groups	328.876	283	1.162		
	Total	335.875	286			
My child is seen by the same assistant at each visit.- Performance	Between Groups	19.021	3	6.340	4.760	.003
	Within Groups	379.581	285	1.332		
	Total	398.602	288			
The doctor accepts my insurance- Performance	Between Groups	8.197	3	2.732	2.354	.072
	Within Groups	325.042	280	1.161		
	Total	333.239	283			
The doctor offers flexible payment plan options- Performance	Between Groups	4.911	3	1.637	1.234	.298
	Within Groups	372.864	281	1.327		
	Total	377.775	284			
The doctor offers interest free financing on cost of treatment- Performance	Between Groups	3.437	3	1.146	.838	.474
	Within Groups	370.468	271	1.367		
	Total	373.905	274			
The total cost of orthodontic treatment- Performance	Between Groups	7.981	3	2.660	2.271	.080
	Within Groups	332.682	284	1.171		
	Total	340.663	287			

The doctor offers a discount for payment up front- Performance	Between Groups	20.245	3	6.748	4.095	.007
	Within Groups	449.834	273	1.648		
	Total	470.079	276			
How much influence: Family member - Performance	Between Groups	18.876	3	6.292	2.646	.049
	Within Groups	665.899	280	2.378		
	Total	684.775	283			
How much influence: Close friend - Performance	Between Groups	11.471	3	3.824	1.756	.156
	Within Groups	612.003	281	2.178		
	Total	623.474	284			
How much influence: Your child's dentist - Performance	Between Groups	9.142	3	3.047	1.833	.141
	Within Groups	468.802	282	1.662		
	Total	477.944	285			
How much influence: Other parents who have children with braces -Performance	Between Groups	10.794	3	3.598	1.895	.131
	Within Groups	531.643	280	1.899		
	Total	542.437	283			
How much influence: Yelp ratings - Performance.	Between Groups	45.173	3	15.058	4.700	.003
	Within Groups	887.467	277	3.204		
	Total	932.641	280			
How much influence: Facebook reviews	Between Groups	61.128	3	20.376	7.005	.000
	Within Groups	802.815	276	2.909		
	Total	863.943	279			
How much influence: Angie's List - Performance	Between Groups	55.328	3	18.443	5.664	.001
	Within Groups	892.201	274	3.256		
	Total	947.529	277			
How much influence: Google Reviews - Performance	Between Groups	73.867	3	24.622	8.389	.000
	Within Groups	815.906	278	2.935		
	Total	889.773	281			
How much influence: Dental office's website -Performance	Between Groups	29.837	3	9.946	4.408	.005
	Within Groups	625.046	277	2.256		

	Total	654.883	280			
How much influence: Instagram -	Between Groups	78.033	3	26.011	8.459	.000
Performance	Within Groups	845.630	275	3.075		
	Total	923.663	278			
How much influence: Twitter -	Between Groups	48.991	3	16.330	4.969	.002
Performance	Within Groups	907.005	276	3.286		
	Total	955.996	279			
How much influence: Healthgrades.com -	Between Groups	62.678	3	20.893	6.724	.000
Performance	Within Groups	863.734	278	3.107		
	Total	926.411	281			
The office is on the way to or from your	Between Groups	13.637	3	4.546	1.958	.120
child's school -Performance	Within Groups	649.955	280	2.321		
	Total	663.592	283			
The office is in a safe area of town -	Between Groups	2.474	3	.825	.662	.576
Performance	Within Groups	356.440	286	1.246		
	Total	358.914	289			
The orthodontic provider is in the same	Between Groups	25.936	3	8.645	2.961	.033
office where your child gets cleanings and	Within Groups	823.392	282	2.920		
fillings -Performance	Total	849.329	285			
The waiting room is comfortable and	Between Groups	6.407	3	2.136	1.824	.143
inviting -Performance	Within Groups	332.579	284	1.171		
	Total	338.986	287			
The waiting room has entertainment for	Between Groups	10.501	3	3.500	2.061	.106
children (i.e. TVs, iPads, games, books etc)	Within Groups	477.275	281	1.698		
-Performance	Total	487.775	284			
Complimentary snacks are provided in the	Between Groups	25.316	3	8.439	3.388	.019
waiting room -Performance	Within Groups	687.395	276	2.491		
	Total	712.711	279			
Parking options are convenient -	Between Groups	.924	3	.308	.195	.900

Performance	Within Groups	451.021	286	1.577		
	Total	451.945	289			
How long do you to travel to take your child to their orthodontic provider? - Performance	Between Groups	33.852	3	11.284	5.558	.001
	Within Groups	580.634	286	2.030		
	Total	614.486	289			
How many miles do you travel to take your child to their orthodontic provider? - Performance	Between Groups	41.910	3	13.970	8.235	.000
	Within Groups	485.207	286	1.697		
	Total	527.117	289			
How well does your orthodontic provider perform in the following areas? The doctor is up to date...	Between Groups	6.691	3	2.230	2.430	.065
	Within Groups	262.554	286	.918		
	Total	269.245	289			
How well does your orthodontic provider perform in the following areas? The estimated treatme...	Between Groups	10.795	3	3.598	2.577	.054
	Within Groups	388.131	278	1.396		
	Total	398.926	281			
How well does your orthodontic provider perform in the following areas? The doctor has exampl...	Between Groups	3.960	3	1.320	1.029	.380
	Within Groups	364.120	284	1.282		
	Total	368.080	287			
Board certification is not a legal requirement to practice, however some orthodontists choose to...	Between Groups	10.969	3	3.656	2.907	.035
	Within Groups	354.681	282	1.258		
	Total	365.650	285			
How satisfied are you with your child's orthodontic treatment so far?	Between Groups	7.182	3	2.394	2.471	.062
	Within Groups	277.097	286	.969		
	Total	284.279	289			
How likely are you to recommend your child's orthodontist to your friends or family?	Between Groups	2.884	3	.961	1.115	.343
	Within Groups	246.719	286	.863		
	Total	249.603	289			
Is your child's orthodontic provider an Orthodontist or a General Dentist?	Between Groups	1.419	3	.473	1.729	.161
	Within Groups	78.267	286	.274		
	Total	79.686	289			

Is your child's orthodontic provider board certified?	Between Groups	5.795	3	1.932	4.432	.005
	Within Groups	124.650	286	.436		
	Total	130.445	289			

Table A 21

Tukey Analysis Performance Based on Amount Charged by Orthodontic Provider

Tukey HSD

Dependent Variable	(I) How much does your orthodontic provider charge compared to other providers in your area?	(J) How much does your orthodontic provider charge compared to other providers in your area?	Mean Difference (I-J)	Std. Error	Sig.	90% Confidence Interval	
						Lower Bound	Upper Bound
The doctor smiles and says hello- Performance	Significantly less than average	Average	.121	.181	.908	-.29	.54
		Significantly more than average	-.189	.201	.783	-.65	.27
		Unsure	-.128	.314	.977	-.85	.59
	Average	Significantly less than average	-.121	.181	.908	-.54	.29
		Significantly more than average	-.311	.142	.129	-.64	.02
		Unsure	-.249	.279	.809	-.89	.39
	Significantly more than average	Significantly less than average	.189	.201	.783	-.27	.65
		Average	.311	.142	.129	-.02	.64
		Unsure	.062	.293	.997	-.61	.74
	Unsure	Significantly less than average	.128	.314	.977	-.59	.85
		Average	.249	.279	.809	-.39	.89
		Significantly more than average	-.062	.293	.997	-.74	.61
The doctor develops a personal connection with you and your child- Performance	Significantly less than average	Average	.190	.183	.728	-.23	.61
		Significantly more than average	-.228	.204	.678	-.70	.24
		Unsure	.534	.318	.337	-.20	1.27
	Average	Significantly less than average	-.190	.183	.728	-.61	.23
		Significantly more than average	-.418*	.144	.020	-.75	-.09
		Unsure	.344	.283	.617	-.31	1.00

The doctor avoids using complex dental terminology- Performance	Significantly more than average	Significantly less than average	.228	.204	.678	-.24	.70
		Average	.418*	.144	.020	.09	.75
		Unsure	.762*	.297	.053	.08	1.45
	Unsure	Significantly less than average	-.534	.318	.337	-1.27	.20
		Average	-.344	.283	.617	-1.00	.31
		Significantly more than average	-.762*	.297	.053	-1.45	-.08
	Significantly less than average	Average	.112	.190	.935	-.33	.55
		Significantly more than average	-.221	.212	.726	-.71	.27
		Unsure	-.026	.331	1.000	-.79	.73
	Average	Significantly less than average	-.112	.190	.935	-.55	.33
		Significantly more than average	-.333	.149	.117	-.68	.01
		Unsure	-.139	.294	.965	-.82	.54
	Significantly more than average	Significantly less than average	.221	.212	.726	-.27	.71
		Average	.333	.149	.117	-.01	.68
		Unsure	.194	.309	.923	-.52	.91
	Unsure	Significantly less than average	.026	.331	1.000	-.73	.79
		Average	.139	.294	.965	-.54	.82
		Significantly more than average	-.194	.309	.923	-.91	.52
The doctor thoroughly explains the diagnosis and treatment plan- Performance	Significantly less than average	Average	.006	.169	1.000	-.38	.40
		Significantly more than average	-.134	.189	.893	-.57	.30
		Unsure	-.199	.294	.906	-.88	.48
	Average	Significantly less than average	-.006	.169	1.000	-.40	.38
		Significantly more than average	-.140	.133	.717	-.45	.17
		Unsure	-.206	.262	.861	-.81	.40
	Significantly more than average	Significantly less than average	.134	.189	.893	-.30	.57
		Average	.140	.133	.717	-.17	.45
		Unsure	-.065	.275	.995	-.70	.57
	Unsure	Significantly less than average	.199	.294	.906	-.48	.88
		Average	.206	.262	.861	-.40	.81

The doctor explains things in a way that are easy to understand- Performance	Significantly less than average	Significantly more than average	.065	.275	.995	-.57	.70
		Average	.178	.197	.802	-.27	.63
		Significantly more than average	-.055	.220	.994	-.56	.45
	Average	Unsure	.041	.342	.999	-.75	.83
		Significantly less than average	-.178	.197	.802	-.63	.27
		Significantly more than average	-.233	.155	.436	-.59	.12
	Significantly more than average	Unsure	-.137	.305	.970	-.84	.56
		Significantly less than average	.055	.220	.994	-.45	.56
		Average	.233	.155	.436	-.12	.59
	Unsure	Unsure	.097	.320	.990	-.64	.83
		Significantly less than average	-.041	.342	.999	-.83	.75
		Average	.137	.305	.970	-.56	.84
The doctor presents multiple treatment options- Performance	Significantly less than average	Significantly more than average	-.097	.320	.990	-.83	.64
		Average	.026	.188	.999	-.41	.46
		Significantly more than average	-.275	.210	.558	-.76	.21
	Average	Unsure	.376	.327	.660	-.38	1.13
		Significantly less than average	-.026	.188	.999	-.46	.41
		Significantly more than average	-.301	.148	.178	-.64	.04
	Significantly more than average	Unsure	.350	.291	.626	-.32	1.02
		Significantly less than average	.275	.210	.558	-.21	.76
		Average	.301	.148	.178	-.04	.64
	Unsure	Unsure	.651	.306	.147	-.05	1.35
		Significantly less than average	-.376	.327	.660	-1.13	.38
		Average	-.350	.291	.626	-1.02	.32
The doctor listens intently to your concerns- Performance	Significantly less than average	Significantly more than average	-.651	.306	.147	-1.35	.05
		Average	.099	.189	.953	-.34	.54
		Significantly more than average	-.247	.212	.648	-.73	.24
	Average	Unsure	-.038	.329	.999	-.79	.72
		Significantly less than average	-.099	.189	.953	-.54	.34

The doctor avoids “over-selling” orthodontic treatment- Performance	Significantly more than average	Significantly more than average	-.346*	.149	.097	-.69	.00
		Unsure	-.137	.293	.966	-.81	.54
		Significantly less than average	.247	.212	.648	-.24	.73
		Average	.346*	.149	.097	.00	.69
		Unsure	.209	.308	.905	-.50	.92
		Significantly less than average	.038	.329	.999	-.72	.79
	Unsure	Average	.137	.293	.966	-.54	.81
		Significantly more than average	-.209	.308	.905	-.92	.50
		Average	.162	.194	.839	-.29	.61
		Significantly more than average	-.142	.217	.914	-.64	.36
		Unsure	.053	.347	.999	-.75	.85
		Significantly less than average	-.162	.194	.839	-.61	.29
	Average	Significantly more than average	-.304	.153	.194	-.65	.05
		Unsure	-.109	.311	.985	-.83	.61
		Significantly less than average	.142	.217	.914	-.36	.64
		Average	.304	.153	.194	-.05	.65
		Unsure	.194	.325	.933	-.55	.94
		Significantly less than average	-.053	.347	.999	-.85	.75
The doctor is straightforward with the risks and benefits of treatment- Performance	Unsure	Average	.109	.311	.985	-.61	.83
		Significantly more than average	-.194	.325	.933	-.94	.55
		Significantly less than average	.215	.179	.627	-.20	.63
		Significantly more than average	-.001	.199	1.000	-.46	.46
		Unsure	.049	.311	.999	-.67	.76
		Significantly less than average	-.215	.179	.627	-.63	.20
	Average	Significantly more than average	-.215	.140	.418	-.54	.11
		Unsure	-.166	.277	.932	-.80	.47
		Significantly more than average	.001	.199	1.000	-.46	.46
		Average	.215	.140	.418	-.11	.54
		Unsure	.050	.290	.998	-.62	.72

The doctor remembers conversations about treatment progress from previous appointments- Performance	Unsure	Significantly less than average	-.049	.311	.999	-.76	.67
		Average	.166	.277	.932	-.47	.80
		Significantly more than average	-.050	.290	.998	-.72	.62
	Significantly less than average	Average	.143	.206	.898	-.33	.62
		Significantly more than average	-.304	.229	.546	-.83	.22
		Unsure	.617	.357	.312	-.21	1.44
	Average	Significantly less than average	-.143	.206	.898	-.62	.33
		Significantly more than average	-.447*	.161	.030	-.82	-.08
		Unsure	.473	.318	.446	-.26	1.21
	Significantly more than average	Significantly less than average	.304	.229	.546	-.22	.83
		Average	.447*	.161	.030	.08	.82
		Unsure	.921*	.334	.031	.15	1.69
The doctor spends adequate time with my child at each appointment- Performance	Unsure	Significantly less than average	-.617	.357	.312	-1.44	.21
		Average	-.473	.318	.446	-1.21	.26
		Significantly more than average	-.921*	.334	.031	-1.69	-.15
	Significantly less than average	Average	.113	.189	.933	-.32	.55
		Significantly more than average	-.295	.211	.502	-.78	.19
		Unsure	.267	.329	.849	-.49	1.02
	Average	Significantly less than average	-.113	.189	.933	-.55	.32
		Significantly more than average	-.407*	.148	.032	-.75	-.07
		Unsure	.154	.293	.953	-.52	.83
	Significantly more than average	Significantly less than average	.295	.211	.502	-.19	.78
		Average	.407*	.148	.032	.07	.75
		Unsure	.562	.307	.262	-.15	1.27
The doctor is kind to his staff- Performance	Unsure	Significantly less than average	-.267	.329	.849	-1.02	.49
		Average	-.154	.293	.953	-.83	.52
		Significantly more than average	-.562	.307	.262	-1.27	.15
	Significantly less than average	Average	.124	.183	.906	-.30	.55
		Significantly more than average	-.177	.204	.822	-.65	.29

The doctor takes a personal interest in your child and remembers personal things about them such as hobbies, activities they are involved in etc. - Performance	Average	Unsure	.113	.318	.985	-.62	.85
		Significantly less than average	-.124	.183	.906	-.55	.30
		Significantly more than average	-.301	.144	.158	-.63	.03
	Significantly more than average	Unsure	-.011	.283	1.000	-.66	.64
		Significantly less than average	.177	.204	.822	-.29	.65
		Average	.301	.144	.158	-.03	.63
	Unsure	Unsure	.290	.297	.764	-.40	.97
		Significantly less than average	-.113	.318	.985	-.85	.62
		Average	.011	.283	1.000	-.64	.66
	Significantly less than average	Significantly more than average	-.290	.297	.764	-.97	.40
		Average	.291	.206	.493	-.18	.77
		Significantly more than average	-.238	.230	.730	-.77	.29
	Average	Unsure	.669	.359	.245	-.16	1.49
		Significantly less than average	-.291	.206	.493	-.77	.18
		Significantly more than average	-.529*	.162	.007	-.90	-.16
	Significantly more than average	Unsure	.378	.319	.638	-.36	1.11
		Significantly less than average	.238	.230	.730	-.29	.77
		Average	.529*	.162	.007	.16	.90
	Unsure	Unsure	.907*	.335	.036	.14	1.68
		Significantly less than average	-.669	.359	.245	-1.49	.16
		Average	-.378	.319	.638	-1.11	.36
	Significantly less than average	Significantly more than average	-.907*	.335	.036	-1.68	-.14
		Average	.223	.211	.715	-.26	.71
		Significantly more than average	-.111	.235	.965	-.65	.43
There are multiple available appointment openings to choose from- Performance	Average	Unsure	.214	.366	.936	-.63	1.06
		Significantly less than average	-.223	.211	.715	-.71	.26
		Significantly more than average	-.334	.165	.183	-.71	.05
	Significantly more than average	Unsure	-.009	.326	1.000	-.76	.74
		Significantly less than average	.111	.235	.965	-.43	.65

The office is available for appointments before or after typical work week hours (i.e. before 9am, after 5pm, weekends)- Performance	Unsure	Average	.334	.165	.183	-.05	.71
		Unsure	.325	.342	.777	-.46	1.11
		Significantly less than average	-.214	.366	.936	-1.06	.63
		Average	.009	.326	1.000	-.74	.76
		Significantly more than average	-.325	.342	.777	-1.11	.46
		Significantly less than average	.295	.222	.545	-.22	.81
	Significantly more than average	Significantly more than average	-.133	.247	.950	-.70	.44
		Unsure	.395	.385	.735	-.49	1.28
		Average	.295	.222	.545	-.81	.22
		Significantly less than average	-.295	.222	.545	-.81	.22
		Significantly more than average	-.428*	.174	.069	-.83	-.03
		Unsure	.100	.343	.991	-.69	.89
There are prizes/incentives for good patient compliance.- i.e.: no missed appointments, good brushing habits, no broken brackets etc. - Performance	Significantly more than average	Significantly less than average	.133	.247	.950	-.44	.70
		Average	.428*	.174	.069	.03	.83
		Unsure	.528	.360	.459	-.30	1.36
		Significantly less than average	-.395	.385	.735	-1.28	.49
		Average	-.100	.343	.991	-.89	.69
		Significantly more than average	-.528	.360	.459	-1.36	.30
	Significantly less than average	Average	-.180	.235	.869	-.72	.36
		Significantly more than average	-.668*	.261	.053	-1.27	-.07
		Unsure	.701	.404	.308	-.23	1.63
		Average	.180	.235	.869	-.36	.72
		Significantly more than average	-.488*	.183	.041	-.91	-.07
		Unsure	.881*	.359	.070	.05	1.71
	Significantly more than average	Significantly less than average	.668*	.261	.053	.07	1.27
		Average	.488*	.183	.041	.07	.91
		Unsure	1.369*	.377	.002	.50	2.24
		Significantly less than average	-.701	.404	.308	-1.63	.23
		Average	-.881*	.359	.070	-1.71	-.05
		Significantly more than average	-1.369*	.377	.002	-2.24	-.50

The office has excellent customer service.- Performance	Significantly less than average	Average	.498*	.180	.030	.08	.91
		Significantly more than average	.168	.200	.836	-.29	.63
		Unsure	.831*	.313	.041	.11	1.55
	Average	Significantly less than average	-.498*	.180	.030	-.91	-.08
		Significantly more than average	-.330*	.141	.092	-.65	.00
		Unsure	.333	.278	.629	-.31	.97
	Significantly more than average	Significantly less than average	-.168	.200	.836	-.63	.29
		Average	.330*	.141	.092	.00	.65
		Unsure	.663	.292	.108	-.01	1.33
	Unsure	Significantly less than average	-.831*	.313	.041	-1.55	-.11
		Average	-.333	.278	.629	-.97	.31
		Significantly more than average	-.663	.292	.108	-1.33	.01
The office staff is friendly.- Performance	Significantly less than average	Average	.191	.169	.671	-.20	.58
		Significantly more than average	-.029	.188	.999	-.46	.40
		Unsure	.192	.294	.914	-.48	.87
	Average	Significantly less than average	-.191	.169	.671	-.58	.20
		Significantly more than average	-.219	.133	.350	-.52	.09
		Unsure	.001	.261	1.000	-.60	.60
	Significantly more than average	Significantly less than average	.029	.188	.999	-.40	.46
		Average	.219	.133	.350	-.09	.52
		Unsure	.220	.274	.853	-.41	.85
	Unsure	Significantly less than average	-.192	.294	.914	-.87	.48
		Average	-.001	.261	1.000	-.60	.60
		Significantly more than average	-.220	.274	.853	-.85	.41
The office has an overall nice feel.- Performance	Significantly less than average	Average	.071	.179	.978	-.34	.48
		Significantly more than average	-.174	.199	.819	-.63	.29
		Unsure	.132	.311	.975	-.58	.85
	Average	Significantly less than average	-.071	.179	.978	-.48	.34
		Significantly more than average	-.245	.140	.301	-.57	.08

Minimal wait time for scheduled adjustment visits- Performance	Significantly more than average	Unsure	.060	.277	.996	-.58	.70
		Significantly less than average	.174	.199	.819	-.29	.63
		Average	.245	.140	.301	-.08	.57
	Unsure	Unsure	.306	.291	.719	-.36	.97
		Significantly less than average	-.132	.311	.975	-.85	.58
		Average	-.060	.277	.996	-.70	.58
	Significantly less than average	Significantly more than average	-.306	.291	.719	-.97	.36
		Average	.415	.203	.175	-.05	.88
		Significantly more than average	.143	.226	.922	-.38	.66
	Average	Unsure	.256	.353	.887	-.56	1.07
		Significantly less than average	-.415	.203	.175	-.88	.05
		Significantly more than average	-.272	.159	.322	-.64	.09
	Significantly more than average	Unsure	-.159	.314	.958	-.88	.56
		Significantly less than average	-.143	.226	.922	-.66	.38
		Average	.272	.159	.322	-.09	.64
	Unsure	Unsure	.113	.330	.986	-.65	.87
		Significantly less than average	-.256	.353	.887	-1.07	.56
		Average	.159	.314	.958	-.56	.88
	Significantly less than average	Significantly more than average	-.113	.330	.986	-.87	.65
		Average	.383	.194	.200	-.06	.83
		Significantly more than average	.096	.217	.971	-.40	.59
Adjustment visits are short.- Performance	Average	Unsure	.308	.337	.797	-.47	1.08
		Significantly less than average	-.383	.194	.200	-.83	.06
		Significantly more than average	-.287	.153	.241	-.64	.07
	Significantly more than average	Unsure	-.075	.300	.995	-.77	.62
		Significantly less than average	-.096	.217	.971	-.59	.40
		Average	.287	.153	.241	-.07	.64
	Unsure	Unsure	.212	.315	.907	-.51	.94
		Significantly less than average	-.308	.337	.797	-1.08	.47

My child is seen by the same assistant at each visit.- Performance	Significantly less than average	Average	.075	.300	.995	-.62	.77
		Significantly more than average	-.212	.315	.907	-.94	.51
		Average	.528*	.208	.056	.05	1.01
		Significantly more than average	.140	.231	.931	-.39	.67
	Average	Unsure	1.023*	.361	.025	.19	1.85
		Significantly less than average	-.528*	.208	.056	-1.01	-.05
		Significantly more than average	-.388*	.163	.083	-.76	-.01
		Unsure	.495	.321	.415	-.24	1.23
	Significantly more than average	Significantly less than average	-.140	.231	.931	-.67	.39
		Average	.388*	.163	.083	.01	.76
		Unsure	.883*	.337	.046	.11	1.66
		Significantly less than average	-1.023*	.361	.025	-1.85	-.19
The doctor accepts my insurance- Performance	Unsure	Average	-.495	.321	.415	-1.23	.24
		Significantly more than average	-.883*	.337	.046	-1.66	-.11
		Average	.429	.198	.136	-.03	.89
		Significantly more than average	.302	.221	.520	-.21	.81
	Average	Unsure	-.122	.349	.985	-.92	.68
		Significantly less than average	-.429	.198	.136	-.89	.03
		Significantly more than average	-.126	.154	.844	-.48	.23
		Unsure	-.551	.310	.288	-1.27	.16
	Significantly more than average	Significantly less than average	-.302	.221	.520	-.81	.21
		Average	.126	.154	.844	-.23	.48
		Unsure	-.424	.325	.561	-1.17	.32
		Significantly less than average	.122	.349	.985	-.68	.92
The doctor offers flexible payment plan options- Performance	Unsure	Average	.551	.310	.288	-.16	1.27
		Significantly more than average	.424	.325	.561	-.32	1.17
		Significantly less than average	.272	.207	.557	-.21	.75
		Significantly more than average	.020	.231	1.000	-.51	.55
	Unsure	Unsure	-.050	.394	.999	-.96	.86

The doctor offers interest free financing on cost of treatment- Performance	Average	Significantly less than average	-.272	.207	.557	-.75	.21
		Significantly more than average	-.251	.163	.413	-.63	.12
		Unsure	-.322	.359	.806	-1.15	.50
	Significantly more than average	Significantly less than average	-.020	.231	1.000	-.55	.51
		Average	.251	.163	.413	-.12	.63
		Unsure	-.071	.373	.998	-.93	.79
	Unsure	Significantly less than average	.050	.394	.999	-.86	.96
		Average	.322	.359	.806	-.50	1.15
		Significantly more than average	.071	.373	.998	-.79	.93
	Significantly less than average	Average	.147	.212	.899	-.34	.63
		Significantly more than average	-.041	.236	.998	-.58	.50
		Unsure	-.299	.400	.878	-1.22	.62
	Average	Significantly less than average	-.147	.212	.899	-.63	.34
		Significantly more than average	-.187	.168	.681	-.57	.20
		Unsure	-.446	.365	.613	-1.29	.39
	Significantly more than average	Significantly less than average	.041	.236	.998	-.50	.58
		Average	.187	.168	.681	-.20	.57
		Unsure	-.258	.379	.904	-1.13	.61
	Unsure	Significantly less than average	.299	.400	.878	-.62	1.22
		Average	.446	.365	.613	-.39	1.29
		Significantly more than average	.258	.379	.904	-.61	1.13
The total cost of orthodontic treatment- Performance	Significantly less than average	Average	.337	.195	.309	-.11	.79
		Significantly more than average	.025	.217	.999	-.47	.52
		Unsure	.514	.348	.452	-.29	1.31
	Average	Significantly less than average	-.337	.195	.309	-.79	.11
		Significantly more than average	-.313	.153	.174	-.66	.04
		Unsure	.177	.312	.942	-.54	.89
	Significantly more than average	Significantly less than average	-.025	.217	.999	-.52	.47
		Average	.313	.153	.174	-.04	.66

The doctor offers a discount for payment up front- Performance	Unsure	Unsure	.489	.326	.439	-.26	1.24
		Significantly less than average	-.514	.348	.452	-1.31	.29
		Average	-.177	.312	.942	-.89	.54
	Significantly less than average	Significantly more than average	-.489	.326	.439	-1.24	.26
		Average	.433	.232	.246	-.10	.97
		Significantly more than average	.117	.258	.969	-.48	.71
	Average	Unsure	1.298*	.425	.013	.32	2.28
		Significantly less than average	-.433	.232	.246	-.97	.10
		Significantly more than average	-.315	.184	.317	-.74	.11
	Significantly more than average	Unsure	.865	.385	.113	-.02	1.75
		Significantly less than average	-.117	.258	.969	-.71	.48
		Average	.315	.184	.317	-.11	.74
How much influence: Family member - Performance	Unsure	Unsure	1.181*	.401	.018	.26	2.10
		Significantly less than average	-1.298*	.425	.013	-2.28	-.32
		Average	-.865	.385	.113	-1.75	.02
	Significantly less than average	Significantly more than average	-1.181*	.401	.018	-2.10	-.26
		Average	.140	.278	.958	-.50	.78
		Significantly more than average	-.417	.310	.534	-1.13	.30
	Average	Unsure	.526	.511	.732	-.65	1.70
		Significantly less than average	-.140	.278	.958	-.78	.50
		Significantly more than average	-.557*	.219	.056	-1.06	-.05
	Significantly more than average	Unsure	.387	.461	.836	-.68	1.45
		Significantly less than average	.417	.310	.534	-.30	1.13
		Average	.557*	.219	.056	.05	1.06
How much influence:	Unsure	Unsure	.944	.481	.206	-.16	2.05
		Significantly less than average	-.526	.511	.732	-1.70	.65
		Average	-.387	.461	.836	-1.45	.68
	Significantly less than average	Significantly more than average	-.944	.481	.206	-2.05	.16
		Average	.176	.269	.914	-.44	.79
		Significantly more than average					

Close friend - Performance	Average	Significantly more than average	-.155	.299	.954	-.84	.53	
		Unsure	.753	.476	.391	-.34	1.85	
		Significantly less than average	-.176	.269	.914	-.79	.44	
		Significantly more than average	-.331	.210	.392	-.81	.15	
		Unsure	.577	.425	.528	-.40	1.56	
		Significantly more than average	Significantly less than average	.155	.299	.954	-.53	.84
	Unsure	Average	.331	.210	.392	-.15	.81	
		Unsure	.908	.445	.176	-.12	1.93	
		Significantly less than average	-.753	.476	.391	-1.85	.34	
		Average	-.577	.425	.528	-1.56	.40	
		Significantly more than average	-.908	.445	.176	-1.93	.12	
		How much influence: Your child's dentist - Performance	Significantly less than average	Average	.016	.232	1.000	-.52
Significantly more than average	-.404			.259	.404	-1.00	.19	
Unsure	-.096			.427	.996	-1.08	.89	
Average	Significantly less than average			-.016	.232	1.000	-.55	.52
	Significantly more than average			-.420	.183	.102	-.84	.00
	Unsure			-.112	.386	.991	-1.00	.78
	Significantly more than average		Significantly less than average	.404	.259	.404	-.19	1.00
			Average	.420	.183	.102	.00	.84
			Unsure	.308	.402	.871	-.62	1.23
Unsure			Significantly less than average	.096	.427	.996	-.89	1.08
			Average	.112	.386	.991	-.78	1.00
			Significantly more than average	-.308	.402	.871	-1.23	.62
	How much influence: Other parents who have children with braces -Performance	Significantly less than average	Average	.073	.249	.991	-.50	.64
			Significantly more than average	-.257	.276	.788	-.89	.38
			Unsure	.632	.443	.484	-.39	1.65
Average			Significantly less than average	-.073	.249	.991	-.64	.50
			Significantly more than average	-.330	.195	.332	-.78	.12
			Unsure	.559	.397	.496	-.36	1.47

How much influence: Yelp ratings - Performance.	Significantly more than average	Significantly less than average	.257	.276	.788	-.38	.89
		Average	.330	.195	.332	-.12	.78
		Unsure	.889	.415	.143	-.07	1.84
	Unsure	Significantly less than average	-.632	.443	.484	-1.65	.39
		Average	-.559	.397	.496	-1.47	.36
		Significantly more than average	-.889	.415	.143	-1.84	.07
	Significantly less than average	Average	.464	.323	.478	-.28	1.21
		Significantly more than average	-.112	.360	.990	-.94	.72
		Unsure	1.821*	.613	.017	.41	3.23
	Average	Significantly less than average	-.464	.323	.478	-1.21	.28
		Significantly more than average	-.575	.255	.111	-1.16	.01
		Unsure	1.357*	.558	.073	.07	2.64
	Significantly more than average	Significantly less than average	.112	.360	.990	-.72	.94
		Average	.575	.255	.111	-.01	1.16
		Unsure	1.932*	.580	.005	.60	3.27
	Unsure	Significantly less than average	-1.821*	.613	.017	-3.23	-.41
		Average	-1.357*	.558	.073	-2.64	-.07
		Significantly more than average	-1.932*	.580	.005	-3.27	-.60
How much influence: Facebook reviews	Significantly less than average	Average	.675	.307	.126	-.03	1.38
		Significantly more than average	-.073	.345	.997	-.87	.72
		Unsure	2.005*	.584	.004	.66	3.35
	Average	Significantly less than average	-.675	.307	.126	-1.38	.03
		Significantly more than average	-.748*	.246	.014	-1.31	-.18
		Unsure	1.330*	.531	.062	.11	2.55
	Significantly more than average	Significantly less than average	.073	.345	.997	-.72	.87
		Average	.748*	.246	.014	.18	1.31
		Unsure	2.078*	.554	.001	.80	3.35
	Unsure	Significantly less than average	-2.005*	.584	.004	-3.35	-.66
		Average	-1.330*	.531	.062	-2.55	-.11

How much influence: Angie's List - Performance	Significantly less than average	Significantly more than average	-2.078*	.554	.001	-3.35	-.80
		Average	.443	.326	.525	-.31	1.19
		Significantly more than average	.025	.364	1.000	-.81	.86
	Average	Unsure	2.301*	.618	.001	.88	3.72
		Significantly less than average	-.443	.326	.525	-1.19	.31
		Significantly more than average	-.418	.259	.371	-1.01	.18
	Significantly more than average	Unsure	1.858*	.563	.006	.56	3.15
		Significantly less than average	-.025	.364	1.000	-.86	.81
		Average	.418	.259	.371	-.18	1.01
	Unsure	Unsure	2.277*	.585	.001	.93	3.62
		Significantly less than average	-2.301*	.618	.001	-3.72	-.88
		Average	-1.858*	.563	.006	-3.15	-.56
How much influence: Google Reviews - Performance	Significantly less than average	Significantly more than average	-2.277*	.585	.001	-3.62	-.93
		Average	.507	.309	.357	-.20	1.22
		Significantly more than average	-.163	.344	.965	-.96	.63
	Average	Unsure	2.407*	.587	.000	1.06	3.76
		Significantly less than average	-.507	.309	.357	-1.22	.20
		Significantly more than average	-.670*	.244	.032	-1.23	-.11
	Significantly more than average	Unsure	1.900*	.534	.002	.67	3.13
		Significantly less than average	.163	.344	.965	-.63	.96
		Average	.670*	.244	.032	.11	1.23
	Unsure	Unsure	2.570*	.555	.000	1.29	3.85
		Significantly less than average	-2.407*	.587	.000	-3.76	-1.06
		Average	-1.900*	.534	.002	-3.13	-.67
How much influence: Dental office's website -Performance	Significantly less than average	Significantly more than average	-2.570*	.555	.000	-3.85	-1.29
		Average	.256	.271	.780	-.37	.88
		Significantly more than average	-.013	.303	1.000	-.71	.69
	Average	Unsure	1.636*	.497	.006	.49	2.78
		Significantly less than average	-.256	.271	.780	-.88	.37

How much influence: Instagram - Performance	Significantly more than average	Significantly more than average	-.269	.216	.599	-.77	.23
		Unsure	1.380*	.449	.013	.35	2.41
		Significantly less than average	.013	.303	1.000	-.69	.71
		Average	.269	.216	.599	-.23	.77
		Unsure	1.649*	.470	.003	.57	2.73
		Significantly less than average	-1.636*	.497	.006	-2.78	-.49
		Average	-1.380*	.449	.013	-2.41	-.35
		Significantly more than average	-1.649*	.470	.003	-2.73	-.57
		Significantly less than average	.218	.316	.901	-.51	.95
		Significantly more than average	-.503	.353	.486	-1.32	.31
		Unsure	2.232*	.600	.001	.85	3.61
		Average	-.218	.316	.901	-.95	.51
		Significantly more than average	-.721*	.251	.023	-1.30	-.14
		Unsure	2.014*	.547	.002	.76	3.27
		Significantly less than average	.503	.353	.486	-.31	1.32
		Average	.721*	.251	.023	.14	1.30
		Unsure	2.735*	.569	.000	1.43	4.04
		Significantly less than average	-2.232*	.600	.001	-3.61	-.85
		Average	-2.014*	.547	.002	-3.27	-.76
		Significantly more than average	-2.735*	.569	.000	-4.04	-1.43
How much influence: Twitter -Performance	Significantly less than average	Average	.153	.327	.966	-.60	.91
		Significantly more than average	-.301	.365	.843	-1.14	.54
		Unsure	1.933*	.621	.011	.50	3.36
		Significantly less than average	-.153	.327	.966	-.91	.60
		Significantly more than average	-.453	.260	.301	-1.05	.14
		Unsure	1.780*	.565	.010	.48	3.08
		Significantly less than average	.301	.365	.843	-.54	1.14
		Average	.453	.260	.301	-.14	1.05
		Unsure	2.234*	.588	.001	.88	3.59
		Significantly less than average	.153	.327	.966	-.60	.91
		Significantly more than average	-.301	.365	.843	-1.14	.54
		Unsure	1.933*	.621	.011	.50	3.36

How much influence: Healthgrades.com - Performance	Unsure	Significantly less than average	-1.933*	.621	.011	-3.36	-.50
		Average	-1.780*	.565	.010	-3.08	-.48
		Significantly more than average	-2.234*	.588	.001	-3.59	-.88
	Significantly less than average	Average	.542	.318	.322	-.19	1.27
		Significantly more than average	-.112	.354	.989	-.93	.70
		Unsure	2.184*	.604	.002	.79	3.57
	Average	Significantly less than average	-.542	.318	.322	-1.27	.19
		Significantly more than average	-.654*	.251	.047	-1.23	-.08
		Unsure	1.642*	.549	.016	.38	2.91
	Significantly more than average	Significantly less than average	.112	.354	.989	-.70	.93
		Average	.654*	.251	.047	.08	1.23
		Unsure	2.296*	.571	.000	.98	3.61
The office is on the way to or from your child's school - Performance	Unsure	Significantly less than average	-2.184*	.604	.002	-3.57	-.79
		Average	-1.642*	.549	.016	-2.91	-.38
		Significantly more than average	-2.296*	.571	.000	-3.61	-.98
	Significantly less than average	Average	.169	.275	.927	-.46	.80
		Significantly more than average	-.301	.306	.759	-1.01	.40
		Unsure	.474	.476	.753	-.62	1.57
	Average	Significantly less than average	-.169	.275	.927	-.80	.46
		Significantly more than average	-.470	.217	.135	-.97	.03
		Unsure	.304	.425	.890	-.67	1.28
	Significantly more than average	Significantly less than average	.301	.306	.759	-.40	1.01
		Average	.470	.217	.135	-.03	.97
		Unsure	.775	.446	.306	-.25	1.80
The office is in a safe area of town -	Unsure	Significantly less than average	-.474	.476	.753	-1.57	.62
		Average	-.304	.425	.890	-1.28	.67
		Significantly more than average	-.775	.446	.306	-1.80	.25
	Significantly less than average	Average	-.079	.201	.979	-.54	.38
		Significantly more than average	-.232	.224	.729	-.75	.28

Performance	Average	Unsure	.135	.349	.980	-.67	.94
		Significantly less than average	.079	.201	.979	-.38	.54
		Significantly more than average	-.153	.158	.767	-.52	.21
	Significantly more than average	Unsure	.214	.311	.901	-.50	.93
		Significantly less than average	.232	.224	.729	-.28	.75
		Average	.153	.158	.767	-.21	.52
	Unsure	Unsure	.367	.326	.674	-.38	1.12
		Significantly less than average	-.135	.349	.980	-.94	.67
		Average	-.214	.311	.901	-.93	.50
The orthodontic provider is in the same office where your child gets cleanings and fillings - Performance	Significantly less than average	Significantly more than average	-.367	.326	.674	-1.12	.38
		Average	.216	.308	.896	-.49	.92
		Significantly more than average	-.354	.343	.730	-1.14	.43
	Average	Unsure	.952	.566	.335	-.35	2.25
		Significantly less than average	-.216	.308	.896	-.92	.49
		Significantly more than average	-.570*	.242	.088	-1.13	-.01
	Significantly more than average	Unsure	.736	.511	.476	-.44	1.91
		Significantly less than average	.354	.343	.730	-.43	1.14
		Average	.570*	.242	.088	.01	1.13
	Unsure	Unsure	1.306*	.533	.070	.08	2.53
		Significantly less than average	-.952	.566	.335	-2.25	.35
		Average	-.736	.511	.476	-1.91	.44
	Significantly less than average	Significantly more than average	-1.306*	.533	.070	-2.53	-.08
		Average	-.057	.195	.991	-.51	.39
		Significantly more than average	-.390	.218	.279	-.89	.11
The waiting room is comfortable and inviting -Performance	Average	Unsure	-.049	.338	.999	-.83	.73
		Significantly less than average	.057	.195	.991	-.39	.51
		Significantly more than average	-.333	.154	.135	-.69	.02
	Significantly more than average	Unsure	.008	.301	1.000	-.69	.70
		Significantly less than average	.390	.218	.279	-.11	.89

The waiting room has entertainment for children (i.e. TVs, iPads, games, books etc) -Performance	Unsure	Average	.333	.154	.135	-.02	.69
		Unsure	.341	.316	.703	-.39	1.07
		Significantly less than average	.049	.338	.999	-.73	.83
		Average	-.008	.301	1.000	-.70	.69
		Significantly more than average	-.341	.316	.703	-1.07	.39
		Significantly less than average	.049	.338	.999	-.73	.83
	Significantly less than average	Average	-.028	.235	.999	-.57	.51
		Significantly more than average	-.364	.261	.505	-.97	.24
		Unsure	.476	.419	.668	-.49	1.44
		Average	.028	.235	.999	-.51	.57
		Significantly more than average	-.336	.185	.265	-.76	.09
		Unsure	.503	.376	.538	-.36	1.37
	Significantly more than average	Significantly less than average	.364	.261	.505	-.24	.97
		Average	.336	.185	.265	-.09	.76
		Unsure	.840	.393	.144	-.06	1.74
		Significantly less than average	-.476	.419	.668	-1.44	.49
		Average	-.503	.376	.538	-1.37	.36
		Significantly more than average	-.840	.393	.144	-1.74	.06
	Unsure	Average	.199	.285	.898	-.46	.85
		Significantly more than average	-.294	.317	.791	-1.02	.44
		Unsure	1.118	.523	.143	-.08	2.32
		Significantly less than average	-.199	.285	.898	-.85	.46
		Significantly more than average	-.492	.225	.130	-1.01	.03
		Unsure	.920	.472	.211	-.17	2.01
Complimentary snacks are provided in the waiting room - Performance	Significantly more than average	Significantly less than average	.294	.317	.791	-.44	1.02
		Average	.492	.225	.130	-.03	1.01
		Unsure	1.412*	.493	.023	.28	2.55
		Significantly less than average	-1.118	.523	.143	-2.32	.08
		Average	-.920	.472	.211	-2.01	.17
		Significantly more than average	-1.412*	.493	.023	-2.55	-.28
	Unsure	Significantly less than average	-1.118	.523	.143	-2.32	.08
		Average	-.920	.472	.211	-2.01	.17
		Significantly more than average	-1.412*	.493	.023	-2.55	-.28
		Significantly less than average	-1.118	.523	.143	-2.32	.08
		Average	-.920	.472	.211	-2.01	.17
		Significantly more than average	-1.412*	.493	.023	-2.55	-.28

Parking options are convenient - Performance	Significantly less than average	Average	-.135	.226	.933	-.65	.38
		Significantly more than average	-.191	.252	.873	-.77	.39
		Unsure	-.102	.393	.994	-1.01	.80
	Average	Significantly less than average	.135	.226	.933	-.38	.65
		Significantly more than average	-.056	.177	.989	-.46	.35
		Unsure	.034	.349	1.000	-.77	.84
	Significantly more than average	Significantly less than average	.191	.252	.873	-.39	.77
		Average	.056	.177	.989	-.35	.46
		Unsure	.089	.367	.995	-.76	.93
	Unsure	Significantly less than average	.102	.393	.994	-.80	1.01
		Average	-.034	.349	1.000	-.84	.77
		Significantly more than average	-.089	.367	.995	-.93	.76
How long do you to travel to take your child to their orthodontic provider? -Performance	Significantly less than average	Average	.314	.256	.612	-.28	.90
		Significantly more than average	-.197	.286	.902	-.85	.46
		Unsure	1.361*	.445	.013	.34	2.39
	Average	Significantly less than average	-.314	.256	.612	-.90	.28
		Significantly more than average	-.510*	.201	.056	-.97	-.05
		Unsure	1.047*	.397	.043	.13	1.96
	Significantly more than average	Significantly less than average	.197	.286	.902	-.46	.85
		Average	.510*	.201	.056	.05	.97
		Unsure	1.558*	.416	.001	.60	2.52
	Unsure	Significantly less than average	-1.361*	.445	.013	-2.39	-.34
		Average	-1.047*	.397	.043	-1.96	-.13
		Significantly more than average	-1.558*	.416	.001	-2.52	-.60
How many miles do you travel to take your child to their orthodontic provider? -Performance	Significantly less than average	Average	.704*	.234	.015	.16	1.24
		Significantly more than average	.340	.261	.563	-.26	.94
		Unsure	1.846*	.407	.000	.91	2.78
	Average	Significantly less than average	-.704*	.234	.015	-1.24	-.16
		Significantly more than average	-.364	.184	.198	-.79	.06

How well does your orthodontic provider perform in the following areas? The doctor is up to date...	Significantly more than average	Unsure	1.142*	.362	.010	.31	1.98
		Significantly less than average	-.340	.261	.563	-.94	.26
		Average	.364	.184	.198	-.06	.79
	Unsure	Unsure	1.506*	.380	.001	.63	2.38
		Significantly less than average	-1.846*	.407	.000	-2.78	-.91
		Average	-1.142*	.362	.010	-1.98	-.31
	Significantly less than average	Significantly more than average	-1.506*	.380	.001	-2.38	-.63
		Average	-.068	.172	.979	-.47	.33
		Significantly more than average	-.401	.192	.159	-.84	.04
	Average	Unsure	-.026	.300	1.000	-.72	.66
		Significantly less than average	.068	.172	.979	-.33	.47
		Significantly more than average	-.333*	.135	.068	-.64	-.02
	Significantly more than average	Unsure	.042	.267	.999	-.57	.66
		Significantly less than average	.401	.192	.159	-.04	.84
		Average	.333*	.135	.068	.02	.64
	Unsure	Unsure	.375	.280	.538	-.27	1.02
		Significantly less than average	.026	.300	1.000	-.66	.72
		Average	-.042	.267	.999	-.66	.57
	Significantly less than average	Significantly more than average	-.375	.280	.538	-1.02	.27
		Average	.235	.213	.688	-.26	.73
		Significantly more than average	-.216	.237	.800	-.76	.33
How well does your orthodontic provider perform in the following areas? The estimated treatme...	Unsure	Unsure	.285	.391	.886	-.62	1.19
		Significantly less than average	-.235	.213	.688	-.73	.26
		Significantly more than average	-.451*	.168	.039	-.84	-.06
	Average	Unsure	.050	.354	.999	-.76	.86
		Significantly less than average	.216	.237	.800	-.33	.76
		Average	.451*	.168	.039	.06	.84
	Significantly more than average	Unsure	.501	.369	.526	-.35	1.35
		Significantly less than average	-.285	.391	.886	-1.19	.62

How well does your orthodontic provider perform in the following areas? The doctor has exampl...	Significantly less than average	Average	-.050	.354	.999	-.86	.76
		Significantly more than average	-.501	.369	.526	-1.35	.35
		Average	-.075	.204	.983	-.54	.39
	Average	Significantly more than average	-.226	.228	.752	-.75	.30
		Unsure	.316	.354	.809	-.50	1.13
		Significantly less than average	.075	.204	.983	-.39	.54
	Significantly more than average	Significantly more than average	-.151	.161	.782	-.52	.22
		Unsure	.391	.315	.602	-.33	1.12
		Significantly less than average	.226	.228	.752	-.30	.75
	Unsure	Average	.151	.161	.782	-.22	.52
		Unsure	.542	.331	.359	-.22	1.30
		Significantly less than average	-.316	.354	.809	-1.13	.50
Board certification is not a legal requirement to practice, however some orthodontists choose to...	Significantly less than average	Average	-.391	.315	.602	-1.12	.33
		Significantly more than average	-.542	.331	.359	-1.30	.22
		Average	-.115	.202	.941	-.58	.35
	Average	Significantly more than average	-.341	.225	.431	-.86	.18
		Unsure	.611	.360	.327	-.22	1.44
		Significantly less than average	.115	.202	.941	-.35	.58
	Significantly more than average	Significantly more than average	-.226	.159	.490	-.59	.14
		Unsure	.727	.323	.113	-.02	1.47
		Significantly less than average	.341	.225	.431	-.18	.86
	Unsure	Average	.226	.159	.490	-.14	.59
		Unsure	.952*	.338	.027	.17	1.73
		Significantly less than average	-.611	.360	.327	-1.44	.22
How satisfied are you with your child's orthodontic treatment	Significantly less than average	Average	-.727	.323	.113	-1.47	.02
		Significantly more than average	-.952*	.338	.027	-1.73	-.17
		Average	.213	.177	.626	-.19	.62
	Significantly less than average	Significantly more than average	-.124	.197	.922	-.58	.33
		Unsure	.380	.308	.606	-.33	1.09
		Unsure					

so far?	Average	Significantly less than average	-.213	.177	.626	-.62	.19
		Significantly more than average	-.337*	.139	.074	-.66	-.02
		Unsure	.167	.274	.929	-.46	.80
	Significantly more than average	Significantly less than average	.124	.197	.922	-.33	.58
		Average	.337*	.139	.074	.02	.66
		Unsure	.504	.288	.298	-.16	1.17
	Unsure	Significantly less than average	-.380	.308	.606	-1.09	.33
		Average	-.167	.274	.929	-.80	.46
		Significantly more than average	-.504	.288	.298	-1.17	.16
How likely are you to recommend your child's orthodontist to your friends or family?	Significantly less than average	Average	.006	.167	1.000	-.38	.39
		Significantly more than average	-.220	.186	.639	-.65	.21
		Unsure	.068	.290	.996	-.60	.74
	Average	Significantly less than average	-.006	.167	1.000	-.39	.38
		Significantly more than average	-.226	.131	.314	-.53	.08
		Unsure	.062	.258	.995	-.53	.66
	Significantly more than average	Significantly less than average	.220	.186	.639	-.21	.65
		Average	.226	.131	.314	-.08	.53
		Unsure	.288	.271	.714	-.34	.91
	Unsure	Significantly less than average	-.068	.290	.996	-.74	.60
		Average	-.062	.258	.995	-.66	.53
		Significantly more than average	-.288	.271	.714	-.91	.34
Is your child's orthodontic provider an Orthodontist or a General Dentist?	Significantly less than average	Average	-.109	.094	.655	-.33	.11
		Significantly more than average	-.067	.105	.919	-.31	.17
		Unsure	-.361	.164	.124	-.74	.02
	Average	Significantly less than average	.109	.094	.655	-.11	.33
		Significantly more than average	.041	.074	.943	-.13	.21
		Unsure	-.252	.146	.309	-.59	.08
	Significantly more than average	Significantly less than average	.067	.105	.919	-.17	.31
		Average	-.041	.074	.943	-.21	.13

Is your child's orthodontic provider board certified?	Unsure	Unsure	-.294	.153	.221	-.65	.06
		Significantly less than average	.361	.164	.124	-.02	.74
		Average	.252	.146	.309	-.08	.59
	Significantly less than average	Significantly more than average	.294	.153	.221	-.06	.65
		Average	-.098	.119	.841	-.37	.17
		Significantly more than average	.124	.132	.784	-.18	.43
	Average	Unsure	-.523*	.206	.057	-1.00	-.05
		Significantly less than average	.098	.119	.841	-.17	.37
		Significantly more than average	.223*	.093	.081	.01	.44
	Significantly more than average	Unsure	-.424*	.184	.098	-.85	.00
		Significantly less than average	-.124	.132	.784	-.43	.18
		Average	-.223*	.093	.081	-.44	-.01
	Unsure	Unsure	-.647*	.193	.005	-1.09	-.20
		Significantly less than average	.523*	.206	.057	.05	1.00
		Average	.424*	.184	.098	.00	.85
		Significantly more than average	.647*	.193	.005	.20	1.09

*. The mean difference is significant at the 0.10 level.

Appendix B: Moderator's Guide for Focus Groups

- i. Welcome and Introductions
- ii. Brief review of the informed consent and the participants right to not answer questions or leave without any negative consequences
- iii. Overview of the process for discussions
- iv. Questions
- v. Closing remarks and Appreciation

Questions asked at focus groups included the following:

Topic 1: Questions to assess the dental/orthodontic education of group:

1. What is orthodontics?
2. What do orthodontists do?
3. What type of conditions do orthodontists treat?
4. What is the difference between an orthodontist and a general dentist?
5. How is a dental specialist different from a general dentist?

Topic 2: Questions to assess how people in the focus group make the decision between a general dentist and an orthodontist for their child's orthodontic treatment.

1. There are many orthodontic providers to choose from. How will you decide who to go to for child's orthodontic treatment?
2. What factors are most important to you when choosing your child's orthodontic provider?
3. What factors make one orthodontic provider more appealing over another?
4. What is your level of confidence that an orthodontist will provide quality treatment?
5. General dentists also provide orthodontic services. What is your level of confidence that a general dentist can provide quality orthodontic treatment?
6. Do you think general dentists can provide limited orthodontic treatment for minor tooth movements in a satisfactory manner?
7. Would you take your child to a general dentist instead of an orthodontist for orthodontic treatment? Why or why not?
8. How do financial considerations affect your choice of orthodontic providers?
9. Would you seek orthodontic treatment for your child from a general dentist if the cost was significantly (>\$1000) less? What if it was approximately the same cost?
10. If you experience difficulty in making a decision regarding orthodontic care for your child, what sources of information, advice, or assistance would you seek, if any?
11. Who do you have a stronger healthcare relationship with? Your general dentist or orthodontist?
12. Thinking about your experience with other healthcare providers, tell us about your

decision process in deciding whether or not to pursue a course of treatment.

Topic 3: Questions to assess what additional information would help with making the decision between an orthodontist and a general dentist.

1. What information would you like to know about orthodontics that you feel would assist you in making the decision between a general dentist and an orthodontist for your child's orthodontic treatment?
2. Many orthodontists choose to become board certified following their 2-3 year orthodontic residency program. How would this additional distinction affect your decision?
3. That is all the questions. Are there any other comments you would like to add?

Appendix C: Survey

INFORMED CONSENT FORM

Title of Study: Assessment of Orthodontic patients' Preferences regarding treatment from General Dentists or Orthodontists

Investigators: James Mah, DMSc, MS, DDS, BS; Brian Wilde DMD UNLV School of Dental Medicine, University of Nevada, Las Vegas

For questions or concerns about the study, you may contact James Mah at (702) 774-2535. For questions regarding the rights of research subjects, any complaints or comments regarding the manner in which the study is being conducted, contact the UNLV Office of Research Integrity – Human Subjects at 702-895-2794, toll free at 877-895-2794 or via email at IRB@unlv.edu.

Purpose of the Study

This study will help to determine how parents make the decision between taking their child to an orthodontist or a general dentist for orthodontic treatment.

You are being asked to participate in the study because you have indicated that your child will be getting orthodontic treatment in the future.

There may not be direct benefits to you as participant in this focus group. However, your input will provide insight into the decision making process of choosing between a general dentist or an orthodontist for a child's orthodontic treatment. A better understanding of this process will help orthodontic providers give parents the information they want to make a good decision regarding treatment and will lead to increased health literacy and increased satisfaction with their orthodontic experience.

Risks of Participation

There are risks involved in all research studies. This study may include only minimal risks. In this study, you may feel uncomfortable or unable to answer some of the questions. We do not anticipate any further risks from participating in this survey.

Confidentiality

All information gathered in this study will be kept as confidential as possible. No reference will be made in written or oral materials that could link you to this study. All records will be stored in a locked facility at UNLV for three (3) years after completion of the study. After the storage time, the information gathered will be destroyed.

Voluntary Participation

Your participation in this study is voluntary. You may refuse to participate in this study or in any part of this study. You may withdraw at any time without prejudice to your relations with

UNLV. You are encouraged to ask questions about this study at any time during the research study.

Participant Consent:

By checking the box below, I indicate that I have read the above information and agree to participate in this study. I have been able to ask questions about the research study. I am at least 18 years of age.

☐ I have read the above information and agree to participate in this study.

Do you have a child in your household that will be receiving orthodontic treatment within a year?

If Yes Have you met with any providers yet?

Do you have a child that is currently receiving orthodontic treatment?

Provider Personal Characteristics

Not at all important

1	2	3	4	5	6	Not applicable
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- ## Office Management

Not at all important

1	2	3	4	5	6	Not applicable
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- 436

- 5) The office staff is friendly.
- 6) The office has an overall nice feel.

Financial

How important would the following attributes be to you when choosing an orthodontic provider for your child?

Not at all important						Very Important
1	2	3	4	5	6	Not applicable

- 1) The doctor accepts your insurance.
- 2) The doctor offers flexible payment plan options.
- 3) The doctor offers interest free financing on cost of treatment.
- 4) The total cost of orthodontic treatment.
- 5) The doctor offers a discount for payment up front.

Referral

How much influence would the following sources have on who you choose as an orthodontic provider for your child?

No Influence						Very Large Influence
1	2	3	4	5	6	Not applicable

- 1) Family member
- 2) Close friend
- 3) Your child's dentist
- 4) Other parents who have children with braces
- 5) Yelp ratings
- 6) Facebook reviews
- 7) Angie's List
- 8) Google reviews
- 9) Dental office's website
- 10) Instagram
- 11) Twitter
- 12) Healthgrades.com

Location/Physical Environment

How important would the following attributes be to you when choosing an orthodontic provider for your child?

Not at all important

Very Important

1

2

3

4

5

16

Not applicable

- 1) The office is on the way to or from your child's school.
- 2) The office is in a safe area of town.
- 3) The orthodontic provider is in the same office where your child gets cleanings and fillings.
- 4) The waiting room is comfortable and inviting.
- 5) The waiting room has entertainment for children (i.e. TVs, iPads, games, books etc).
- 6) Complimentary snacks are provided in the waiting room.
- 7) Parking options are convenient.

How long would you be willing to travel to take your child to an orthodontic provider?

10 minutes

20 minutes

30 minutes

40 minutes

50minutes

60+ minutes

How many miles would you be willing to travel to take your child to an orthodontic provider?

5 miles

10 miles

20 miles

30 miles

40 miles

50+ miles

Training/Expertise

How important would the following attributes be to you when choosing an orthodontic provider for your child?

Not at all important

Very Important

1

2

3

4

5

16

Not applicable

- 1) The doctor is up to date on the latest techniques and technology.
- 2) The estimated treatment time is faster than other estimates.
- 3) The doctor has examples of before and after treatment pictures of patients with similar teeth as my child.

Board certification is not a legal requirement to practice, however some orthodontists choose to become board certified following their orthodontic training. How important is this additional distinction when choosing an orthodontic provider for your child?

Not at all important

Very Important

1

2

3

4

5

6

Not applicable

Not at all important					Very Important	
1	2	3	4	5	6	Not applicable

\$0	\$500	\$1000	\$1500	\$2000	more than \$2000
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\$0	\$500	\$1000	\$1500	\$2000	more than \$2000
0	1	2	3	4	5

Male Female Prefer not to answer

Less than \$30,000	\$30,000-\$49,999	\$50,000-\$69,999	\$70,000-\$89,999
\$90,000-\$109,999	\$110,000+	Prefer not to answer	

Yes No

Heavy Medium Light Do not use

- ☐ Google reviews
- ☐ Yelp ratings
- ☐ Facebook reviews
- ☐ Angie's List
- ☐ Twitter
- ☐ Instagram
- ☐ Healthgrades.com

Second Half of Survey: For Parents with children currently in orthodontic treatment

Provider Personal Characteristics

How well does your orthodontic provider perform in the following areas?

Very Poor						Very Well
1	2	3	4	5	6	Not applicable

- 1) The doctor smiles and says hello.
- 2) The doctor develops a personal connection with you and your child.
- 3) The doctor avoids using complex dental terminology.
- 4) The doctor thoroughly explains the diagnosis treatment plan.
- 5) The doctor explains things in a way that are easy to understand.
- 6) The doctor presents multiple treatment options.
- 7) The doctor listens intently to your concerns.
- 8) The doctor avoids “over-selling” orthodontic treatment.
- 9) The doctor is straightforward with the risks and benefits of treatment.
- 10) The doctor remembers conversations about treatment progress from previous appointments.
- 11) The doctor spends adequate time with my child at each appointment.
- 12) The doctor is kind to his staff.
- 13) The doctor takes a personal interest in your child and remembers personal things about them such as hobbies, activities they are involved in etc.

Office Management

How well does your orthodontic provider perform in the following areas?

Very Poor						Very Well
1	2	3	4	5	6	Not applicable

- 1) There are multiple available appointment openings to choose from.
- 2) The office is available for appointments before or after typical work week hours (i.e. before 9am, after 5pm, weekends).
- 3) There are prizes/incentives for good patient compliance.- i.e.: no missed appointments, good brushing habits, no broken brackets etc.
- 4) The office has excellent customer service.
- 5) The office staff is friendly.
- 6) The office has an overall nice feel.
- 7) Minimal wait time for scheduled adjustment visits.
- 8) Adjustment visits are short.
- 9) My child is seen by the same assistant at each visit.

Financial

How well does your orthodontic provider perform in the following areas?

Very Poor						Very Well
1	2	3	4	5	6	Not applicable

- 1) The doctor accepts my insurance.
- 2) The doctor offers flexible payment plan options.
- 3) The doctor offers interest free financing on cost of treatment.
- 4) The total cost of orthodontic treatment.
- 5) The doctor offers a discount for payment up front.

Referral

How much influence did the following sources have on who you chose as an orthodontic provider for your child?

No Influence						Very Large Influence
1	2	3	4	5	6	Not applicable

- 1) Family member
- 2) Close friend
- 3) Your child's dentist
- 4) Other parents who have children with braces
- 5) Yelp ratings
- 6) Facebook reviews
- 7) Angie's List
- 8) Google reviews
- 9) Dental office's website
- 10) Instagram
- 11) Twitter
- 12) Healthgrades.com

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Curriculum Vitae

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EDUCATION

Present	Residency in Orthodontics and Dentofacial Orthopedics Masters in Oral Biology <i>University of Nevada Las Vegas, School of Dental Medicine</i> Tests: Part one of ABO complete Graduation: December 2015
2013	Doctorate of Dental Medicine <i>University of Nevada Las Vegas, School of Dental Medicine</i> <i>Graduated Magna Cum Laude</i>
2009	Bachelor of Science Management with emphasis in General Business <i>Brigham Young University</i>

ORTHODONTIC EXPERIENCE/CERTIFICATIONS

2013-Present	Experience with: edgewise appliances, self-ligating appliances, clear aligners (Clear Correct and Invisalign), TADs, headgear, indirect bonding, CBCT, fabrication of various custom appliances.
2015	CBCT Certification
2014	Invisalign Certification
2014	2 week Tweed Course in Tucson, AZ
2009	Laser Certification

EMPLOYMENT/ EXPERIENCE

2007-2009	Life Sciences Stockroom- clerk/shop worker
Summer 2007	Expedition Motor Homes- maintenance worker
Summer 2006	Frontline Pest Control- sales representative
2003-2005	Montevideo, Uruguay full-time Mission The Church of Jesus Christ of Latter-day Saints Fluent in Spanish

RESEARCH

2014-Present	Assessment of Orthodontic Patients' Preferences Regarding Treatment from Orthodontists or General Dentists.
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HONORS AND AWARDS

2010-Present	E. Steven Smith Student Dental Honors Society
2007-2009	BYU Academic Scholarship
2002	Eagle Scout Award

PROFESSIONAL/ACADEMIC MEMBERSHIPS

2013-Present	American Dental Association
2013-Present	American Association of Orthodontists
2009- 2013	American Student Dental Association

BACKGROUND

I grew up in a large family in Southern California. Growing up with five other siblings helped me develop a strong work ethic and the ability to get along easily with people. People who know me well, such as my co-residents and the faculty and staff in my orthodontic program, will tell you I am a hard worker, good communicator, have a positive attitude, and am easy to get along with.

Prior to dental school I majored in general business at BYU where I gained a solid understanding of business fundamentals. From 2003-2005 I lived in Uruguay and learned to speak Spanish fluently. I have used my Spanish throughout my dental and orthodontic training and feel comfortable communicating with my Spanish speaking patients.

I have been married to my wife Laura for over 7 years and we have 3 energetic children. Laura is a speech pathologist, which has expanded my understanding of how our two professions interact. In my free time I enjoy spending time outdoors with my family, and working on house projects. I love to build and make things better which is partly why I am so drawn to orthodontics and find it so rewarding.